

Executive Summary

Health Plus

The goal for this staff experience is to use my aptitude for translating evidence based research, creativity and previous marketing experience to revitalize the Vanderbilt Farmers Market and demonstrate my ability to function as an entry level dietitian.

With this marketing plan, my intended result is to enhance the health of the Vanderbilt staff as well as increase profitability for the farmers. I plan to achieve this goal through a series of informative e-mails, podcasts, and interactive games that will empower Vanderbilt employees to take control of their health and explore the many benefits of purchasing and consuming locally grown fresh fruits and vegetables.

In order to inject energy into the market and stimulate interest by the employees, I plan to develop a kick-off event to be held the first Thursday of the Farmers Market. I will develop an interactive event that will encourage Vanderbilt staff to interact with and purchase from the farmers. The purpose of the event is to help the employees feel comfortable with the market and have the confidence to make purchasing decisions. I will work with Kim to secure the manpower and resources to carry-out this event.

In order to sustain a high profile for the market, I plan to create 10 marketing pieces to be posted on the Vanderbilt Farmers Market website every two weeks for the duration of the market season. These marketing pieces will include a variety of topics in order to keep the information fresh and maximize staff views. The Farmer Spotlight will aim to create a connection between the employees and the vendors at the market. The Seasonal Highlight will showcase a specific food in season and will provide several uses for the food as well as highlighting the health benefits. The Food For Thought recipe will include several seasonal ingredients that can be bought at the market and the health benefits will be highlighted using evidenced based research. The Shop Smart, Live Smart marketing piece will provide tips for navigating the market with the goal of making the market more accessible to new customers. A survey will be made available for employees to give feedback on what they would like to see at the market. The success of the marketing strategy will be measured by a vendor survey to be filled out at the beginning and end of the market season to measure the vendors' sales rates and satisfaction with Health Plus's efforts to attract new customers.

LEARNING OUTCOMES

DI 1.4	Evaluate emerging research for application in dietetics practice
DI 2.3	Design, implement and evaluate presentations considering life experiences, cultural diversity, and educational background of the target audience
DI 2.5	Demonstrate active participation, teamwork, and contributions in a team setting
DI 3.2	Develop and demonstrate effective communication skills using oral, print, visual, electronic, and mass media methods for maximizing client education, and marketing
DI 3.5	Deliver respectful, science-based answers to consumer questions concerning emerging trends

May 2011

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 9:30 am Meeting w/ Kim Select Farmers for Spotlight Research health benefits of eating local	17 Work of Seasonal Highlights Contact Farmers for Spotlight 9:00 am Meeting w/Stacey	18 Develop Content for emails Research content for emails	19 Work on Podcast Scripts 3:30 Meeting with Stacey 4:30 Meeting with Kim	20 Employee Appreciation Day Marketing	21 Interview farmers at Nashville farmers market
22	23 Work on Vendor spotlights 1pm: Record podcasts 2pm meet with Kim to review progress	24 Work on Kick-off passport 10:30 Meeting with Dianne Create vender satisfaction surveys	25 Work on Kick-off passport Develop calendar with launch dates for marketing pieces 2:00-4:30 Grand Rounds	26 Finalize all projects	27 Finalize all projects	28
29	30	31				

2011 PRODUCTIVITY RECAP FOR MBC STAFF EXPERIENCE

Date : May 18, 2011 Name: Lindsay Smith

<p>Time Schedule for Today This should change daily. It reflects your actual work schedule</p>	<p>Times 7:30 am – 11 am: Research 11am - 11:30pm: lunch 11:30am-4:00 pm Work on My Vu content</p>
<p>E-mail Log</p>	<p>Names Jolie Yokey Dianne Killebrew Kim Tromatore</p>
<p>Call Log</p>	<p>Names</p>
<p>Competencies List competency number and content DI 2.2 Demonstrate professional writing skills in preparing professional communications DI 4.6 Use current informatics technology to develop, store, retrieve, and disseminate information and data DI 3.2 Develop and demonstrate effective communication skills using oral, print, visual, electronic, and mass media methods for maximizing client education, and marketing</p>	<p>Actions (okay to list in bullet form) that you accomplished.</p> <ul style="list-style-type: none"> • Developed emails to go out to Vanderbilt staff • Developed content for My Vu emails • Developed content for My Vu emails
<p><u>Observations: Social Style Flexing</u> What were your primary/secondary styles used today, what caused you to flex, styles you encountered, observations</p>	<p>Today I continued to be a driver/amiable. I am still pushing to get my projects done, but I'm doing it in a friendly way.</p>
<p><u>Observations: Leadership Principles from Fierce Conversations.</u> What principle did you use today and why?</p>	<p>Today I worked on "taking responsibility for my emotional wake." I had a rough day yesterday, but I worked through it and things are now going more smoothly with my preceptor.</p>

2011 PRODUCTIVITY RECAP FOR MBC STAFF EXPERIENCE

Date : May 19, 2011 Name: Lindsay Smith

<p>Time Schedule for Today This should change daily. It reflects your actual work schedule</p>	<p>Times 7:30 am – 10 am: Research 10am-3 pm Work on Podcast Scripts 3:30 – 4 pm Meet with Stacey 4-4:30 pm Meet with Kim</p>
<p>E-mail Log</p>	<p>Names Jolie Yokey Dianne Killebrew Kim Tromatore Stacey Kendrick</p>
<p>Call Log</p>	<p>Names</p>
<p>Competencies List competency number and content DI 2.2 Demonstrate professional writing skills in preparing professional communications DI 4.6 Use current informatics technology to develop, store, retrieve, and disseminate information and data DI 3.2 Develop and demonstrate effective communication skills using oral, print, visual, electronic, and mass media methods for maximizing client education, and marketing DI 3.5 Deliver respectful, science-based answers to consumer questions concerning emerging trends</p>	<p>Actions (okay to list in bullet form) that you accomplished.</p> <ul style="list-style-type: none"> • Wrote podcast scripts • Developed podcast content • Developed podcast content • Used science based research to develop podcast content
<p>Observations: Social Style Flexing What were your primary/secondary styles used today, what caused you to flex, styles you encountered, observations</p>	<p>Today, I flipped my styles again to be amiable/driver. I still worked to get my projects done, but I focused more on fostering a good working relationship with my preceptors.</p>
<p>Observations: Leadership Principles from Fierce Conversations. What principle did you use today and why?</p>	<p>Today I worked on "Obey your instincts." I trusted my writing and marketing skills to create interesting and informative podcasts. I also trusted my flexing ability in my interactions with my preceptors.</p>

Final Executive Summary

Health Plus

Working to develop a marketing campaign for the Vanderbilt Farmers Market allowed me to enhance my creative, written, and flexing skills. This project allowed me to contact and network with a wide variety of people including an event where I was able to interact with over 900 Vanderbilt employees. From the Vanderbilt employees to the farmers at the Market to the Health Plus staff, I had to learn how to flex my social style to effectively communicate with every individual with whom I came into contact.

Materials created that will be disseminated to the 21,000 Vanderbilt University and Medical Center employees:

- **My VU/My VUMC:** 10 submissions promoting the Vanderbilt Farmers Market and healthy eating that will run twice a month in the Vanderbilt University and Medical Center's electronic newsletter.
- **Passport to Fresh:** Market kick-off event intended to draw employees in and encourage interaction with the vendors to create a "community" feel to the Vanderbilt Farmers Market.
- **Vendor Satisfaction Survey:** Survey provided to vendors to evaluate effectiveness of the "Passport to Fresh" kick-off event.
- **What's in Season:** Monthly electronic newsletter that highlights seasonal items and features a healthy recipe with nutritional information included.
- **Vendor Spotlights:** Promotional fliers that highlight 3 of the vendors at the Vanderbilt Farmers Market. Content was derived from in-person interviews with farmers.
- **Podcasts:** Nutrition promotion and education focused audio files created using evidence based research and a discussion-style delivery method. Topics include:
 - **Why Buy Local:** Covers food system sustainability and benefits of buying local.
 - **Kale: The Superstar of Vegetables:** Focuses on the nutrient content of kale and an explanation of antioxidants.
 - **Egg-cellent Nutrition:** Highlights the nutritional content and health benefits of eggs, the 2006 American Heart Association guidelines on reducing saturated fat, and the benefits of purchasing fresh eggs.

This experience allowed me to grow creatively and provided the opportunity to reach a large audience. I also strengthened my ability to market nutritional information in a way that will help guide purchasing decisions and produce sales. As a future Registered Dietitian, I will use the newly honed skills of brand management, development of visually striking materials, use of evidence based research, and understanding the use of technology to disseminate effective nutrition related materials.