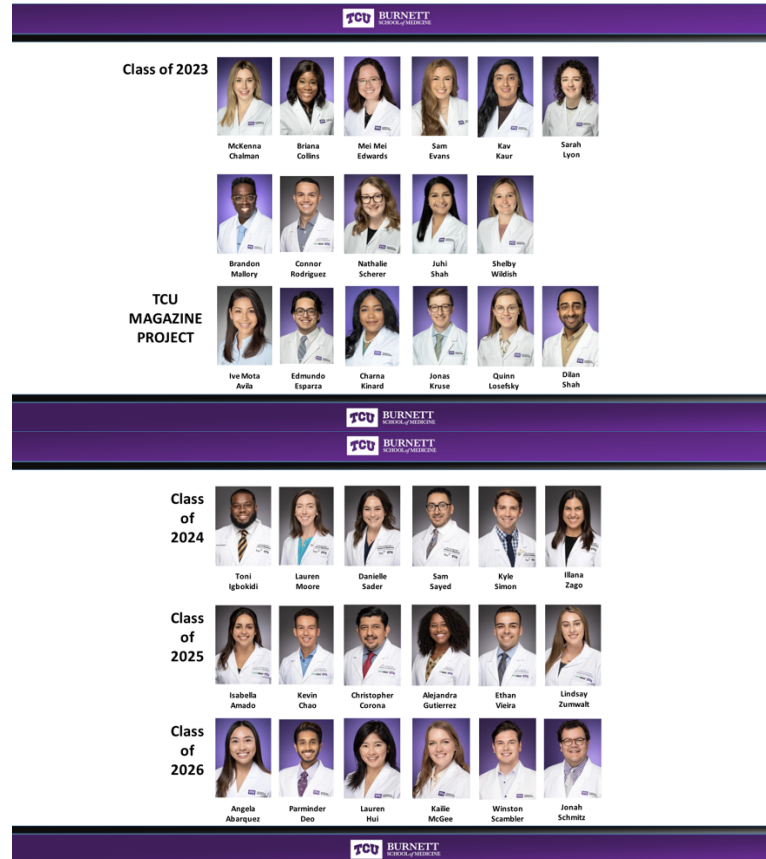


2023 CASE AWARD ENTRY > BURNETT BRAND AMBASSADORS PROGRAM SUPPORTING DOCS

ABOUT THE BURNETT BRAND AMBASSADORS PROGRAM

BRAND AMBASSADORS



FORT WORTH MEDICAL STUDENTS SHARE PASSION, STORIES

<https://mdschool.tcu.edu/news-item/fort-worth-medical-students-share-passion-stories/>

Video: https://youtu.be/X2_neFzhS_0

WEBSITE STORIES

FORT WORTH MEDICAL STUDENTS SHARE COVID-19 EXPERIENCES Feb. 1, 2022

Protect the Purple Campaign with Video Stories Featuring Brand Ambassadors:

<https://mdschool.tcu.edu/news-item/fort-worth-medical-students-share-covid-19-experiences-ive-seen-both-sides-of-the-spectrum/>

FORT WORTH MEDICAL STUDENT LAUNCHES BARBER SHOP TALK THERAPY May 2022

Brand Ambassador Toni Igbokidi shares his community project.

<https://mdschool.tcu.edu/news-item/fort-worth-medical-student-launches-barbershop-talk-therapy-project-in-fort-worth/>

TCU GIVES DAY ADVANCEMENT CAMPAIGN October 2021

Video campaign to encouraging giving on TCU Gives Day with Brand Ambassadors

<https://mdschool.tcu.edu/news-item/how-giving-impacts-fort-worth-medical-students/>

LETTERS OF GRATITUDE VIDEO CAMPAIGN May 2021

Brand Ambassadors Write Letters of Gratitude to Faculty Members

<https://mdschool.tcu.edu/news-item/letter-of-gratitude-by-mei-mei-edwards-to-karim-jamal-m-d/>

<https://mdschool.tcu.edu/news-item/letter-of-gratitude-by-shanice-cox-to-lisa-mcbride-ph-d/>

<https://mdschool.tcu.edu/news-item/letter-of-gratitude-by-charna-kinard-to-kimberly-washington-m-d/>

<https://mdschool.tcu.edu/news-item/letter-of-gratitude-by-quinn-losefsky-to-terence-mccarthy-m-d/>

<https://mdschool.tcu.edu/news-item/letter-of-gratitude-by-brandon-mallory-to-terence-mccarthy-m-d/>

TRAINING EXAMPLES

STUDENTS LEARN HOW TO CREATE THE PERFECT PITCH, MAY 2022

Staff Member Shelia Scott Teaches Interactive Pitch Class to Brand Ambassadors

<https://mdschool.tcu.edu/news-item/fort-worth-medical-students-learn-how-to-create-the-perfect-pitch/>

NBC 5 ANCHOR SHARES TIPS WITH BRAND AMBASSADORS

<https://youtu.be/PS1oGsRXvEY>

SAMPLE TRAINING SLIDES



Internal Communications

- Collateral – Admissions, Chancellor's Office
- Dean and Vice Dean Messages
- Round-Up Newsletter & Monthly Newsletter
- Events
- Videos (In-House) & Photography (Freelancers)

External Communications

- Website & Branding
- Media Relations & Public Relations
- Marketing & Communications
- Social Media
- Events
- Videos (In-House) & Photography (Freelancers)



Programs

- Burnett Brand Ambassadors
- FWMD Live
- Funkytown MD Podcast



Name Use Guidelines

First formal mention (press releases; formal documents, certificates, invitations):

Anne Burnett Marion School of Medicine at Texas Christian University

First informal mention (headlines, titles when formal mention has already been made):

Burnett School of Medicine at TCU

Second and all subsequent mentions:

Burnett School of Medicine

Pronunciation

Burnett is pronounced "burr-net."

Acronyms

Use of acronyms and abbreviations (TCU BSOM, BSOM) are not permitted in any formal, informal, external, or internal communications.



What Sets Us Apart?

- Longitudinal Integrated Clerkship – Four-year inpatient immersion experiences.
- No lectures, flipped classroom, active learning model.
- New technology including virtual reality, AI and biomedical informatics and FAB course.
- The Compassionate Practice® – Narrative Reflection and Patient Communication
- Scholarly Pursuit and Thesis – Four-year research project.
- Physician Development Coach Initiative – Co-hort of coaches paired with students.
- Preparation for Practice – Provides students with practical tools to solve real-world problems.

Our Mission is to transform health care by inspiring Empathetic Scholars®

Our graduates will be compassionate, empathetic and prepared to discover the latest knowledge in medical care with the tools to ask and answer the medical questions of the future. Along with the ability to "walk in a patient's shoes," these physicians will excel in the science of medicine. Outstanding communicators and active listeners, Empathetic Scholars® are life-long learners and highly valued as physicians, colleagues, leaders and citizens in their community.

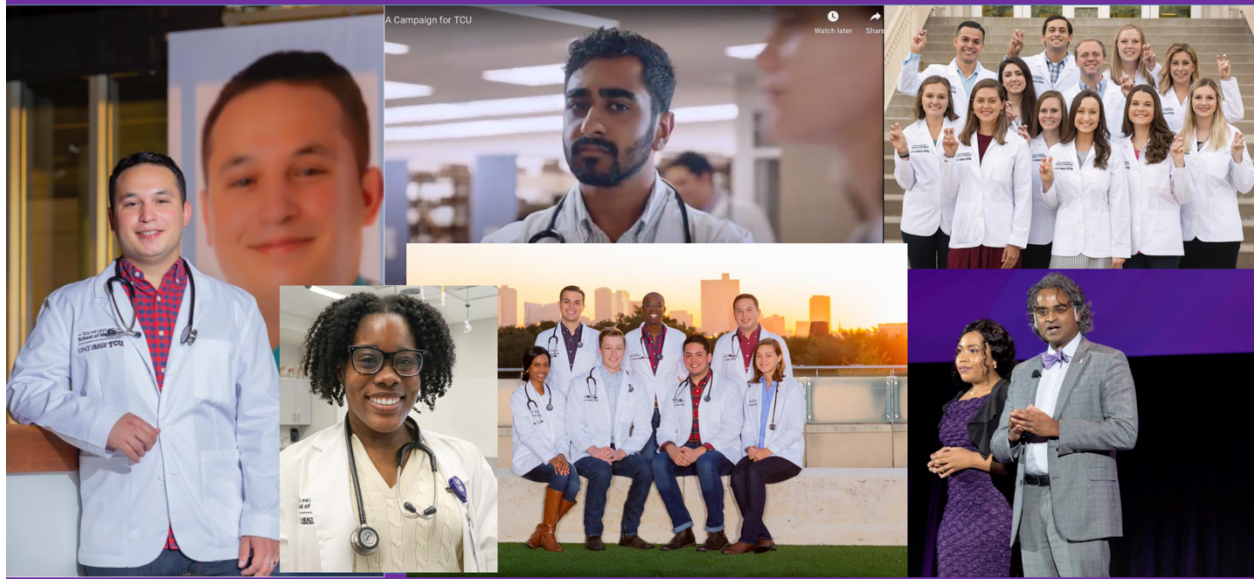


MARKETING EXAMPLES

Two Brand Ambassadors Highlighted in TCU Institutional Ad August 2021

<https://mdschool.tcu.edu/news-item/two-medical-students-featured-in-new-tcu-tv-commercial/>

Marketing



MEDIA EXAMPLES

Media Relations

Print

A doctor who actually listens? New Fort Worth medical school aims to train students in empathy

The new medical school is a joint collaboration by TCU and UNTHS.



[Dallas Morning News](#)



Television



[Fox 4 News](#)

Radio

New Approach Draws Students To Fort Worth Medical School

KERA | By Bill Zuckler
Published October 15, 2019 at 8:52 AM CDT

[LISTEN](#) - 3:53



[KERA](#)

TCU MAGAZINE STORIES WITH ORIGINAL SIX BRAND AMBASSADORS

TCU Magazine Stories

Med school, year two feature installment - 42,775 page views (2:41 average time on page)

Med school, year three feature installment - 4,150 page views and counting (3:37 average time on page)

Year One (FALL 2020): <https://magazine.tcu.edu/fall-2020/fort-worth-md-school-first-year/>

Year Two (FALL 2021): <https://magazine.tcu.edu/fall-2021/md-school-year-two/>

Year Three (FALL 2022): <https://magazine.tcu.edu/fall-2022/md-school-year-three/>

ABOUT THE BURNETT BRAND AMBASSADORS PROGRAM SELECTION PROCESS

INVITATION TO APPLY

SOM Brand Ambassadors Application: Deadline – 5 p.m., July 5

If you know of someone who would like to join this program, please encourage them to apply by 5 p.m., July 5. We will fill one open spot for Class of 2025 and six spots for Class of 2026.

Here is what is expected of a Brand Ambassador:

- Serve during the 2022-2023 Academic Year, which begins in July 2022 and ends June 2023.
- Attend at least one of the SOM Brand Ambassadors Media training sessions. **For Class of 2026 brand ambassadors, the first training session is mandatory and will be on July 22; the session is optional for all other classes.**
- Submit IG Takeover Responsibility Agreement form and host at least one IG Takeover during the academic year or participate in a SOM social media campaign (FWMD Live, video, etc.)
- Participate in at least one media interview request, SOM interview request, marketing request, advancement request, video request, photo request or social media request during the academic year.

[Read more about the program and watch a video here.](#)

Application & Deadlines:

- [Fill out the application form](#) and upload a 30-second video on why you want to be a Brand Ambassador by **5 p.m., Tuesday, July 5.**
- A Selection Committee consisting of faculty/staff members and current SOM Brand Ambassadors will choose who will move on for interviews. *Note: If you signed up to be on the selection committee, I will be contacting you on July 5 with further instructions.*
- Selection Committee will conduct Zoom interviews with candidates **July 6-8.**
- The new SOM Brand Ambassadors will be announced the week of **July 11.**
- The new SOM Brand Ambassadors will attend a training session on **July 22.**

SAMPLE INTERVIEW RUBRIC

Selection
Committee
Member:
Candidate
Name:

Date:

Position: SOM Brand Ambassador

Please rank the candidate's overall qualifications for the position for which they have applied. Under each heading, the interviewer should give the candidate a numerical rating and write specific job-related comments in the space provided. The numerical rating system is based on the scale below.

Scale: 5 – Exceptional 4 – Above Average 3 – Average 2 – Satisfactory 1 – Unsatisfactory

Rating

5 4 3 2 1

50 words or less description: Was the description interesting, memorable, succinct? Did the description compel you to want to know more about this candidate? ☐ ☐ ☐ ☐ ☐

Comments:

Three-word description: Did the words used to describe the candidate align with the School of Medicine's mission? Did the words used to describe the candidate align with the written self description and/or their video? ☐ ☐ ☐ ☐ ☐

Comments:

Video: Evaluate the candidate's video in terms of professionalism (appropriate attire/background; inappropriate content or visuals etc.), content (creative, concise, character) and character (personality, humor, charm). Does the candidate have a unique story to tell? ☐ ☐ ☐ ☐ ☐

Comments:

Overall Impression and Recommendation – Summary of your perceptions of the candidate's strengths/weaknesses. Final comments and recommendations for proceeding with the candidate. **Advance** **Advance with reservations** **Do not advance**

Comments:

Once you have completed Application Rubrics for ALL Candidates, please rank the candidates in order of preference (1 being the most preferred candidate) and send your completed rubrics and ranking to Maricar at m.estrella@tcu.edu no later than **5 p.m. on Wednesday, July 6.**

SUPPORTING ANALYTICS AND DATA

ADMISSIONS STORY >

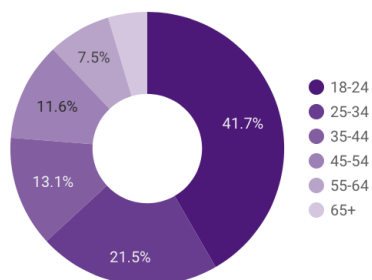
Applicants Double in 2021

<https://mdschool.tcu.edu/news-item/fort-worth-m-d-school-application-submissions-doubles-for-2021-academic-year/>

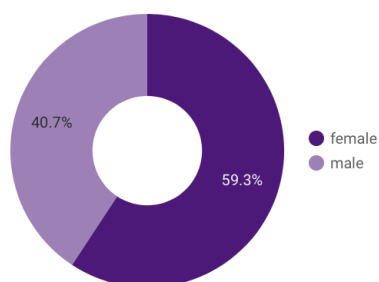
WEBSITE

Overview		Source
Users	Sessions	New Users
157,226	218,347	157,225
↑ 35.7%	↑ 24.6%	↑ 36.1%

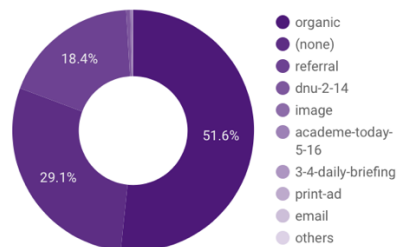
How old are your website's visitors?



What gender are your website's visitors?



Which mediums/sources are driving traffic?



Source	Sessions
1. google	106,542
2. (direct)	63,451
3. unthsc.edu	6,643
4. m.facebook.com	6,366
5. texmed.org	5,829
6. shemmassianconsulting.com	5,167

1 - 10 / 328 < >

What are your most viewed pages?

Page	Pageviews	Avg. Time on Page	% Exit
1. /	180,075	00:00:24	18.78%
2. /admissions/	73,052	00:00:11	5.87%
3. /admissions/how-to-prepare-a-competitive-application/	55,701	00:00:42	21.2%
4. /admissions/how-to-apply/	39,284	00:00:30	21.01%
5. /admissions/matriculation-requirements/	34,697	00:00:14	5%
6. /admissions/class-profiles/	31,005	00:00:05	2.89%
7. /admissions/cost-of-attendance/	30,200	00:00:26	17.72%
8. /about-us/our-mission-and-values/	29,054	00:00:26	11.2%
9. /faculty/faculty-directory/	28,473	00:00:25	12.86%
10. /admissions/class-profiles/2019-class-profile/	20,815	00:00:34	23.84%

SOCIAL MEDIA

Burnett School of Medicine Social Media accounts)

FACEBOOK and INSTAGRAM Accounts (Posts involving students as brand ambassadors)

Impressions: 110, 300

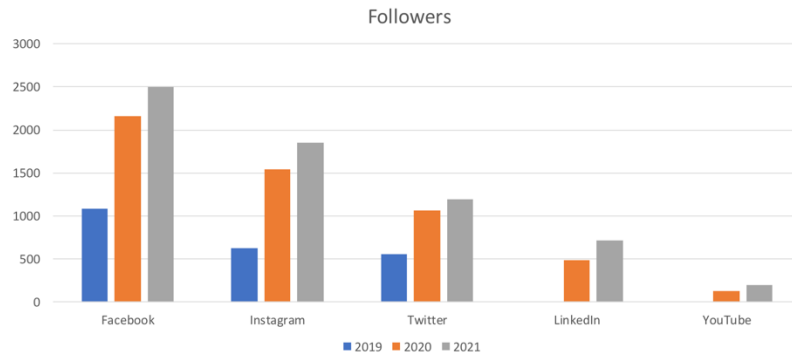
People Reached: 103,403

Engagement: 5,405

Video minutes viewed: 13,552
Video Views (Instagram): 19,246
Video Views (Twitter): 2,901

Social Media

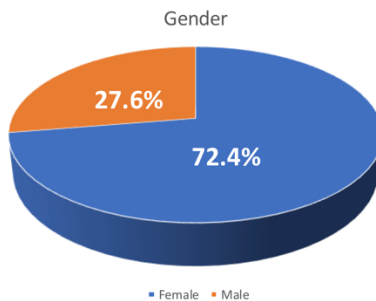
Facebook: 2,499
Instagram: 1,855
Twitter: 1,189
LinkedIn: 716
YouTube: 194



INSTAGRAM AUDIENCE

AUDIENCE

Noon - 9 PM



AGES 18-34



1. Fort Worth
 2. Dallas
 3. Arlington
-
1. USA
 2. Pakistan
 3. Brazil

MEDIA HITS

TV & Radio Media Reach (In 20 different states including: Texas, California, Florida, Illinois, District of Columbia & New York)

Households Reached: 1,386,325

TV & Radio Media Reach (In 20 different states including: Texas, California, Florida, Illinois, District of Columbia & New York)

Households Reached: 1,386,325 (TVEyes.com)

TV Publicity Value (In 20 different states including: Texas, California, Florida, Illinois, District of Columbia & New York)

Total Publicity Value: 107, 967.91 per 30 seconds (TVEyes.com)

Web Stories Published in 2021

Web Stories: 22 stories from 18 outlets (Muckrack)

Total Monthly Unique Visitors: 48,776,199 (Muckrack)