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# How to Engage Faculty

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## Objectives- Faculty Engagement & PDs

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- Be able to describe faculty engagement by activities and by position
- Identify current faculty engagement needs
- Identify current level of faculty engagement
- Develop strategies to improve faculty engagement based on needs
- Short and long term plans for faculty engagement

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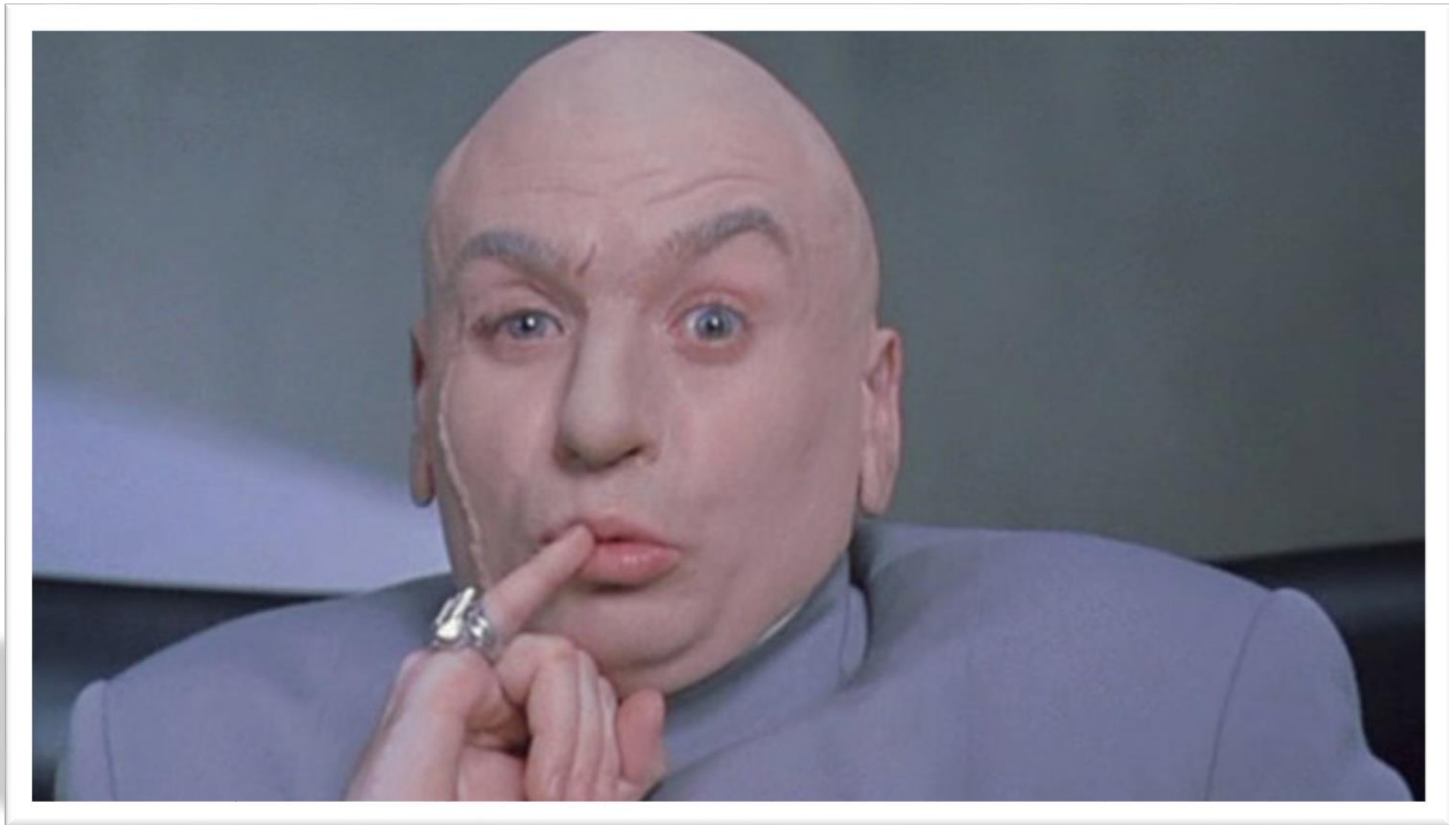
# What is Faculty Engagement?

# Faculty Engagement....



"I hope it's not too much of an inconvenience for you, but I'm desperate to hold on to our good teachers."

# Faculty Engagement, Knowing Means Bending Others to Our Will...



# What is Faculty Engagement?

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- Participation
- Contribution
- Buy In
- Leadership

Dependent on institution

Exercise: identifying level of FE by activity

0 = no engagement

10 = maximum engagement

# Faculty Engagement by Activity

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- Recruitment
- Teaching
  - Conferences/Didactics
  - Rotations
- Curriculum Development & Maintenance
- Mentoring
- Assessment
- Education leadership (Competency & Program Eval Committees)
- Daughter programs

## Of the following, what area do you have the least amount of Faculty Engagement?

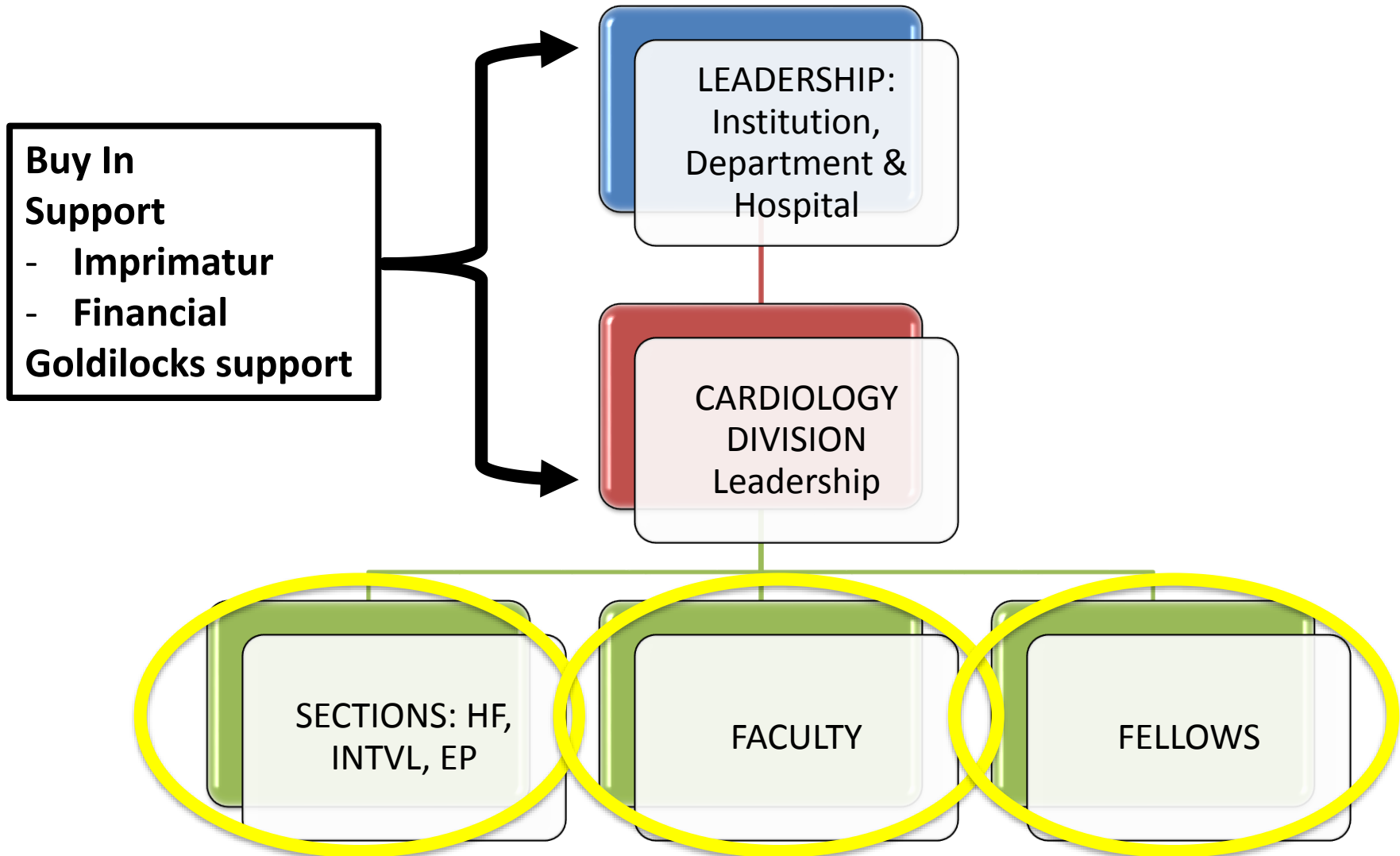
- A. Recruitment
- B. Teaching
- C. Curriculum Development & Maintenance
- D. Mentoring
- E. Assessment
- F. Education leadership (Competency & Program Eval Committees)



## Faculty Engagement by Activity

Activity	How to Engage Faculty
Recruitment	
Teaching	
Curriculum	
Mentoring	
Assessment	
Education Leadership	

# Faculty Engagement by Position



## Faculty Engagement, Leadership

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- Do your homework
- Understand competing interests
- Know your ask
- Prep the meeting
- Make clear the conclusion
- Follow up documentation

# Level of Faculty Engagement

Uninterested

Education is my Life



Meet them where they are....Know their goals & interests....Align

## Challenges

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- Concern for external mandate
- Concern for top-down administrative mandate
- Skepticism of assessment framework
- Skepticism of one's ability to assess learner
- Fear of retaliation
- Misalignment in language/education jargon
- Lack of reward structure for education
- Faculty workload

## Strategies

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- Buy in from the top → trickle down effect
- Carrot vs. stick
- Pick your battles, know when to play your card
- Plan for future
- Use food

## Troubleshooting

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- How are you asking?
- Is the right person asking?
- Are you asking the correct person?
- Are you appealing to her/his goals or agenda
- Naysayers... not a bad thing!
- Examine your leadership
- If someone says no...try, try again

# From the Twittersphere

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- Make a compelling case, ensure you meet the perceived needs, bring fac dev right to colleagues, empower learners, be wise to politics and co-creation among stakeholders, @drjfrank
- Bring snacks, @DrBrendaHardie
- Can't underestimate importance of mission statement after broad input & ask for help to keep team on mission, @DrQuinnCapers
- Start with feedback from learners or needs assessment data. Brainstorm together, sneaky fac dev during brainstorming. Inject adult learning theories to guide better solutions. @Kberlacher
- Involve ppl early in design @rhondastroix
- Simple stuff, what are our goals? What do we value? How do those manifest? Do we fall short? @Ajauseon
- Meeting perceived needs. Lead them to understanding why it is important for them at that time. Data helps, show EB principles and best practices & help get them feedback on teaching. @BoydDamp
- Let them teach what they know well and enjoy. @Akutdok



*Today, no leader can afford to be indifferent to the challenge of engaging employees in the work of creating the future. Engagement may have been optional in the past, but it's pretty much the whole game today.*

Gary Hamel

*Creating the future...*

