

NCEMSF NEWS

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“A trusting and safe environment is needed to create a community-oriented culture. Each member should be free to express his or her ideas rather than trying to conform in order to please others...”

Message from the President

Dr. George J. Koenig, Jr., NCEMSF President

Welcome back! I hope that each of you had a restful summer and that you have returned energized for another semester. Over the summer, I had the opportunity to rotate at the Children's Hospital of Philadelphia for my pediatric surgery experience. As I was walking through the hospital on my first day, I passed by a bulletin board that had information about creating a “caring” culture within the workplace. Initially, I laughed and internally questioned whether they were serious?

Every hospital during medical school and residency that I rotated through certainly did not embrace a “caring” culture. That is not to say that the staff did not care about the patients, but rather they did not care about the hospital or their colleagues. Over the next two months, I began to realize that it was possible to create such an environment.

The first time that I noticed the difference was when I asked a nurse for help with a particular patient. Instead of the normal curt reply, “I don't have that patient”, she stopped what she was doing and said, “let me go find the nurse taking care of that patient”. Such simple acts make a tremendous difference. It leaves you with a positive experience that carries throughout the day. You are more apt to go out of your way to help someone else after such an experience.

Corporate culture refers to the values, attitudes, and ways of doing things within your organization. It dictates how your organization is run and how people are promoted. A positive corporate culture enables you to retain dedicated members

and allows your organization to grow. A toxic culture can cripple or even destroy your organization.

In a community-oriented culture there is a strong emphasis on cooperation. The leadership builds a community in which people respect and support each other, and enjoy working together. Such a culture goes beyond team building. It aspires to create a community where every worker is treated as a valuable member. It demands that each individual treats each other in a positive, supportive way in order to boost morale. It requires collaboration and communication throughout the organization. The leadership must empower its members to combine their efforts to improve efficiency and productivity.

A trusting and safe environment is needed to create a community-oriented culture. Each member should be free to express his or her ideas rather than trying to conform in order to please others. There needs to be willingness to listen and learn from others. This emphasis on teamwork creates a climate of cooperative problem solving. It enables members to identify and help resolve issues that impact either individual or group performance.

As we begin another academic year, I want you to think about the culture of your organization. What are the problems that your members tell you they are having? What are your members happy about? How do you keep your members informed? How do you get feedback from them? Does your organization have a

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Conference Development: How You Can Help

Eric MaryEa, NCEMSF Director-at-Large

If you have attended at least two NCEMSF Annual Conferences during your college career, you no doubt have noticed a substantial increase in attendance and overall size of the conferences from your first experience to your subsequent experiences. With continued growth comes increased challenges. Each year, the NCEMSF Board strives to provide a top-notch weekend featuring a wide variety of the most up-to-date lectures, an ever expanding tradeshow showcasing the latest products, and new programs and events designed to educate and entertain our attendees. The Board spends a considerable amount of time planning each conference component to ensure its applicability to collegiate EMS and to maximize the conference experience for all in attendance. The Board can use your help though. There are things you too can do to help enhance further the NCEMSF Conference experience for you and your colleagues.

At last year's conference in Boston, the Board introduced a Career Development Fair to the program. The fair was very well received and the Board looks

forward to continuing to host it and expand it to become a key component of future NCEMSF Conference. Last year's Fair was limited to careers in pre-hospital emergency care. The goal is to include representatives from other allied healthcare and non-healthcare related fields. We know that over fifty percent of collegiate EMS providers will continue on in healthcare as physicians, physicians assistants, nurses, researchers, pharmaceutical representatives and future leaders of the EMS community and we would like to provide a forum for attendees of our conferences to converse with representatives from the industry and begin thinking about life after college. In order to achieve our goal though, we need your help in promoting our mission and establishing contacts. If your school has post graduate programs in the health sciences and related areas of study, we would appreciate your assistance in establishing appropriate contacts so that our conferences and the opportunities we are able to offer will continue to grow.

Additionally, you can help by forwarding the names of local vendors with whom

you routinely deal so that we might invite them to participate in our annual tradeshow. We are interested in working exclusively with vendors servicing the collegiate EMS community and would like your assistance in identifying those suppliers.

Those of you that have already graduated and have established yourselves in the "real world" may also be interested in returning to the conference not only as an attendee but also as a career advisor or recruiter. Please contact us and let us know so that we can properly coordinate. We strongly encourage our alumni to remain connected and serve as models for successive generations.

We look forward to hearing from you and establishing ties with your respective affiliates to help make this year's conference in Baltimore an ever greater success.



Keeping our Alumni Involved

John Wenzel, NCEMSF Alumni Coordinator

Welcome back to a new academic year: new staffing for your organization, new leadership, new faces in the ranks, and the missing faces of recent graduates. An issue inherent to collegiate EMS is the rapid turnover of our members, and doing what we can to keep alumni involved after their collegiate years and having them available to turn to for advice when a new issue presents itself. For our alumni out there, new and old, you have experienced this first hand in your collegiate careers and during your time as an alum with your own squad. The same is true for NCEMSF – we want to keep alumni involved in the Foundation as an invaluable resource to the younger generations. Each organization has its own ways of keeping in touch with its alumni, and I would like to ask for all organizations' help in one of our specific efforts for the 2007 NCEMSF Conference, to be held February 23-25, 2007 in Baltimore, Maryland.

A major goal of this conference weekend

will be an expanded Career Development Fair, where alumni may come to offer information, documentation and/or applications on their career paths and educational experiences to our current NCEMSF members. The fair will run from 7:30 AM to 6:30 PM on Saturday, February 24, 2007. Our goal is to offer a forum that includes contacts and resources into paths such as paramedic programs, medical schools, nursing programs, PA programs, pharmaceutical representatives, etc. Employers, educational and informational representatives are all welcome. In addition to soliciting professional contacts, we are reaching out to our alumni base to request alumni volunteers. This is an excellent way for alumni to remain involved with NCEMSF and its member organizations, as well as offer networking opportunities between alumni and current members.

Therefore, instead of simply sending out an e-mail to all our alumni members, I am

hoping that you may be able to reach out to your own alumni and make them aware of this recruitment opportunity – perhaps via alumni e-mail, organization newsletter, or whatever means you have of sending updates to your own alums. Any alumni interested in participating may contact Eric MaryEa at director2@ncemsf.org and he will direct them through registration. It is our hope that the 2007 Career Development Fair will be a worthwhile and rich experience, and any assistance you can offer in making it so would be greatly appreciated.

In the meantime, I hope all is well with your organization at the start of this new school year. Though this article was geared toward the conference itself, I am always available to anyone interested in discussing alumni issues or looking into develop ways to strengthen their alumni involvement.



Professor Squirrel

Serious Campus EMS Advice from a Nut

Dear Professor Squirrel,

I believe that one of our EMTs has been faking taking blood pressures on patients. I don't think she knows how to do it right. What should I do?

Signed,

Queen of BPs

Dear Queen,

You probably know that people learn through different methods. People learn by reading the material. They learn from hearing lectures. They learn from doing skills. One of the best ways people learn is by teaching others. You might consider having her lead a skill review session on taking BPs at your next squad meeting. Make sure she is prepared by reviewing the skill with her. Then have her teach it back to you before leading the skill review for your squad.

Dear Professor Squirrel,

There is this EMT on our squad who doesn't shower regularly and it is making life on duty unbearable. What should we do?

Signed,

Holding my Nose

Dear Nose,

That reminds me of this chipmunk that lived in the tree next to mine. Loved to eat the anchovies off of pizza

crusts thrown out in the residence hall dumpsters. Terrible breath. The problem was solved when poor Chippie got run over by the campus recycling truck. That's probably not a viable solution for your situation, though. I suggest that you face the situation head on and tell him straight out. Don't make a big deal out of it. Don't talk to him in front of other people. Consider how you would want to be told. Practice on a friend first, but tell him. It could become a problem in the patient-provider relationship, not to mention the distraction it causes for coworkers while on shift. It may seem hard to address, but it's easier than getting run over by a recycling truck.

To my faithful readers:

Collegiate EMS Week is November 6-12. Remember to feature your wise sage and favorite campus EMS mascot (that's me) in your Collegiate EMS Week public relations program. Who can resist a nut like me when you're trying to promote campus EMS! Remember, DO feed the squirrels!

Professor Squirrel has been hanging out on campus begging for food from students and keeping an eye on campus EMS for many years. Send your questions to the Professor at professor@ncemf.org. The Professor will answer the best ones in the NCEMSF newsletter. Your name and school will be kept confidential.



Membership Minute

Karolina Schabse, NCEMSF Membership Coordinator

A new academic year is upon us. Across the nation, campus EMS squads have sprung into action. Some are resuming their academic year coverage, while others have maintained their around-the-clock service throughout the summer. Some will be tooling around campus in their quick response vehicles, while others will be preparing their ambulances for calls. How does your collegiate EMS service compare to others? Take advantage of the resources NCEMSF offers to learn more about other collegiate EMS providers. Check out our compilation of Campus EMS Resources at <http://www.ncemf.org/resources/>

in your state, find out who owns AEDs, or just get some insight on relevant campus EMS issues through a series of contributed essays. Maybe you are looking to update your organization's Standard Operating Procedures (SOPs) and would like to see what other collegiate organizations have developed. Perhaps you are interested in looking at news articles about your EMS organization. Check out our "Local News" section which contains relevant articles submitted from organizations. Need ideas to redesign your service's patch? It is all at Campus EMS Resources at <http://www.ncemf.org>

your organization thanks to the generosity of our members. By joining NCEMSF you are adding to the collective strength of over 200 colleges and universities participating in and advocating for collegiate EMS. Institutional memberships are \$25 annually. Annual personal memberships are \$10 for current students and \$20 for non-students. Life memberships are also available. As an added benefit, special member-only discounts are available, including substantial discounts on phones, rate plans and accessories from Sprint/Nextel. Now is the time to join NCEMSF. Renew your institutional and personal memberships at <http://www.ncemf.org/membership/>

You can learn more about the attributes of collegiate EMS services

NCEMSF is able to bring you resources that can help



Regional Roundup

News from Around the NCEMSF Regions

From the National Coordinator

The Regional Coordinator Network exists to facilitate communication between NCEMSF and its greater than 200 constituents. It is through the Regional Coordinators that NCEMSF is best able to accomplish its mission of advocating and supporting campus based EMS. The Regional Coordinators are equipped to assist each squad with the day to day issues it faces and to help publicize squad achievements. There are few issues that the NCEMSF leadership has not seen before and for which it is not equipped to offer advice and guidance. If you are a CBEMS leader and have not met your Regional Coordinator, please e-mail nc@ncemsf.org and I will gladly connect you.

With the beginning of the new school year, a number of Regional Coordinator positions are available, including Northeast RC, Midwest RC, Pennsylvania RC, North Central RC, and West RC. If interested in applying, please visit <http://www.ncemsf.org/about/leadership.ems>.

Mid-Atlantic

George Washington University's EMeRG is working on a new training program for its new members. This fall EMeRG had a strong application pool of about 40 interested students. EMeRG's leaders attribute most of their success to the posting of flyers and staffing information tables at various student fairs and functions, as well as recruiting from the college EMT class. From those 40 applicants, they chose 20 to be new members. These 20 were put through a week-long introduction to the crew and SOP's, which they call "The Academy." After this, the new members are expected to learn most of the other skills by practicing with their crew and attending EMT class. However, each member is also paired with a mentor who is an experienced member of the squad to guide them and provide any assistance they need. They hope that this new mentorship program will provide better trained members who are ready for any emergency.

EMeRG is in service year-round including the summer months. In addition to responding to calls, they held roll-out classes for their CPR instructors to have them trained to the new AHA standards.

They continued to teach community CPR classes for students and also Washington, DC residents. They have received many compliments for their community outreach programs from local neighborhood groups.

Contact: Harland Westgate, Public Relations Supervisor, emerg@gwu.edu, 202-994-8369

Radford University EMS (RUEMS) was very busy over the summer. Last year, the paperwork for their state accreditation was misplaced and so the new leadership had to re-certify their agency. It took many long days and almost three months to accomplish the task. They were successful and are now categorized as a BLS Quick Response group, utilizing their SUV and EMS bikes. They also purchased a new defibrillator to replace their almost out-of-date one.

RUEMS had lost major funding from the University in prior years due to budget cuts, but have regained much of what they lost. They are back to adequate funding levels, but are looking for more funding sources. They currently have 35 active members many of whom will receive bike response training this fall through IPMBA, International Police Mountain Bike Association, in anticipation of the arrival of their four new EMS bicycles.

Contact: Ben Butterworth, Captain, ruems@radford.edu, 540-831-6900

The Virginia Tech Rescue Squad (VTRS) had a successful recruitment period, with approximately 45 applicants. Once a student or community member applies, they are required to attend a training session where the applicants are introduced to EMS with a lesson on how to backboard and care for a patient. Additionally, each applicant is asked to spend some time during the following week at the station to see what it will be like to be a member of the squad- both the atmosphere and the time requirement necessary. In the past, many new members quit because they did not realize what they were getting involved in. This trial period allows applicants to learn prior to interviews whether they are truly interested and provides a smaller, but stronger, applicant pool for the membership committee to choose from. This fall, the squad is also busy providing standby coverage for the Hokie football

home games. The newly renovated stadium now holds 65,115 fans in addition to staff and players. Staffing this event requires the entire squad's membership participation and also coordinating additional transport trucks from surrounding jurisdictions to supplement the two VTRS medic units. The recent renovation also included the addition of a new dispatch office that combines the Police, Fire and EMS incident commands and communications into one unified command room. Contact: Matt Green, President, vtrescue@vt.edu, 540-231-7138

University of Delaware's Emergency Care Unit (UDECUCU) was out of service for the summer, but was not idle. During this time, their ambulance was sent in to have maintenance work done and their members staffed standbys on campus as needed. In June, members were asked to assist with the medical coverage at the NASCAR races at Dover Downs. The crew was staged trackside, near the pit. This year, UDECUCU was provided with a new car to replace its old one. This vehicle is used as a response vehicle to assist members who are on-duty to get to the station to respond in the ambulance. This new vehicle was a huge improvement over the previous one, and the officers are drafting new SOPs to allow the car to respond to campus events if the ambulance is unable to.

UDECUCU leaders have also been pleased with their recruiting efforts this year and they say that their one problem has been that they have too many qualified applicants, making it hard to narrow down their choices. Their biggest recruiting tool was having an information table at the activity fair held the beginning of the semester. They also hung flyers in all of the freshman dorms. They use interviews to assist in making their membership decisions. UDECUCU is going strong into its 31st year of operation, and feels that one of its strongest allies is the local county fire and rescue community. UDECUCU enjoys a great working relationship with the city's fire company as well as the county ambulance services. They are included in the county's dispatch center, and every year their off-campus district expands. UDECUCU's call volume is about a 50-50 split between on-campus and off-campus

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calls. This fall they plan to purchase a CAD printer for their station and an MDT unit for their ambulance.

Contact: Bart Nicholson, Coordinator, udecu@hotmail.com, 302-831-1203

Southeast

This school year, **Florida State University-First Responder Unit** or FSU-FRU, is looking to build up their presence on campus. Already staffing large events such as the "Dance Marathon", FSU operates out of an explorer, a gator, and sometimes a van - when it works. FSU will be working hard to expand their staffing to support 24 hour service, hopefully sometime before the spring.

While still in the initial stages of getting its organization together, the Safe Campus Emergency Medical Response Team of **North Carolina State University** is looking to become active again. The organization is currently staffing large events, working with fire safety, and hoping to purchase communications equipment. Last year they successfully taught a class on campus and their roughly 60 active members will help them eventually go to 24 hour / day service. SCEMRT began staffing in 2005 and in their words, progress has been "slow but steady."

New England

University of Vermont's UVM Rescue has accepted 10 new members bringing its roster to 25 students. A new F-350, 2007 PL custom ambulance has been purchased and is due to be in service by the first week of the new year. A second ambulance will follow shortly to keep the two ambulances with similar characteristics.

Contact: rescue@uvm.edu, 802-656-4287.

Regional Coordinator Network

Region	Name	E-mail Address
National Coordinator	Michael Hilton	nc@ncemsf.org
Canada	Brianna Julien	canada-rc@ncemsf.org
Central	Michael Kogan	central-rc@ncemsf.org
Massachusetts	Steph Sharp	ma-rc@ncemsf.org
Mid Atlantic	David Weand	midatl-rc@ncemsf.org
Midwest	(TBD)	midwest-rc@ncemsf.org
New York	Eric Pohl	ny-rc@ncemsf.org
North Central	(TBD)	northcentral-rc@ncemsf.org
Northeast	(TBD)	northeast-rc@ncemsf.org
Northern New England	Matt Friedman	nne-rc@ncemsf.org
Pennsylvania	(TBD)	pa-rc@ncemsf.org
Southeast	Noah Prince	southeast-rc@ncemsf.org
West	(TBD)	west-rc@ncemsf.org

Due to an incident at the beginning of the academic year, **Franklin Pierce EMS** will be conducting free-of-charge stand-bys at all contact sports played on campus. The policy change stems from a student receiving a serious head injury at a soccer tournament and needing to be airlifted to UMass Medical Center. In response to this new operation, the group has purchased a gas-powered golf cart, which will be converted soon to enable transport of immobilized patients from athletic fields to awaiting EMS manpower and ambulances.

Contact: fpcems@fpc.edu, 603-899-1197.

For the first time **Vermont Technical College First Response** will be holding its own First Responder class in efforts to bring down cost and get more people involved in its group. One of its members is currently working on a community

service project to obtain a new golf cart or similar vehicle for responding to VTC's ski hill and further parts of campus where response time on foot is too lengthy.

St. Michael's College Fire and Rescue currently has 20 student members on rescue for this year (34 total between fire and rescue) They have recently begun the process of shopping for a next new primary ambulance to hopefully be put in service next year.

Contact: rescue@smcvt.edu, 802-654-2358.

Do you have news about your squad you'd like to share? Contact your regional coordinator and look for it in the next issue of NCEMSF News.



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clear directive on how to manage conflict? What are the personalities within the leadership of your organization? Does your organization value excellence? How effective is the existing culture? These questions should help you think about areas that need improvement or assist in providing a framework to create a healthy culture for your organization.

The impetus for cultural transformation can occur anywhere from within your organization. But in order for change to occur it must be supported from the top and everyone must work together. When the culture remains toxic and the climate negative, talented individuals leave and go elsewhere. However, by promoting a healthy corporate culture people will choose to participate, and a strong healthy organization will emerge.

Best wishes for a great year,

George J. Koenig Jr., DO, MS
President, NCEMSF



40 Members by December

David I. Bacall, NCEMSF Startup Coordinator

In my corporate life, it is all about the numbers: number of new hires, number of clients, number of products. The numbers we put on the board define our success as an organization. The same can be said for your squad. A squad of three members will burn out quickly from being on call every night. A squad of 100 members may have members lose interest from not getting on enough calls. Your squad's ideal size depends on your call volume, hours of operation and campus size. In order to achieve your ideal size, whatever it might be, a volunteer organization needs to recruit, especially in campus based EMS where our membership turns over so rapidly. What is your squad doing to recruit?

When Ramapo College EMS was in its infancy, the founder decided the ideal membership for them was 40 EMTs. The

fledgling squad of less than 20 active members initiated a huge recruiting campaign called "40 Members by December". I do not think I need to elaborate on what that meant. It required a group effort of recruiting friends as well as fellow Greeks and teammates. It involved signage on campus that read things like, "Earn Credit, Save a Life." The play on words further explained how you could receive elective college credits for completing the EMT course. There were tables set up in the cafeteria and blood pressure clinics at campus fairs. One hidden goal of the campaign was to have more members than Penn State at the annual NCEMSF Conference that year.

The program worked. Penn State brought 41 members and Ramapo brought 43 to the 2000 conference. By including the

entire squad in the planning and goals of the organization, it created a team spirit that has never gone away. The best result, which was not planned for, was that each of the members who attended the conference was so "fired-up" by what they learned there, that those 43 remained active members until the day they graduated. The annual NCEMSF Conference (Baltimore, February 23-25, 2007) is a great venue to show off your organization and to share in the success stories of others. This year we are expecting over 700 CBEMS providers from over 80 different campuses. How many of them will be yours?

If you have a great recruiting idea or if you need one please email startup@ncemsf.org.



A Glimpse at the Future of Pre-Hospital Trauma Resuscitation

Michael T. Hilton, NCEMSF National Coordinator

While human-to-human blood transfusions have literally been a life-saver for many patients, human blood is not always around or available when needed. In difficult access or relatively remote location trauma, many major trauma patients simply do not reach the blood in time. A synthetic off-the-shelf blood product that could be used by paramedics in the field to provide real treatment – not a stop gap like fluid replacement – could change the field care of trauma victims. The problem with synthetic blood is that, unlike with fluid replacement, not only does the osmotic balance need to be correct, but the product has to carry oxygen and also be able to unload oxygen. Unfortunately, in animal studies, these synthetic blood products cause deadly metabolic side-effects and have not been shown to be more effective than human-human blood transfusion. Nor have they been shown

to be more effective than fluid replacement, and in some cases, show decreased survivability. While this technology is many years off, much research is presently occurring, sponsored by U.S. Armed Force grants and by industry in labs around the country.

Another technology, even further off, is suspended animation (SA). SA has remained in the science-fiction realm through much the 20th century. Since the 1980s, however, the theoretical idea of applying suspended animation - that is, the cooling of cardiac arrest victims in order to slow metabolic processes - has moved closer to reality. Pioneering work was completed by the late Peter Safar, M.D., the father of CPR, at the Safar Center for Resuscitation Research of the University of Pittsburgh School of Medicine. His initial work has proved the

efficacy of such treatment for simulated traumatic cardiac arrest (CA) in large animal studies. In this case, for example, a paramedic could insert a catheter into the trauma victim and cool the patient with specialized fluid to a specific temperature, which would buy time until the patient could reach definitive care in a trauma ward. Of course, many hurdles need to be passed before this becomes reality, but it is on the horizon and could eventually alter our present management of the trauma patient.

X. Wu, T. Drabek, P.M. Kochanek, "Suspended Animation for Delayed Resuscitation" from Yearbook of Intensive Care and Emergency Medicine, ed. J.L. Vincent. Springer: 2005.



Did you know that NCEMSF has two public electronic discussion forums? GENERAL-L discusses anything related to campus-based EMS including equipment, training, activities, etc. GENERAL-L is open to anybody with an active interest in collegiate EMS. GENERAL-L is available in both real-time and daily digest formats. Discussion on the other forum, ADMIN-L, is devoted to administrative affairs such as recruitment & retention, funding, policies & procedures, etc. Subscriptions to ADMIN-L are limited to two representatives per organization. We value your time, so we work diligently to keep both discussion forums spam free. For more information on the e-discussion forums (and to subscribe) please visit <http://www.ncemsf.org/list/>

“...your customers are not just the ones ‘eating the cake.’ You should also consider your University administrators to be customers even though they aren’t personally riding in your ambulance.”

About This Publication

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E-mail articles to be considered for publication to info@ncemf.org

Baking the Collegiate EMS Cake

Dr. Scott C. Savett, NCEMSF Vice-President

Imagine working in a bakery where the recipe for a cake wasn’t the same for any two customers. Baking a chocolate cake would never be the same experience since some customers wanted more cocoa in their frosting, while other customers insisted on extra eggs. The keys to successfully running this theoretical bakery would be to know your customers and extrapolating their requests to a cake recipe that actually worked.

The keys to establishing or supporting a successful collegiate EMS organization aren’t so dissimilar to baking a specialized cake. Instead of flour, eggs, baking soda, and butter, collegiate EMS requires ingredients such as leadership, administrative support, organization skills, and creativity.

A well run bakery should resemble a smoothly running collegiate EMS group. An executive chef leads operations in our theoretical specialty bakery. Add a vowel to “chef” and it becomes “chief,” and you have the leader of a collegiate EMS organization.

Everybody in the kitchen is following the same recipe to make the cake, though different people work on various aspects of its assembly. The cake batter is prepared by one baker, while another person prepares the icing. Once baked, yet another on the bakery crew (hopefully somebody with a flair for design) decorates the cake. In the collegiate EMS realm each of your members has distinct role to play within the organization. For some members it is a purely operational role involving only patient care. Others on your team should be involved with recruitment, training, or other administrative tasks such as fund raising or ordering supplies.

Keeping equipment in good condition is important for both baking cakes and providing patient care. While EMTs and medics can deduce a lot about a patient by just talking with him or her, collegiate EMS providers rely on “tools of the trade” to tell a more complete story. Just as a

bakery needs tools such as mixers, whisks, cake pans, and ovens, a collegiate EMS group needs blood pressure cuffs, pen lights, stethoscopes, and pulse oximeters. A baker whose oven temperature varies wildly would be courting disaster in the same way that an uncalibrated BP cuff is bad news to a campus EMT.

What happens when a bakery gets more orders than it can handle? Since there is only so much room in the oven, when capacity is maxed out, it makes the most sense to farm some work out to nearby bakeries. The other bakeries certainly don’t know your clientele as intimately as you do. By cultivating the relationships with other capable bakeries, you could ensure that cakes get delivered on time with a high degree of customer satisfaction even if you aren’t baking them yourself. In a similar manner, fostering relationships with your surrounding off-campus EMS providers ensures they are up to the challenge of coming on to your campus when your internal resources are overwhelmed. Do your mutual aid squads have detailed campus maps in all of their vehicles? Is your campus police or public safety department willing to guide an outside ambulance from the main campus gate to the scene?

In the end, when the customer is happy with their deliciously moist cake that was delivered on-time, the kitchen staff in our theoretical bakery can breathe a collective sigh of relief. In collegiate EMS, your squad should be satisfied when patients are cared for expeditiously and in the most appropriate manner. But remember that your customers are not just the ones “eating the cake.” You should also consider University administrators to be customers even though they aren’t personally riding in your ambulance. The service you are providing is part of an overall campus community that they are responsible for maintaining.

NCEMSF is here to help you bake your collegiate EMS cake. Now get to work mixing some batter.



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Contact Information:
PO Box 93
West Sand Lake, NY 12196
Phone / Fax: 208-728-7342
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**Cool Collegiate
EMS Fact:**

**NCEMSF member
squads responded
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**Did you move or graduate? Please visit the Membership section of the
NCEMSF Web site to update your contact information.**

Mark your calendar for upcoming NCEMSF events:

October: Plan Campus EMS Week events after downloading the 2006 packet at: <http://www.ncemsf.org/about/publications/emsweek/>

November 6-12: Campus EMS Week. Celebrate your collegiate EMS group with activities, demonstrations, and other fun events. Tell NCEMSF about your Campus EMS Week events.

December: Early conference registration begins. Finals and vacation. Stay safe.

January: Register for NCEMSF conference. Make travel plans for the conference. Submit NCEMSF award applications and *Striving for Excellence* packets.



February 23-25: Attend NCEMSF Conference co-hosted by University of Maryland Baltimore County and Johns Hopkins University at the Marriott Inner Harbor at Camden Yards in Baltimore, Maryland.