



## Someone You Know Can Get You Dough!

### ...With the Student Referral Incentive Program

by Rubena Borg '15, Admissions Coordinator

In November 2016, Sutherland-Chan rebooted and relaunched our Alumni Appreciation program, moving from gift cards to a monetary prize of \$400 per successful alumni referral. Since then the admissions department has paid out \$800, but we would love for it to be more! Many of you are sending people our way without letting us know you've done it.

Current student Lisa Nosek (Aug '18), is an example of a lead shared with the admissions department. After casually meeting our alum one evening and finding out he was an RMT, she used the opportunity to ask some questions and discover more about the profession. "I was very interested, since I had been thinking about the option of becoming an RMT. He seemed happy in the field so he made it sound appealing." Having our grad mention that Sutherland-Chan was recognized all over the world, and that he felt well prepared to join the workforce, enticed Lisa to do a bit of personal research. "Sutherland-Chan stood out to me the most because of the Advanced Standing Program and how convenient the scheduling was for the time period in my life. The quality of classes and teachers helped make Sutherland-Chan an obvious choice."

To expand the incentive program, on May 30<sup>th</sup> of this year the Alumni Relations Committee (ARC) extended the offer to include current students, who will now receive \$300 per successful student referral. We have already received two leads and awarded one payout.

Through a manager at their mutual workplace, future January 2018 student Chad Vincent learned that Meribel Vaugeois (Oct '18) was studying massage therapy. "When we met, it was the first thing he brought up." Looking for a career that matches his values, and wanting to leave marketing and advertising after five years, Chad promised himself, "that I would only choose to work in a field that has a positive impact on people and the world."

With Meribel having decided upon Sutherland-Chan, trusting she'd get the best quality instruction and preparation for becoming an excellent therapist, she was able to provide Chad with the confidence to apply and gain the "complete education" he was looking for. Each weekend as they work together, they share how her classes and his preadmission course are going.

So, what can you do to assist the admissions department? With the increase in massage therapy programs available at a wider variety of schools, it has become more challenging to stand out. We are asking you to remember why you decided that Sutherland-Chan was your perfect fit and share your story with a potential student.

#### How does the incentive program work?

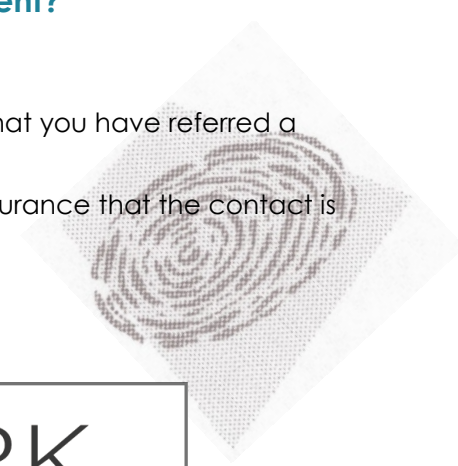
If the referred candidate becomes an S-C student, the referrer will receive a gift of appreciation (\$300 for current students, \$400 for alumni) after the new student completes two months in the program.

After experiencing firsthand the quality of education provided by our instructors, and how your S-C education made you into a well-trained health professional, you are the best advocate for our diploma program. We would love for you to let everyone know. A simple conversation can cause a spark that may translate into a future student and colleague.

#### Have you spoken with a prospective student?

##### Let the admissions department know!

1. Phone or email Rubena Borg, Admissions Coordinator, to inform us that you have referred a potential student: **416.924.1107 x 23**, [rubena@sutherland-chan.com](mailto:rubena@sutherland-chan.com)
2. Provide the future student's name and contact information, and assurance that the contact is aware Rubena will be getting in touch regarding admissions.
3. Make sure to tell us your grad year and current contact information.



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