

The Office of Recruitment and Retention (ORR) at  
The Johns Hopkins Institute for Clinical and Translational Research (ICTR)

# MEETING YOUR GOALS: STRATEGIES FOR PARTICIPANT RECRUITMENT AND RETENTION

## Speakers Include:

**Lawrence Appel**  
*Johns Hopkins University*  
"Nuts and Bolts" of  
Recruitment and  
Retention

**Denise Ernst**  
*Consultant*  
Communication Skills as a  
Tool in Recruitment and  
Retention

**Nancy H. Miller**  
*Stanford University*  
Recruiting Minority  
Research Participants

Cost: \$350

Tuition remission  
accepted

Scholarships available

CNEs available

## HOLD THE DATE

Friday, March 20, 2009 9:00 am - 4:15 pm  
held at Johns Hopkins University School of Nursing

## Symposium Objectives

### To understand:

- The key elements of a recruitment and retention plan
- The importance of communications in recruitment and staff training
- How to identify recruitment strategies for specific sub-populations
- Drafting a budget for a recruitment and retention plan
- The emerging use of the internet in recruitment
- How to problem solve for a recruitment plan that is not working

Co-sponsored by the Institute for Johns Hopkins Nursing

To Register: <http://www.ijhn.jhmi.edu/calendar.asp> | For further information: [mjenckes@jhmi.edu](mailto:mjenckes@jhmi.edu)