

Grant #R01RH26271
Indiana Rural Health Information Technology Education Network
Indiana Rural Health Association
Cindy Large, Project Officer

**Indiana Rural Health Information Technology Education Network (IRHITEN)
Veterans Recruitment Strategies
September 2014**

Target Population and Recruiting Strategies

Recruitment and Training Objective:

A minimum of **3 veterans** with a background in health care or IT residing in rural areas or with the intention of working in a rural area, will be recruited, screened, and given top priority for enrollment in the 20-week certificate program every six months, with the second cohort beginning September 2014.

Recruitment Partners/Resources:

- Indiana Veterans Administration Educational Coordinator/Public Relations
- Indiana Veterans Administration Vocational Rehab Specialist
- Hero's to Hired Indiana Veterans Placement Coordinator (IRHITEN Board Member)
- Ivy Tech Corporate College Campus Veterans Coordinators
- Indiana Department of Veterans Affairs
- Indiana WorkOne Offices
- Indiana National Guard and other military service branches
- ESGR Employment Specialists
- Military Recruiters
- Military Services Organizations - American Legion; VFW's Ivy Tech Veteran Student Organizations; and ROTC units at various Indiana Colleges and Universities

Recruitment Activities:

1. Target marketing strategies focusing on veteran recruitment in the IRHITEN brochure, flyers, marketing retractable banner, and website www.indianaruralhealth.org/IRHITEN.
2. Outreach services through the Indiana Veterans Administration offices in Indianapolis and statewide.
3. Work with Ivy Tech Veterans Affairs Offices, housed in all 14 regions of Ivy Tech, to engage qualified veterans in pursuing the health IT training.
4. Work with statewide military bases to get program information into the hands of qualified veterans.
5. Disseminate program information to WorkOne and Veterans Affairs offices. In order to assure statewide dissemination.
6. Utilize Ivy Tech's National Director of Military Defense Initiatives to connect to Veterans representatives on a statewide basis.
7. Program description webpage – Ivy Tech will add IRHITEN grant information and links to IRHITEN partners to the certificate website: <http://www.ivytech.edu/hit-training>.