

Resolution No. _____ (DIRECTIVE)

WHEREAS, The goal of podiatric medicine to realize full integration into the US healthcare system, to a large extent, depends upon a workforce of practicing podiatrists of sufficient size and quality;

WHEREAS, The future and long term stability of the APMA and its component groups, to a large extent, depends upon membership of sufficient size and quality to carry out its vision and mission;

WHEREAS, The viability and of podiatric medicine's colleges who serve as the gateway to enter the profession is directly dependent upon matriculating a sufficient number of qualified students;

WHEREAS, The number of qualified matriculated students at colleges of podiatric medicine is directly dependent upon the number of applicants;

WHEREAS, The total number of national applicants applying to the colleges of podiatric medicine through the national application service (AACPMAS) for the 2017-2018 cycle is down 15% as compared to the same point in time for the 2016-2017 cycle (442 vs; 553);

WHEREAS, The total number of national applicants applying to the colleges of podiatric medicine through the national application service (AACPMAS) for the 2016-2017 cycle was down 25% as compared to the same point in time for the 2015-2016 cycle (892 vs; 1194);

WHEREAS, Several colleges of podiatric medicine have chosen not to fill their entering class due to an insufficient number of qualified applicants;

WHEREAS, The APMA has acknowledged that career advocacy is its responsibility on a zero based budget allocation;

WHEREAS, The cost for a career awareness program promoted through a national advertising campaign and through face-to-face events is estimated at up to \$500,000;

WHEREAS, The AACPM and each of its nine member colleges already devote significant resources and funding towards career promotion and recruitment at the expense of educational instruction; and

WHEREAS, The colleges of podiatric medicine receive the vast majority of operating revenue directly from student tuition, and therefore current podiatric medical students through their tuition are supporting efforts to recruit new students into the profession;

RESOLVED, That the APMA House of Delegates direct the APMA board and staff to give career awareness the highest priority; and

RESOLVED, That the APMA include monies in its annual budget to be directed towards national career awareness and advocacy campaigns.

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ENDORSED BY: NEW YORK COLLEGE OF PODIATRIC MEDICINE

FINANCIAL IMPACT: