



# OUTREACH INITIATIVE PROGRAM

Reeza G. Manrique, OTD/s, CNP

Site Mentor: Dr. Michael Ang, OTD, OTR/L, CNS

Faculty Mentor: Dr. Valerie Perry, OTD, OTR/L, CNS



## Project Overview

This project aims to bolster outreach and course expansion through three key strategies:

- Strengthening vendor partnerships to elevate public presence and offer professional development opportunities via social media and student-led podcasts
- Improving technology modules in CNS courses through curriculum audits and showcasing of rehabilitative technologies
- Expanding courses to bridge existing gaps by networking with technology vendors and fostering discourse among healthcare students. This initiative enhances exposure to innovative technologies and improves clinical practice competency

## The Neuro Specialist Institute

The Neuro Specialist Institute is an AOTA Approved continuing education provider, consisting of healthcare practitioners of diverse professional backgrounds



**Mission:** To improve patient outcomes, the institute aims to equip specialized clinicians with the skills and knowledge necessary to address neurological conditions effectively

## Needs Identified

- Outreach, partnership, social media presence enhancement
- Appraisal of technology module
- Course expansion

## Individual Learning Objectives

- Promote public discourse through The Neuro Specialist Institute to highlight advancements in neuro-rehabilitation and professional development
- Expand exposure to new technologies and courses by partnering with vendors
- Improve the CNS course's technology module through integration of new technologies and vendor collaborations

## Outreach Methods and Description

**Capstone Focus Areas:** Administration, Program Development, and Advocacy

Course curriculum auditing and supplementation



- CNS Advanced course review and content editing
- Film and edit additional CNS Advanced course content prior to submission for accreditation

Vendor outreach and partnerships

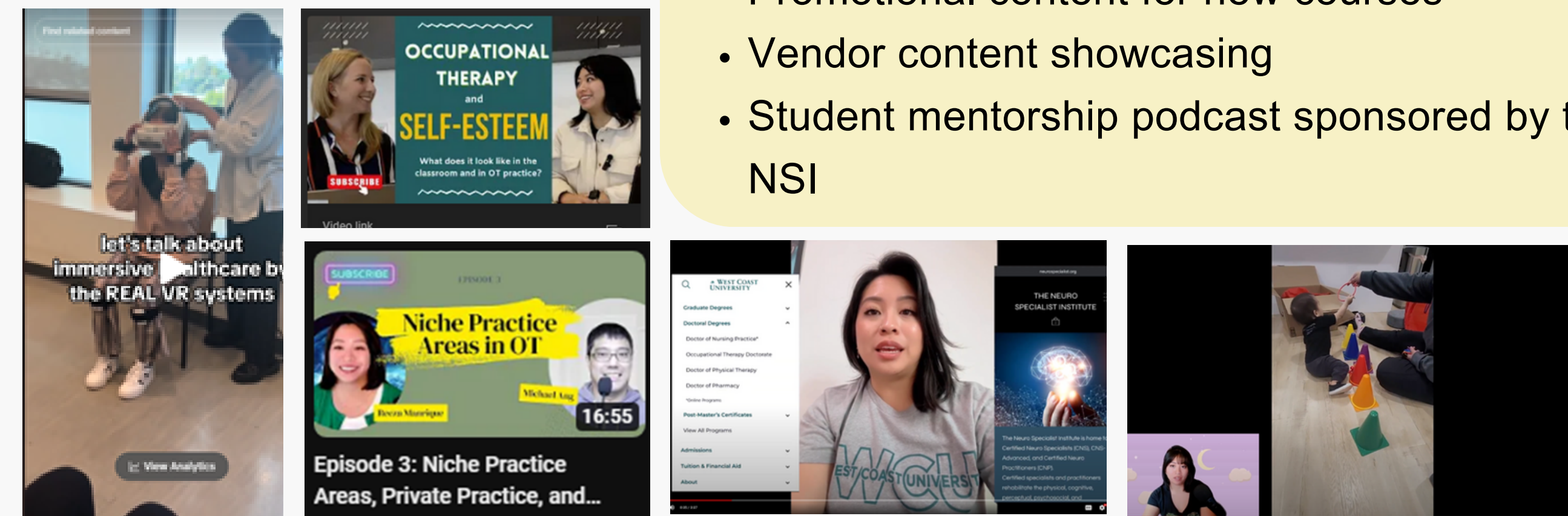


- Vendor demonstrations, interviews, and collaborations
- Innovation Lab partnership and content creation

Podcast and social media presence enhancement



- Social media collaborations
- Neurological rehabilitation specific educational content
- Promotional content for new courses
- Vendor content showcasing
- Student mentorship podcast sponsored by the NSI



## Implications

- Provide accessible professional development for new graduates, students, and practitioners
- Enhance client-centered outcomes by improving student and practitioner competency
- Increase OT exposure to cutting-edge technologies through improved CNS module and online resources while fostering collaboration between technology and OT practice
- Strengthen the international presence of the NSI, offering mentorship and development for OT students and new grads

## Evaluation and Outcomes

### Logic Model

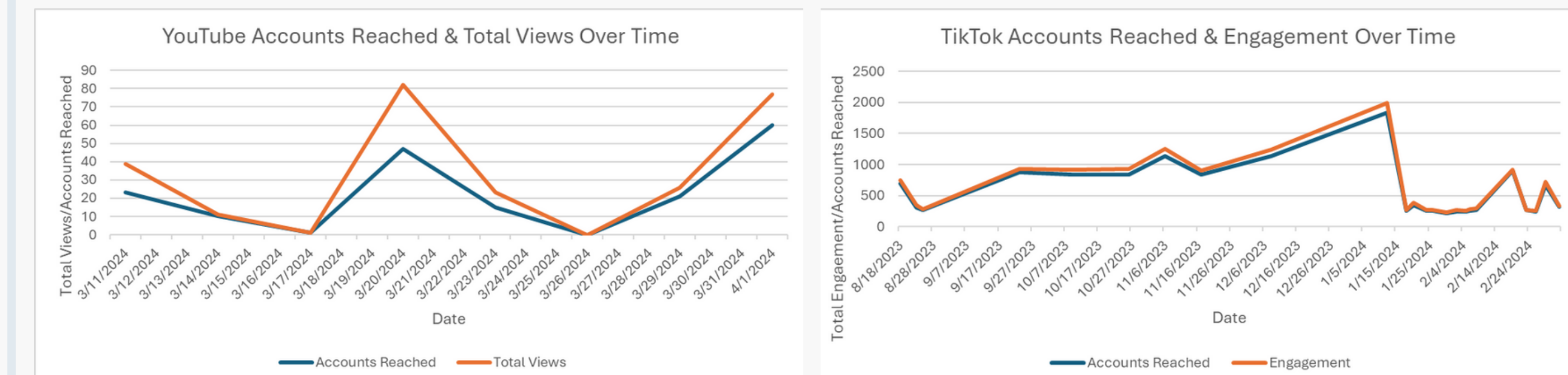
Goal: Facilitating course expansion and increasing online presence of continuing education program for national and international enrollment for increased student and practitioner competency.					
What We Invest	Inputs		Outputs		Outcomes
	Activities	Participants	Short Term	Medium Term	Long Term
Recording facilities					Course expansion
Time for interviews and trainings	Vendor outreach		Exposure to cutting-edge technologies	Interprofessional collaboration	Partnerships
Recording equipment	Vendor trainings and demonstrations		Online student resources	Increased knowledge of advanced practice	Increased student competency and clinical practice skills
Video editing software	Recorded interviews	Healthcare students & practitioners			Greater patient outcomes with a more specialized workforce
Access to research information	Podcast recording and development				
Access to NSI social media platforms	Social media content creation		Measurement of metric data on social media platforms	Vendor partnerships and booked interviews, as well as confirmed out-of-state bookings	Goal Attainment Scale (GAS)
Funding for out-of-state expenses					

**Goal Attainment Scale (GAS)**  
Scan code below for a link to the full scoring sheet:



**GAS T Scores:**  
**Baseline:** 21.1  
**Achieved:** 65.8  
**Change:** 44.6  
>50 Achieved = significant change

**Social Media Metric Data:** Engagement = likes, views, comments, shares  
Accounts reached = new viewers and followers



## Acknowledgements

Special thanks to Dr. Ang and Dr. Perry, and Dr. Bartolome for their invaluable guidance. Heartfelt thanks to my loved ones for their unwavering support during my academic journey.

Please use the following QR code for all links to scholarly deliverables and references:

