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# **SPONSOR GUIDE**

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**A Detailed Guide for Sponsors Hosting  
a Wilderness Medical Associates  
Course**

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**Visit our Website for more info: [www.wildmed.com](http://www.wildmed.com)**

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# I: PLANNING YOUR COURSE

## Enrolling Students

### **Public Enrollment**

Opening your course to the public has advantages and disadvantages. On the plus side, admitting students from outside can often allow you to subsidize your staff training and make a profit. You will also be providing a valuable service to your community. Seventy-five percent of our courses are open enrollment.

Possible drawbacks are that you need to promote the class and find student room and board options if you are providing that.

### **How Students Register**

There are two ways in which students can register for your course. If you have a registration page that you would like students to use, provide us with the link to that page, and we will put it on our website for students to access.

If you do not have a registration page, the course page on WMA's website will provide a registration form for students to fill out. Upon entering their information, an email will be sent to the contact email address you have provided us. Be sure to have a system in place for registering students and contacting them, so that you are prepared for when these emails are sent to you. For suggestions on this, see III: Logistics and Working with the WMA Office.

### **Room and Board for Students**

One of the best things you can do to increase enrollment is providing inexpensive accommodations for students. A rustic campsite is suitable, but a dorm is much better. Showers should be made available. The best accommodations are within easy-walking distance of the classroom.

Including meals for students will also increase appeal and affordability. If you provide meals, feel free to have students prepare their own cold breakfasts and clean-up after each meal. Due to tight time constraints, students should not be expected to prepare lunch and dinner. Let the WMA Office know your course's Room and Board Accommodations so we can inform potential students on our website.

### **Informing Your Staff**

The most important component of customer service on your end is quickly and accurately answering phone and email inquiries. When students leave messages, they

need to receive a response promptly. Direct students to our website, where they can log-in to access materials for the course: <http://www.wildmed.com/wilderness-medicine-search-rescue-training-event-materials/>. The Course ID and password are the same number, which you receive after booking a course with us.

### **Collecting Deposits from Students**

If you are charging \$350 or more for a course, we recommend that you require a \$150 deposit to reserve a student's slot. Otherwise, collect a \$75 deposit. It is our experience that 75% of students who enroll without placing a deposit will not show up for the course.

Be clear with students about refund policies. We recommend you offer a full refund to students who cancel more than one month in advance (less any shipping cost of pre-course textbooks sent to students early).

\*Let the WMA Office know your course's Deposit and Refund Policies so we can inform potential students on our website.

### **Student Confirmation Package**

Send a detailed confirmation package to each student who enrolls. This package needs to contain specific information about your organization, class site, and the following documents, which are located on our website:

Indemnity Agreement - Students must sign and return this document on the first day of class. If the student is under 18, a parent / guardian must also sign it.

Course Participation Standards

Functional Position Statement

If your course requires pre-course work (Bridge, Recertification courses, 5-Day WFR, or WALC courses), the materials that students need to access are also provided with the documents listed above. If your course requires pre-course work, please direct students to log on and access them at least a month in advance of the start of your course.

You should also include a receipt for the deposit, and a written letter informing students of your deposit refund policy, miscellaneous company policies and logistics pertaining to your course site.

### **Welcome Your Students**

On the first morning of the class, you or another member of your organization should welcome students and provide a brief orientation to your facility. This is a good time to verify the student roster.

## **Budgeting For Your Course**

Keeping your course expenses as low as possible is one of our top priorities. We will be happy to work with you to achieve this goal. Most expenses fall into the following categories:

**Tuition**

**Instructors travel**

**Instructor's room and board**

**Facility rental and utilities**

**Equipment purchase and rental**

**Course promotion**

**Room and board for students**

### **Tuition**

Tuition cost is detailed in Section 2 of our contract.

There is a discount for courses of 19 or more students. If your course has 29 or more students, you receive a free slot on the course. Most of our courses have a maximum of 36 students. Please adhere to this maximum. Our student to instructor ratio is 12 to 1. For example, if your course has enrolled 24 students, you would need 2 instructors.

### **Instructor Travel**

Travel is the biggest unknown expense for course sponsors. We send two instructors to all courses. While we try to use local instructors whenever possible, we may have to fly them in from other parts of the country.

To help make this expense more predictable, we have an instructor travel expense cap. This cap places an upper limit on the cost of instructors traveling between their point of origin and the major airport closest to your course site. You are expected to make arrangements to get the instructor to your course site.

Courses that are ineligible for the instructor travel cap are:

- courses booked less than month prior to start date
- international courses

## **Instructor Room and Board**

We will work with you to keep these expenses down. This topic is covered in more detail in the section "Sample Course Pricing."

## **Facility Rental and Utilities**

An important component of a quality course is a classroom conducive to learning. Start looking early to find the best deal. Depending on where you are located, it is common to find classrooms for \$20– \$30 per day.

The classroom should be large enough for the students to perform short hands-on drills without having to move their desks. The classroom also needs electricity, an LCD projector, screen, and a white board.

## **Equipment Purchase and Rental**

As with the facility, it is often possible to find inexpensive equipment.

## **Telephone and Postage**

Costs associated with maintaining contact with students.

## **Room and Board for Students**

We recommend that you offer an optional room and board package. This makes your course more affordable and attractive.

## **Sample Course Pricing**

It may be challenging to strike a balance between covering your course costs and making the course affordable to students. We will help you with this task. Here are two hypothetical course budgets, meant as guidelines only.

### **Budget A: WFR for 14 students** (a financially break-even scenario)

Assume that only 14 students will enroll in your course. This will help you protect yourself from an unexpected shortfall.

#### Expenses:

- Multiply the per student base rate of **\$438** by 14 students: **\$6,132**
- Multiply the \$1,000 travel cap by 2 instructors: **\$2,000**
- Multiply the \$36 instructor travel food cap by 2 days and 2 instructors: **\$144**

**Total: \$8,276**

Enter the out of pocket expenses that apply for your situation and add to the total.

- \* You may be able to eliminate some expenses if you have or are able to borrow equipment, or do not have to pay for a facility rental, or room and board for instructors.

Income (tuition):

Divide the total expense figure of **\$8,276** by 14 students. To break even, you must charge **\$592** per student.

### **Budget B: WFR for 25 students**

Expenses:

Using the same format as the first example, the formula for the estimated costs will be the same:

- Multiply the per student base rate of **\$438** by 25 students: **\$10,950**
- Multiply the \$1,000 travel cap by 2 instructors: **\$2,000**
- Multiply the \$36 instructor travel food cap by 2 days and 2 instructors: **\$144**

**Total: \$13,094**

Enter the out of pocket expenses that apply for your situation and add to the total.

Divide the total expense figure of **\$13,094** by 25 students. The cost per student went down from **\$592** to **\$524**.

Income (tuition):

If you charge the 14-student "Break-Even" rate of **\$592** per student, enrolling 25 students will earn you **\$14,800**, giving you a net income of **\$1,706**.

**As you can see, your ability to keep your course price competitive depends directly on your ability to keep expense costs at a minimum and maximize student enrollment.**

- \* The actual instructor travel expenses generally come in below the cap, so you should do better. We recommend that you set your public enrollment price so that you will break even with 14 students.

## Sample WFR Budgets

	<b>Budget A</b>	<b>Budget B</b>
	<i>14 students</i>	<i>25 students</i>
	WFR	WFR
<b>Income</b>		
Student tuition (\$592)	\$8,276	\$14,800
Student room and board	-	-
<b>TOTAL</b>	<b>\$8,276</b>	<b>\$14,800</b>
<b>Expenses</b>		
Hypothetical Per Student Fee to WMA (\$438)	\$6,132	\$10,950
Instructor Travel Cap *	\$2,000	\$2,000
Instructor Travel Food	\$144	\$144
Instructor room & board**	-	-
Facility rental**	-	-
Equipment rental**	-	-
Postage and telephone**	-	-
Student room and board**	-	-
<b>TOTAL</b>	<b>\$8,276</b>	<b>\$13,094</b>
<b>Cost per student (rounded up to next \$)</b>	<b>\$592</b>	<b>\$524</b>
<b>Net Income</b>	<b>-</b>	<b>\$1,706</b>

\* Includes 2 instructors on both courses

\*\* Scenario does not account for additional expenses. If these exist, plan

per-student pricing accordingly using process outlined above.

## **PROMOTING YOUR COURSE**

Promotion is essential for maximizing student registration for open enrollment courses. You don't want to have to cancel due to low enrollment.

### **Course Flyers**

If you would like course flyers to help promote your courses, you may request them from our office, and we can customize them for you. Post these at outfitting stores, climbing gyms, coffee shops, and other community bulletin boards.

### **Press Releases**

Generate inexpensive promotion by emailing press releases to your local newspapers, radio and TV stations. If you would like a sample press release, request one from our office.

Press releases should be sent or emailed well ahead of time (usually eight weeks). Call to find out the most appropriate person in the media outlet. Follow-up phone calls or emails to that person are usually necessary to get your piece published.

### **Online**

We list all open enrollment courses on our website. The more detailed information you include upon course booking, the easier it will be for students to decide to enroll in your course.

We strongly recommend that you also post this information on your website. Include WMA's name and logo and link it to our website. This will add recognition and value to your course. Encourage your students to go to our site for additional information.

### **Direct Mail or Email Course Announcements**

A broadcast email to your contacts announcing your upcoming course will also be extremely valuable. This should be done at regular intervals—at contract signing, 6 months, 3 months, 2 months, etc. Once is insufficient.

In lieu of email, send a direct mailing to a targeted audience in your database.

### **Social Media**

Social Media is a fantastic way to spread the word about the upcoming course to your followers. We are happy to help spread the word to a wider audience as well. Connect

with us on Facebook and Twitter, and be sure to tag us in your post that announces the course. We can retweet or repost your announcement.

Furthermore, Social Media is all about being social! During your courses, post pictures, videos, or comments and be sure to tag us. Providing your followers with commentary on the course can help generate interest in future courses and programs that you provide, and can help boost enrollment. Again, we can retweet or repost to help broadcast your course to a wider audience, further adding to the benefits of posting on Social Media.

Like us on Facebook: Wilderness Medical Associates

Follow us on Twitter and Instagram: @wildmed

## **RECERTIFICATION**

### **Recertification Options**

Those holding a current Wilderness Medical Associates WFR or WEMT certification have the following recertification options: Open Recertification, Two-day Recertification, WFA to WFR Bridge (Bridge), or a Wilderness Advanced First Aid course. Visit [www.wildmed.com](http://www.wildmed.com) or call us for more information.

WFR graduates from other programs have the following recertification options: Open Recertification, Bridge, or a Wilderness Advanced First Aid course. The Two-Day Recertification course is *not* an option for graduates from other programs without prior approval from the WMA office.

WEMT graduates from other courses are not eligible to recertify their WEMT in a WMA course.

The Open Recertification course is open to all students who have a minimum of 64 hours of continual training from any wilderness medicine training program (cumulative training hours from different courses are not eligible). Training must have been completed within three years of the Open Recertification Course.

If a student's certification has recently expired, instruct him or her to email our office to explain the situation and request an extension letter.

Each student must complete a pre-course packet, which can be obtained on our website. In order to access these materials, students will need the 5-digit course ID# (provided to you in the post-booking email and on the contract). Direct students to our website, under the "Students" tab: <http://www.wildmed.com/wilderness-medicine-search-rescue-training-event-materials/>. This pre-course work should be completed and handed in on the first day of course to the instructor.

The Recertification Fact Sheet and the Open Recertification Fact Sheet provide more information and details on the requirements.

## II. Course Needs

### **INSTRUCTORS**

#### **Housing**

Course days are long and instructors spend considerable time each evening preparing for the following day's class. Well-prepared and rested instructors will provide a high quality course for your students.

Our instructors will need reasonably comfortable accommodations with privacy, heat and light. Each instructor needs his or her own room. A private room in your home or the home of a staff member *may* be acceptable. Instructors should not share living space with students. Accommodations should be quiet after 9:00 PM. All room and board arrangements should be discussed with instructors prior to the course.

#### **Meals**

If you do not provide any meals, you will be billed \$36 per day per instructor. Please arrange to take instructors to the store to buy groceries for breakfasts and lunches. Instructors will need a refrigerator or cooler for these groceries. Please also see that they have transportation to a restaurant for the evening meal.

#### **Travel and Logistics**

You will be charged the least expensive mode of travel— be that flying or driving. You should discuss travel arrangements with the lead instructor and provide driving directions or arrange transportation from the airport. Coordinate with the lead instructor exactly where and at what time he or she will be met, give a contact cell phone number, and please arrange to have someone meet the instructor(s). They might be carrying 100–150 pounds of course equipment with them.

### **CLASSROOM REQUIREMENTS & EQUIPMENT**

A quality course requires quality classrooms and quality equipment. WMA supplies fastpacks for students, a course video camera, teaching materials, and textbooks. You are responsible for finding a classroom as well as supplying audiovisual equipment and miscellaneous rescue gear. (See the sponsor equipment list in your contract confirmation email).

#### **Course Liaison**

Please have someone on your staff available each day to assist with course logistics. Many sponsors offer a reduced course price to the student who serves as the liaison.

## **The Classroom**

Medical courses are information intensive. Fifty percent of the course is classroom-based. It is essential that your classroom be conducive to learning.

Each student needs a reasonable amount of space, a comfortable chair, and desk or portion of a long table. There should be enough extra space in the classroom to do hands-on drills. The classroom needs to be well-lit and free of extreme temperature. Electricity must be available to power the audiovisual equipment.

If the classroom is a room in your facility, please tell your staff that the room is off-limits while class is in session. The classroom must be available all day, every day, since equipment will be stored there.

## **Audiovisual & Classroom Equipment**

A Power Point (LCD) projector and projection screen are necessary for all courses. A white board measuring at least 36" x 48" is also necessary (48" x 72" is preferable). Many sponsors have been able to borrow these items from local schools or businesses.

## **Rescue Gear & Other Equipment**

Your sponsor equipment list details other required equipment. It may be difficult to find rescue litters. Your local fire departments and rescue services may be of help. They may be more willing to lend you equipment if you explain that your course will increase the medical preparedness of the community. Backboards can often be borrowed from local swimming pools and fire departments. Ask local climbers if you can borrow their retired lead ropes. Since ropes will not be used for vertical work, they do not have to be of climbing quality.

CPR mannequins are needed for all courses. They can usually be borrowed or rented from a local American Heart Association or Red Cross office. Be sure you have both adult and infant mannequins for WFR and WEMT courses. If you run out of options, Wilderness Medical Associates can rent a set of five adult and five infant mannequins. Please give us plenty of advance notice.

Rescue simulation clothing is needed for courses of four days or longer. We have asked students to bring their own; however, you should be prepared with several sets of simulation clothing for students who neglect to bring any. Goodwill and the Salvation Army can often be persuaded to sell clothing by the sack.

## **Return of Wilderness Medical Associates Equipment**

Please coordinate with the instructor to have Wilderness Medical Associates equipment and unused textbooks returned to our office, using the provided return service labels, no later than one business day following the course.

## **CONTRACT & DEPOSIT**

### **Course Contract**

The purpose of the course contract is to clearly identify each of our respective responsibilities. You will receive an email that contains the course contract. Please read the contract carefully. Sign one copy and return it to us immediately via email, fax, or mail. Call our office if you have any questions or concerns relating to the contract. We want you to be comfortable with the agreement.

### **Course Deposit**

A deposit is due two months prior to your course. The deposit is \$1,500 for courses longer than three days and \$750 for all others. Our cancellation policy is as follows:

- More than one month prior to the course start date: fully refundable (less the cost of any unreturned textbooks or shipping costs incurred by WMA).
- Less than 1 calendar month: deposit is not refundable.

The Course Deposit Refund Policy is also included in the contract.

### **Final Course Payment**

We will invoice you at course completion. Our terms are net 30. We appreciate your feedback and will send a post course evaluation for you to complete and return.

### **Student Feedback**

You may request scanned copies of the evaluations filled out by the students.

## III. Logistics and Working with the WMA Office

### Enrollment & Roster

As soon as you book your course, you will receive a blank electronic course roster in a Microsoft Excel format. Please use this roster whenever students register for your course.

Within a month of your course start date, please start to keep us informed of students who have enrolled by sending an updated roster. This is essential for us to send pre-course for students recertifying or enrolled in a 5-day WFR or Bridge course. At this time, we will also start planning to send course materials to your site. We will need a preliminary roster so we can plan for how many students to pack for. Be sure to let us know the best address to ship to you to ensure that all materials are received well in advance of the course start.

In the week preceding the course, please send us an up-to-date roster, using the same Excel format that you received after booking your course. This electronic roster is used to print and send certification materials to you in a timely manner. Please be sure to check the accuracy of spelling for the students' names - how a name appears on the roster will be how the name is printed on the certifications.

### Course Materials

Approximately two weeks prior to the course start date you will receive boxes containing materials and gear that is needed for the course. If you do not receive these boxes, please email us.

Immediately after the course, our office will be in contact with you regarding the return of our gear. You will receive a FedEx return label for each box that needs to be sent. Please use these labels to return any remaining course materials and/or gear that were previously sent to you. If you need additional labels, please email the office. Do not photocopy labels to use on multiple packages – there must be a separate label per box. These labels **do** expire, so please arrange for pick up immediately upon receiving them from us so that they are returned in a timely fashion. Especially during our spring busy season, we need to get that gear back so that we can send it out for another course.

### Final Invoice

After the course has ended, you will receive an invoice from us for the final payment of the course. If you have any questions about that invoice, please contact our office.