

# Enhancing the Connection Between Academic Advising, Admissions and a DPT Program Within the Same Institution

Lyndsey Vandenberg PT, DPT, EdD, Hannah Brigger, SPT,  
Amanda Jungmann, SPT, Nick Parkhurst, SPT, Callie Rohlik, SPT



Concordia  
UNIVERSITY SAINT PAUL

## Background

- Limited data exists on matriculation from an undergraduate program to a DPT program within the same institution.
- Academic advising and admissions influence student's educational experiences and academic path throughout a student's education.
- Various marketing strategies exist to attract potential students to a graduate program.

## Purpose

- Investigate academic advisors' and admission staff knowledge, practice, and resources in regard to the DPT program within the same institution.
- Identify desired resources to optimize the connectedness between the undergraduate programs and DPT program in the same institution.

## Participants

- 5 Academic Advisors
- 9 Admissions Staff Members

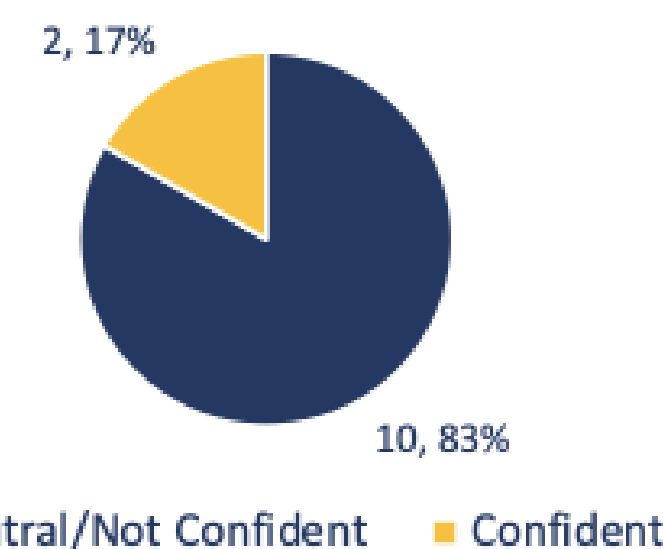
## Methods

- Qualitative data collection via surveys and focus groups
- Triangulation of data, coding and development of themes
- Action research strategies used to create tangible products and resources

## Results

- Participants were neutral to somewhat confident in advising students on GPA, GRE, and prerequisite course requirements.
- Over 80% of the advisors and admissions staff were neutral to not confident in advising UG students on the unique features of the DPT program, demonstrating a need for additional resources and action (Figure 1).
- Participants expressed a desire for resources to provide to UG students including informational sessions and tours, student testimonials, a DPT resource guide and training for staff (Figure 2).

**Figure 1. Level of Confidence of Academic Advisors and Admissions Staff In Advising Students On Institution's DPT Unique Features**



## Conclusion

- Data revealed several opportunities to enhance the connection between stakeholder groups.
- Participants have rudimentary understanding of institution's DPT program, but lacked depth and overall confidence
- Based on results and literature, the following resources will be created:
  - In-person and virtual informational sessions and tours
  - Targeted Marketing
  - Student testimonials
  - DPT student brand ambassadors

## Implications

- Additional tools and resources will augment participant's existing knowledge of the DPT program
- A variety of marketing tools are recommended to attract students to the DPT program, including social media and virtual resources.

## Acknowledgments

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## References

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**Figure 2. Desired Resources of Advising and Admissions Staff**

