

American Association of  
**Colleges of Pharmacy** AACCP



## Strategic Student Recruitment Guide

Version 2.0  
2018

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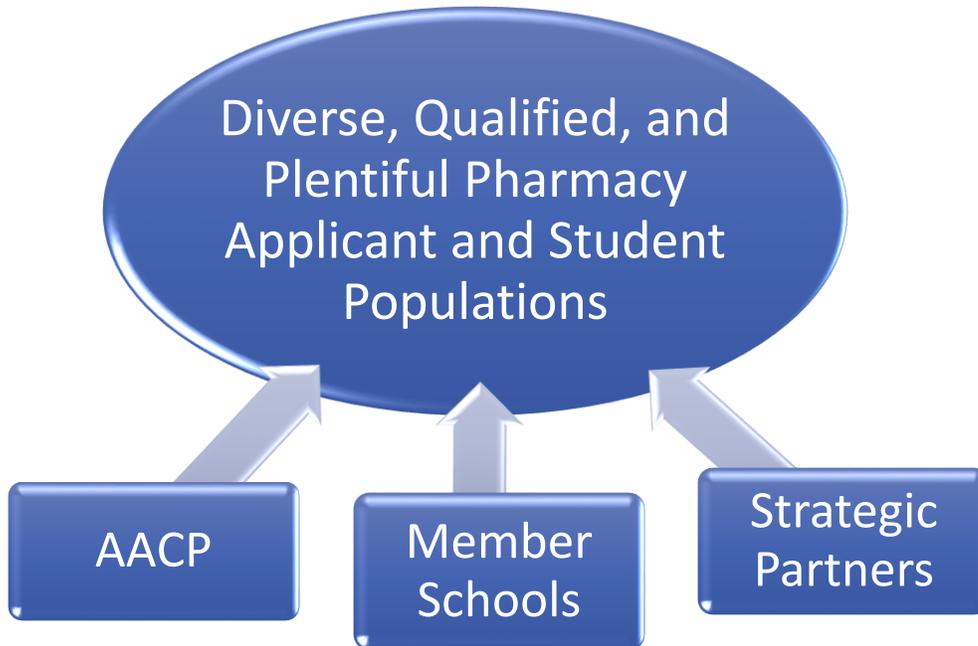
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## INTRODUCTION

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The **Strategic Student Recruitment Guide** of the American Association of Colleges of Pharmacy (AACP) supports a multifaceted outreach campaign designed to inspire and inform prospective students and others about the myriad of exciting career pathways available in the pharmacy profession and sciences. The Guide was developed in response to the 2016-2019 AACP Strategic Plan and recent application trends, and will continue to evolve based on feedback from member institutions and environmental changes. It reflects current, developing, and potential strategies for student outreach at both the national and school level for doctor of pharmacy (Pharm.D.) degree and advanced degree (master's and Ph.D.) programs offered by colleges and schools of pharmacy in the United States. AACP prioritizes and implements recruitment activities based on available resources and their anticipated effectiveness. Success is measured based on metrics defined in the Strategic Plan and dependent on our ability to effectively engage and collaborate with member schools, other pharmacy associations, and strategic partners. AACP is sharing this resource to proactively communicate and coordinate with other stakeholders, and maximize our results.



## AACP STRATEGIC PLAN

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The current AACP Strategic Plan was developed to address the current and anticipated needs of members, students, and society. The first and second strategic priorities were instrumental in the development of this Guide and include multiple metrics to identify our level of progress and success. This Guide is intended to complement, rather than replace, the strategies and metrics outlined in the current Plan. Updates on the Plan will be shared with the AACP Board of Directors and House of Delegates. Visit the AACP website to view the [Strategic Plan](#).

The 2018-2019 Student Affairs Committee will examine institutional leadership models and professional development needs to optimize achievement of AACP Strategic Priority #1 on the applicant pipeline.

### AACP Strategic Priority 1

**Enriching the Applicant Pipeline:** AACP will partner with stakeholders to increase the Pharm.D. applicant pipeline to ensure there will be an appropriate number and quality of pharmacists to meet society's needs.

#### GOALS:

- 1.1 **Pipeline Expansion:** Expand national pharmacy pipeline development programs.
- 1.2 **Applicant Pool:** Increase the Pharm.D. applicant pool.
- 1.3 **Increase Diversity:** Appropriately measure and increase diversity (broadly defined) in the applicant pipeline.

### AACP Strategic Priority 2

**Creating a New Portrait of Pharmacists and Pharmacy Careers:** AACP, in collaboration with stakeholders, will raise the profile of pharmacy as an essential healthcare profession. We will achieve recognition for pharmacists as trusted and highly accessible healthcare professionals in both traditional and new settings. And we will increase awareness of the quality and scientific rigor of pharmacy education and training.

#### GOALS:

- 2.1 **Coalition Building:** Establish a coalition of partners committed to raising the profile of pharmacists and the pharmacy profession.
- 2.2 **Resources:** Develop a budget and identify resources to support the coalition plan and national campaign.
- 2.3 **National Campaign:** Develop and implement a national campaign, to raise the profile of pharmacy as an essential healthcare profession.
- 2.4 **Digital Relaunch:** Relaunch a new AACP website, along with new versions for tablets and smartphones.

## CHALLENGES

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As previously documented, there are several factors contributing to the decline in the number of PharmCAS applications and applicants in recent cycles. According to the Pew Research Center, birth rates have dropped since 1990 resulting in fewer students in the high school and college pipeline. Nathan D. Graue in the 2018 book, *Demographics and the Demand for Higher Education*, reports there will be "...approximately 150,000 (or 10 percent) fewer [college] students in 2029 than today" after 60 years of steady growth. The relatively strong US economy may have also decreased the number of returning adult students over the age of 24 by reducing their incentive to seek additional education for employment purposes. Concerns about educational indebtedness and job opportunities in pharmacy upon graduation have also dissuaded some individuals at all levels from pursuing the profession. There could also be less interest among college

students in a health professions career as compared to other growing industries, including information technology which has grown by at least 150 percent since 2006. As a result, other health professions have also experienced a decline in applicants. Greater utilization of the Early Decision (ED) option among pharmacy schools has also contributed to the decline in applications. In addition to Early Decision the layout of the new 3x platform may unintentionally contribute to a change in applicant behavior by making it more obvious to applicants that they can apply to additional schools after they first submit.

Advanced pharmacy science degree (MS and PhD) programs face additional challenges associated with recruiting international students, the job market for selected programs, and competition with other advanced science degree programs.

## OPPORTUNITIES

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Pharmacy and other health profession programs have enjoyed a robust and highly qualified applicant pool for many years. As a result, minimal resources were previously dedicated to student pipeline development at the association level. In recognition of the steady decline in applications since 2010, AACP leadership identified student recruitment, diversity, and branding as top strategic priorities. A new director of recruitment and diversity position was filled in 2017 and additional resources were approved by the association leadership to support these endeavors. AACP is actively collaborating with members and other organizations in pharmacy, healthcare, and education to increase the public's awareness and appreciation of the role and value of pharmacists. We can leverage our collective efforts to attract the next generation of student pharmacists.

## ABOUT THIS GUIDE

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### Components

This Guide outlines previous, current, and potential student recruitment strategies for AACP. Activities may include one or more of the following components:

- Diversity Outreach
- Educational and Promotional Materials
- Nurturing Campaigns
- Onsite and Virtual Recruitment Events
- School and Student Engagement
- Social Media
- Strategic Partnerships
- Enhanced Data

### Activity Categories

Each activity is categorized by its status at the time of writing. Activity statuses will evolve over time.

- **Current and Recent:** Previous and ongoing activities implemented by AACP, members, or partners.
- **Developing:** Activities currently in development or approved for the next 12 months.
- **Potential:** Proposed activities that require further exploration before they can be approved or implemented. The review criteria for proposed initiatives include anticipated outcomes, resources required, and willingness of others to participate or support. Potential activities described in this document may be implemented, tabled, or discarded in subsequent versions of the Guide.
- **Member Opportunities:** Suggested ways that pharmacy colleges and schools can contribute to or participate in related activities.

## Guiding Principles

- **Message Differentiation:** Outreach communication must be customized to meet the needs and interests of each population, including elementary students, middle school students, high school students, community college students, undergraduate students, non-traditional students, parents, teachers, counselors, and advisors.
- **Sustainable Strategies:** Successful pipeline campaigns must begin early in a student's educational career and be responsive to environmental changes. Success requires the development of a series of significant touchpoints.
- **Diversity-focused:** AACP and member institutions must embrace and take responsibility for recruiting a diverse student body. Efforts to promote the profession to underrepresented and disadvantaged students must be deliberate and threaded throughout all recruitment activities.
- **Broad Outreach:** Recruitment strategies should be far-reaching and include traditional and non-traditional students who are interested in careers in pharmacy, health professions, or STEM.
- **Continual Improvement and Refinement:** The Guide is not intended to reflect every opportunity or activity. Strategies and tactics will evolve based on feedback from members and stakeholders, environmental and technology changes, new opportunities, and available resources.
- **Disclaimer:** The Guide contains references and links to third-party organizations. This information is provided for your convenience and does not reflect an endorsement by AACP, unless otherwise stated.

## AACP Connect Community for Champions

AACP members are encouraged to join the **Pharm4Me Recruitment Champions** community in AACP Connect, so they may remain current and engage other members on student recruitment initiatives.

- Go to <http://connect.aacp.org/>
- Login with your AACP member account
- Select "Pharm4Me Recruitment Champions" from the Communities drop-down menu.
- If you have trouble accessing this community, please email [connect@aacp.org](mailto:connect@aacp.org).

## AACP Staff Contacts

Please contact the AACP student affairs team with questions or ideas.

- **Rosie Walker**, MA, Director of Recruitment and Diversity, 703.739.2330 x1033, [rwalker@aacp.org](mailto:rwalker@aacp.org)
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## PHARM4ME CAMPAIGN

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AACP initiated a partnership with Youth Marketing Connection (YMC) in spring 2017 to promote and revise the Pharmacy Is Right for Me (Pharm4Me) website that was founded by OptumRx. The site was redesigned in 2016 and is primarily intended for high school students who are interested in pharmacy, STEM/STEAM, or other health profession careers. AACP strives to enhance the website and social media content, so that more students and the public understand and appreciate the contemporary role of pharmacists in healthcare and educational pathways. See also the [Pharm4Me Champions](#) and [Advisory Groups](#) sections.



- Website: <http://pharmacyforme.org/>
- Twitter: <https://twitter.com/Pharm4Me>
- Facebook: <https://www.facebook.com/Pharm4Me/>
- Instagram: <https://www.instagram.com/pharm4me/>

### CURRENT AND RECENT STRATEGIES

- **National Health Observance Campaigns:** Identified national awareness campaigns related to pharmacists, healthcare, and diseases/illnesses for the Pharm4Me social media calendar with the intent of broadening the audience and promoting the related role of pharmacists. Recent posts were connected to the #VaccinesWork and #Asthma campaigns in spring 2018.
- **Instagram Video:** Posted a 15-second, promotional [video](#) in 2018 to increase the number of Pharm4Me followers and impressions on Instagram.
- **Messaging:** Developed new Pharm4Me website content that is consistent with the “Pharmacists help people live healthier, better lives” (#HealthyStartsHere) campaign.
- **Redesigned Website:** Redesigned the Pharm4Me logo and website in 2017 with a fresh, new look that is intended to primarily appeal to high school students and be consistent with the campaign.
- **Student Inquiry Form:** Integrated an inquiry form into the Pharm4Me site to capture information about students who have expressed an interest in pharmacy for use in an EMP nurturing campaign.
- **Social Media Platforms:** Collaborated with YMC to determine which social media platforms are the most popular with the target audiences, identified as Twitter, Facebook, and Instagram.
- **Inspiring Stories:** Collaborated with YMC to create and maintain a blog that highlights inspiring stories by pharmacists and student pharmacists.
- **American Pharmacists Month (APM):** Featured the American Pharmacists Association’s October campaign dedicated to promoting the role and value of pharmacists in healthcare. Additional posts were featured during National Pharmacist Day and National Pharmacy Week.
- **Events Tracking:** Developed an Events calendar on the Pharm4Me site to promote onsite and virtual pharmacy events for prospective students, including those affiliated with AACP and pharmacy schools. Events are also posted on social media.
- **Metrics:** Collaborated with YMC to track website and social media traffic, impressions, and followers in order to meet metrics established in the AACP Strategic Plan.
- **Paid Promotion:** Use targeted, social media ads to increase exposure to the Pharm4Me website and increase the number of followers.

## DEVELOPING STRATEGIES

- **Pharm4Me Phase 2:** Work with YMC to further enhance the Pharm4Me campaign, so it may reach a broader audience and complement the developing pharmacist branding campaign.
- **EPA Summary for High School Students:** Adapt the AACP Entrustable Professional Activities ([EPAs](#)) for New Pharmacy Graduates for use on the Pharm4Me website, so that visitors better understand what pharmacists can do.
- **APhA Career Pathway Evaluation Program for Pharmacy Professionals:** Collaborate with APhA to adapt the instructions for the revised [Career Pathways](#) tool, set for release in fall 2018, for use in an entertaining way with prospective students who are considering a career in pharmacy.
- **Video Clips:** Create additional video clips in conjunction with YMC that will be used on Pharm4Me social media to increase the number of followers and impressions.
- **YouTube Channel:** Enhance the Pharm4Me channel to include social media clips described above and other videos about pharmacy education and careers created as part of the Branding initiative.
- **Social Media:** Collaborate with schools and colleges to promote the Pharm4Me site and social media accounts in institutional communication to pre-pharmacy populations.
- **Site Content and Navigation:** Reorganize the website structure and content to feature more robust information about pharmacy education and careers, and make it easier to navigate.
- **Pharmacy Sciences:** A new pharmacy sciences brochure for master's and Ph.D. programs that mimics the one for Pharm.D. degree programs will be created for use at recruitment events. More robust information about pharmacy science careers will also be shared on the Pharm4Me site.

## POTENTIAL STRATEGIES

- **Influencers:** Partner with social media influencers, individuals who have established credibility with younger audiences and can persuade them to consider pharmacy as a career by virtue of their authenticity and reach.
- **New Interactive Website Features:** Develop new website components that encourage interactive communication between AACP and pre-pharmacy students. Potential tactics include the following:
  - Pre-pharmacy discussion forum
  - Pre-pharmacy club activities toolkit
  - Virtual badges to reward student engagement with site
  - New student competitions:
    - Pre-Pharmacy Student Leadership Award
    - Student Essay Contest
    - Selfie with a Pharmacist
  - Introduction to pharmacy learning course with certificate of completion
  - Website search function
- **Kids' Corner:** Develop new and promote existing resources for younger (K-8) audiences, parents, teachers, and counselors.
  - Interactive games with a focus on pharmacy, medication safety, and healthcare
  - Pharmacy curriculum for teachers on pharmacy-related topics, such as on medication safety (See also [Partnerships](#))
  - Cartoon about pharmacists on YouTube
  - *Maddie Visits the Pharmacist* [Book](#)

- *A Trip to the Pharmacy: Kid's Educational Coloring & Activity [Book](#)*
- *A Visit to the Pharmacy: Kid's Coloring & Activity [Book](#)*
- **Pre-Pharmacy Resources:** Create resources to help prospective students prepare to apply.
  - Profiles of pre-pharmacy students who plan to apply
  - Pre-pharmacy educational pathway resources
- **Animation:** Create short animated videos about pharmacy for use on the website and social media.

### MEMBER OPPORTUNITIES

- **Video Footage:** Provide ACCP with unedited, original video footage of student pharmacists or pharmacists in various clinical settings that can be repackaged for use on the ACCP website
- **Pharm4Me Promotion:** Contact ACCP to promote your college or school video on the Pharm4Me "[Campus Corner](#)" webpage.
- **Social Media:** Use the #Pharm4Me and #HealthyStartsHere social media hashtags to increase the visibility of the Pharm4Me brand and school post. Add @Pharm4Me to your tweets and retweet Pharm4Me posts to your followers, as appropriate.
- **Web Links:** Promote the Pharm4Me website, social media, and hashtags in the college or school's online and print materials to prospective students.
- **Content:** Share interesting information about the pharmacy profession and nominate individuals to be featured on the Pharm4Me website or blog. Not all nominees or content ideas may be selected.

## PHARM4ME CHAMPION ENGAGEMENT

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The mission of the Pharm4Me Recruitment Champions is to promote the pharmacy profession to prospective students in middle school, high school and beyond, so they may understand and appreciate contemporary pharmacy education and career opportunities. The goal is to increase the number of qualified applicants who consider and apply to pharmacy through targeted recruitment efforts and early exposure opportunities. Pharm4Me Champions agree to do the following:

- Host 1-2 pharmacy career promotional events per year for middle or high school students,
- Share event participant contact information with AACP,
- Contribute ideas to the Pharm4Me nurturing campaign, and
- Share recruitment ideas with other Pharm4Me Champions.

### CURRENT AND RECENT STRATEGIES

- **Admissions Workshop:** Dedicated second day of the 2018 Admissions Workshop in Boston to topics relative to Strategic Priority #1.
- **Connect Community:** Launched an AACP Connect Community for [Pharm4Me Recruitment Champions](#) and other individuals involved in student recruitment efforts. All members who are interested in student recruitment are encouraged to join and contribute to this community.
- **Innovation Challenge:** AACP implemented the Pharm4Me Innovation Challenge to encourage student pharmacists to partner with local high schools to find innovative solutions to real-world, medication-related problems.
  - Competition instructions were revised for clarity.
  - Deadline was extended to allow teams more time for teams to respond.
  - AACP [announcement](#) was posted about winning teams.
  - [Pharm4Me website](#) includes winner and related information.
- **Market Pharm4Me:** Promoted champions opportunity to non-participating schools and engaged current champions.

### DEVELOPING STRATEGIES

- **Student Recruitment Champions:** Promote the use of student pharmacist champions who can help to support Pharm4Me initiatives. Leverage existing student chapters, such as APhA-ASP, to cultivate student champions and offer related programming and tools at national meetings. See also [Advisory Groups](#).
- **Enhance Innovation Challenge:** Refine the [Innovation Challenge](#) rules and promotional efforts for 2019 to increase the number of participating teams and the competition's impact on recruitment.
- **Market Pharm4Me:** Continue to promote champions opportunity to non-participating schools and improve engagement of current champions on a regular basis.
- **Increase Prospect Data:** Encourage schools to share their student prospect data with AACP.

### POTENTIAL STRATEGIES

- **Pharmacy Practitioners:** Collaborate with the Pharmacy Career Information Council (PCIC) to encourage participation from practicing pharmacists to serve as champions to support Pharm4Me initiatives, particularly those who are new graduates.

- **Toolkit:** Collaborate with Pharm4Me champions and other members involved in student recruitment to create toolkits and templates for school-led activities, such as summer enrichment programs for high school students, pharmacy-centered awards for related science fair projects, interactive demonstrations, and more. Refer to the American Medical Association (AMA) “Doctors Back to School” program.
- **Community Service Clubs:** Promote pharmacy school involvement in the local chapters of community service organizations comprised of members who are typically local business professionals with school-aged children or grandchildren. Organizations often offer scholarships to students and strong outreach connections to high schools, and may be receptive to talks about pharmacy careers.
  - Civitan International: <http://civitan.org/about-us/mission-creed/>
  - Kiwanis International: <http://www.kiwanis.org/about/mission>
  - Rotary International: <https://www.rotary.org/en/about-rotary>
- **Recruitment Guidance for Schools:** Collaborate with members to develop a resource guide to help member schools determine the optimal times and methods to engage prospective students at different points in the pipeline.

## MEMBER OPPORTUNITIES

- **Be a Champion:** Sign up to be a Pharm4Me Student Recruitment Champion at <https://fs16.formsite.com/AACP/Pharm4MeChampion/index.html>
- **Champions Community:** Join and contribute to the Pharm4Me Recruitment Champions community on AACP Connect at <http://connect.aacp.org/home>.
- **Event Share:** Use the AACP online form to submit information about upcoming student recruitment and development events, so they may be added to the “Upcoming Events” page on the [pharmacyforme.org](http://pharmacyforme.org) website and promoted by AACP via Twitter. <https://fs16.formsite.com/AACP/ShareEvents/index.html>
- **Pharm4Me Hashtag:** Use the @Pharm4Me in social media posts applicable to pre-pharmacy students in high school and college, so AACP can assist with promotion.
- **Prospective Student Lists:** Following each student recruitment event, send prospective student information to AACP for use in the national nurturing campaign. AACP will not share a school's prospective student information with other colleges, schools, or parties. Use the online form to send data at <https://fs16.formsite.com/AACP/SendStudentProspects/index.html>
- **Innovation Challenge:** Encourage student pharmacists to participate in this annual competition and suggest ways to better promote the Challenge to high school students in the future. <http://pharmacyforme.org/innovation-challenge/>
- **Student Recruitment Champions:** Identify and reward student pharmacist champions within the college or school who implement one or more Pharm4Me initiatives:
  - Serve as student mentors to high school or college students.
  - Lead a student team for the Pharm4Me Innovation Challenge.
  - Volunteer to serve as pre-pharmacy club speaker.
  - Participate in open house events or recruitment fairs.
  - Offer testimonials for use in college or school's promotional materials.

- **Toolkit:** Contribute to the development of a national student recruitment toolkit by sharing successful practices to promote the profession to students in the pipeline on the Champions community or with AACP staff.
- **School Visits:** Use [American Pharmacists Month](#) or other [national observance events](#) as an opportunity to send a pharmacist or student pharmacist to a local school.
- **YouTube:** Create short, informal videos with student pharmacists on topics that may resonate with younger students. Amateur videos, rather than professionally produced ones, are deemed more authentic by GenZ audiences.

## ENROLLMENT MARKETING PLATFORM (EMP)

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AACP is utilizing Liaison International’s Enrollment Marketing Platform ([EMP](#)), a customer relationship management (CRM) software, to broaden the association’s national outreach and customize communication for each designated audience. Nurturing emails are sent to groups on a scheduled and ad hoc basis. Each campaign is customized to address the needs and interests of the targeted population.

### CURRENT AND RECENT STRATEGIES

- **EMP:** Implemented EMP to engage and track AACP and pharmacy champion recruitment activities.
- **Nurturing Campaigns:** Launched new nurturing campaigns via EMP. PharmCAS applicants are reminded about upcoming deadlines on a monthly basis and will continuously be engaged throughout the admissions cycle. AACP also initiated nurturing campaigns for high school and college students based on status and initial point of contact (e.g., fair).
- **Inquiry Form:** Incorporated a new EMP inquiry form into the Pharm4Me website, so that individuals can be tracked in EMP and subscribed to a new “Pharm4Me Monthly” e-newsletter.
- **Microsite:** Collaborated with YMC and EMP staff to create a Pharm4Me microsite that allows AACP to customize information based on the needs of the individual.
- **In-progress Applicants for Future Cycles:** Developed a nurturing campaign for students who began an application in the previous application cycle and indicated they plan to enroll in the next cycle.

### DEVELOPING STRATEGIES

- **Text Enabled:** Add text alerts to selected EMP messages to better reach students who may be less likely to check email on a regular basis.
- **Message Enhancement:** Build upon current messages and further enhance them to better promote the profession and promote student engagement.
- **Prospective Lists:** Increase the number of prospective student contacts available in the EMP system via non-PharmCAS sources (e.g., ACT, SAT, Advanced Placement, Naviance, etc).
- **National Event Promotion:** As the prospective student database grows, better utilize it to promote national opportunities and events for students, such as the [pharmacy virtual fairs](#).
- **Engagement Tracking:** Maximize the EMP scoring and tracking tools to determine which students are the most highly engaged and which campaigns produced the best results.
- **Champion Recruitment:** Promote Champion program to non-participating schools and engage current champions on a more regular basis.

### POTENTIAL STRATEGIES

- **EMP Optimization:** Explore cost and resources required to implement other EMP tools, such as variable print-on-demand, student scoring, and automated event management.
- **Message Refinement:** Develop ways to further define resources and messaging based on the individual’s needs and background.

### MEMBER OPPORTUNITIES

- **Prospective Student Lists:** Following each student recruitment event, send prospective student data to AACP for use in the national nurturing campaign. AACP will not share a school's prospective

student list with other schools or parties.

<https://fs16.formsite.com/AACP/SendStudentProspects/index.html>

- **EMP or other CRM:** If not already done, use Liaison's EMP or other CRM to develop an on-going relationship with prospective students and other stakeholders, such as parents.

## ADVISORY GROUPS

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AACP values the expertise and contributions of members and other stakeholders in guiding the development of AACP strategies and resources.

### CURRENT AND RECENT STRATEGIES

- **Champions Advisory Committee:** Announcement about new committee announced at 2018 AACP Annual Meeting. Purpose is to assist AACP staff in developing, reviewing, planning, and promoting AACP student recruitment activities. Details will be available in AACP Connect.
- **PharmCAS Advisory Committee:** AACP member volunteer group that provides guidance for the Pharmacy College Application Service (PharmCAS), administered by Liaison International.
- **PharmGrad Advisory Committee:** AACP member volunteer group that provides guidance for the Pharmacy College Application Service for Graduate Programs in the pharmaceutical sciences (PharmGrad), administered by Liaison International.
- **PCAT Advisory Committee:** AACP member volunteer group that provides guidance for the Pharmacy College Admissions Test (PCAT), administered by Pearson.
- **PCAT Prep Advisory Committee:** AACP member volunteer group that provides guidance on the Pharmacy College Admissions Test (PCAT) preparatory materials, as administered by Kaplan.

### DEVELOPING STRATEGIES

- **Expanded Scope:** Broaden the scope of advisory committees to include discussions relative to the role of the related service to student recruitment activities.

### POTENTIAL STRATEGIES

The following volunteer groups may be created. If approved, groups may only meet virtually.

- **Advanced Pharmacy Science Advisory Committee:** A separate advisory committee may be needed to assist with student recruitment for advanced pharmacy science degree programs.
- **High School Student Advisory Committee:** Comprised of high school students who are interested in pharmacy, the group would review current and planned strategies and suggest other mechanisms to reach other students at this level. Students may be motivated to participate to bolster college applications.
- **College Student Advisory Committee:** Comprised of undergraduate students who are interested in pharmacy, the group would review current and planned strategies and suggest other mechanisms to reach other students at this level. Students may be motivated to participate to bolster pharmacy school application.

### MEMBER OPPORTUNITIES

- **Volunteer:** Watch for AACP calls for member volunteers to serve on all advisory committees.
- **Promote:** Assist AACP in promoting and identifying potential candidates to serve on these advisory committees, as these opportunities become available.
- **Local:** Create similar student pharmacist and pre-pharmacy student advisory committees at the pharmacy school level.

## DIVERSITY

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Per the Strategic Plan, AACP strives to measure and increase diversity (broadly defined) in the pipeline. The goal is to thread and promote diversity in all student recruitment initiatives.

### CURRENT AND RECENT STRATEGIES

- **Dedicated Staff:** AACP created a new director of recruitment and diversity position that was filled in August 2017.
- **Insight into Diversity:** AACP's "Pharmacy Is Right for Me" advertisement was featured in the January/February 2018 issue of Insight into Diversity. The publication reaches approximately 250,000 leaders in higher education, government, and corporate America every year. The [January/February 2018](#) issue featured innovative ways pharmacy colleges and schools recruited underrepresented students and faculty, and develop a culturally competent workforce. Many AACP members were also represented in the articles and advertisements.
- **Summer Health Professions Education Program:** (SHPEP): The Summer Health Professions Education Program (SHPEP) is a free summer enrichment program focused on improving access to information and resources for college students interested in the health professions. SHPEP's goal is to strengthen the academic proficiency and career development of students underrepresented in the health professions and prepare them for a successful application and matriculation to health professions schools. SHPEP expanded in 2016 to include other health professions, including pharmacy. A pharmacy representative serves on the SHPEP Advisory Committee. There are pharmacy tracks at 5 of the 13 participating SHPEP institutions.
  - Howard University (June 3-July 14, 2018)
  - Rutgers, The State University of New Jersey (June 4-July 13, 2018)
  - University of Florida (May 14-June 22, 2018)
  - University of Iowa (June 10-July 21, 2018)
  - University of Louisville (June 4-July 13, 2018)
- **Holistic Admissions:** The AACP Institute focused on the topic of holistic admissions. An Interprofessional session on holistic admissions with representatives from dentistry, allopathic medicine, and nursing, will be featured at the 2018 Admissions Workshop.
- **AAMC Minority Student Medical Career Fair:** Participated in 2017 fair in Boston with more than 1800 college and high school students from diverse backgrounds.
- **Tour 4 Diversity:** Tour for Diversity in Medicine (T4D) educates, inspires, and cultivates the future generation of minority physicians, dentists, and pharmacists. There are 1-2 bus tours per year to colleges and universities across the U.S. Pharmacists and other health professionals on the bus engage underrepresented minorities in interactive and informational sessions. Unfortunately, there will be no dates offered in 2018, according to T4D. <http://tour4diversity.org/>
- **Empower2 Conference:** Empower2 is an annual conference hosted in collaboration with various HBCU institutions. The conference program stresses proactive leadership as essential to improving the HBCU health and science applicant pool. This initiative highlights strategies to influence healthcare, training, and education to create an alliance between HBCU's and those who train minority students.

## DEVELOPING STRATEGIES

- **Diversity Partners:** AACP will pursue partnerships with other organizations that engage diverse student populations. See also [Partnerships](#).
- **EO Indicator:** Per the Strategic Plan, AACP has worked with a consultant to develop a new socio-economic score (SES) and education occupation (EO) disadvantage indicator for potential inclusion in future PharmCAS, PharmGrad, and PharmDirect applications. The purpose of the EO indicator is to help identify individuals from educational, economic, or geographically disadvantaged backgrounds. Additional information about the EO indicator will be shared with members, as it becomes available. Decisions on whether to incorporate these fields into the applications in the 2019-2020 admissions cycle has not yet been made.
- **Gender Identity:** The AACP Institutional Research Advisory Committee (IRAC) recommended that AACP adopt a new gender identity and sexual orientation questions for future PharmCAS, PharmGrad, and PharmDirect applications. A person's gender may or may not correspond with their sex at birth. Decisions on whether to incorporate these fields into the 2019-2020 applications has not yet been made.
- **Diversity Recruitment Guide:** AACP will develop a guide to strategically outline effective strategies to incorporate diversity recruitment efforts into the association's and individual member schools current recruitment practices.
- **SHPEP:** AACP is seeking to enhance its partnership with AAMC to promote [SHPEP](#) and the SHPEP pharmacy-track to prospective pharmacy students. Potential activities include the following:
  - Involve pharmacy school faculty in the AAMC MentorNet ([video](#))
  - Provide updates to SHPEP alumni on topics, such as health policy and financial planning.
  - Participate in AMCAS webinar planning series (November 2018 through January 2019)
  - Participate in SHPEP National Grand Team Meeting in Washington, DC in December 2018.
  - Provide materials for SHPEP exit packet for participating students.
  - Contribute to the SHPEP quarterly newsletter.

## POTENTIAL STRATEGIES

- **Holistic Admissions Consultation:** Explore partnering with other health profession associations to offer campus-based training or consultation on holistic admissions.
- **School Diversity Initiatives:** Explore opportunities to assist colleges and schools of pharmacy with promoting and developing their student and faculty recruitment and retention efforts aimed at supporting diverse student populations.
- **Navigation Tools:** Develop tools specifically for first generation students who may need more support navigating the college and graduate admissions process.
- **Partner with HBCUs and HSIs:** Seek opportunities to partner with Historically Black Colleges and Universities (HBCUs) and Hispanic-Serving Institutions (HSIs) to develop related resources to support minority applicants and promote pharmacy career opportunities.
- **Partner with Community Colleges:** Collaborate with American Association of Community Colleges or other related organizations to reach students, faculty, and counselors at 2-year institutions, which typically have more diverse student populations.

- **Mentorship Network:** Explore opportunities to connect student pharmacists with prospective students in high school or college. According to the Chronicle of Higher Education, “When undergraduates have a mentor, they are twice as likely to thrive after college.”

## MEMBER OPPORTUNITIES

The AACP House of Delegates adopted the following policy in July 2017: “*AACP recognizes that a diverse student body, faculty, administration, and staff contribute to improvements in health equity and therefore encourages member institutions to develop faculty, staff, pharmacists, and scientists whose background, perspectives, and experiences reflect the diverse communications they serve.*”

Below are just a few related opportunities.

- **Insight into Diversity:** Consider advertising in the Insight into Diversity publication.
- **INSIGHT Into Diversity Higher Education Excellence in Diversity (HEED) Award:** Consider applying for the 2018 award. Institutional applications are expected by due in June 2018. The award “...is open to all colleges and universities across the U.S., measures an institution’s level of achievement and intensity of commitment in regard to broadening diversity and inclusion on campus through initiatives, programs, and outreach; student recruitment, retention, and completion; and hiring practices for faculty and staff.” <http://www.insightintodiversity.com/about-the-heed-award/>
- **Articulation Agreements:** Create pathways for diverse student populations to enter the professional program.
- **Local Mentor Network:** Create an incentive for current student pharmacists and/or faculty to mentor or tutor high school students who are considering pharmacy as a career.

## NATIONAL STRATEGIC PARTNERSHIPS

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AACP collaborates with commercial and non-profit organizations in pharmacy, health professions, and education on student recruitment initiatives. AACP also partners with additional organizations on other initiatives that are not directly related to student recruitment and diversity.

### CURRENT AND RECENT STRATEGIES

- **Explore Health Careers (EHC):** AACP collaborates with Liaison International to feature information about the pharmacy profession on the EHC website. See also the [Promotions](#) section.  
<https://explorehealthcareers.org/career/pharmacy/pharmacist/>
  - A Pharm4Me ad was incorporated into the EHC pharmacist page in 2018 that redirects visitors to the Pharm4Me website and reaches them on other websites, such as Facebook.
  - The June 2018 edition of the EHC blog features pharmacy-focused articles. A hyperlinked PDF version of the [EHC pharmacy blog](#) is available for download via Connect.
- **Kaplan:** AACP partners with Kaplan to develop and promote PCAT Prep materials for students.
  - Kaplan announced a new PCAT Review Live option for examinees in July 2018. The live webinars offered 2-hours of online teaching by Kaplan's PCAT instructors for a fee of \$149. All registrants for the July PCAT were contacted directly about this opportunity. Kaplan will soon decide whether to offer this service again in the future.
  - Kaplan continues to offer its full [PCAT Prep](#) courses online and in-person for \$1499.
  - Schools may wish to use the PCAT Prep course with at-risk students and for remediation purposes prior to enrollment in the P1 year.
- **Liaison International:** AACP partners with Liaison International to promote pharmacy careers via PharmCAS materials in addition to EHC and Health Professions Week.
- **National Association of Advisors for the Health Professions (NAAHP):** NAAHP represents approximately 2000 pre-health profession advisors in colleges across the U.S.
  - AACP is a patron member of this organization and serves on the NAAHP Advisory Council, and ensures pharmacy is represented at all NAAHP national and regional meetings.
  - AACP posts pharmacy-related announcements to advisors via various NAAHP publications and the HLTHPROF listserv.
  - December 2017 issue of NAAHP's journal, The Advisor, was focused on pharmacy..
  - June 2018 NAAHP National Meeting will feature pharmacy-focused sessions: "Pharmacist-Pathways for a Uniquely Versatile Profession" and "Spotlight on Pharmacy – Jeopardy Edition". See also the [Promotions](#) section.
- **OptumRx:** The OptumRx company developed the initial Pharmacy Is Right for Me website and continues to provide financial support to AACP.
- **Pearson:** Collaborated with Pearson to guide enhancements to the exam blueprint and communicate important information about the PCAT. Pearson has also donated informational and promotional items to AACP for use at recruitment events.
- **Pharmacy Career Information Council (PCIC):** Worked with the pharmacy associations represented on the PCIC to develop resources to promote the value of pharmacy to the public.
- **Other Health Profession Associations:** AACP partners with associations for other health professions on numerous recruitment activities, including Health Professions Week. For a list, go to <https://explorehealthcareers.org/hpw/>.

- **STEM Premier:** Partnered with [STEM Premier](#) to access 325,000 high school students and conduct two engagement strategy campaigns in 2018.
- **Youth Marketing Connection (YMC):** Partner for Pharm4Me digital recruitment efforts.

## DEVELOPING STRATEGIES

- **PCAT Test-takers:** Collaborate with Pearson and Kaplan to conduct outreach to and develop new, cost-effective resources for PCAT test-takers in attempt to help them to better prepare the exam and decrease application abandonment rates.
- **Federation of Associations of Schools for the Health Professions (FASHP):** Work with FASHP and other organizations to include pharmacy and other healthcare professions in the definition of STEM (science, technology, engineering, and math), also known as STEAM, which includes arts and design. STEM is not owned by a single organization, but is used by the U.S. Bureau of Labor Statistics (BLS) on the O\*NET website.
- **Professional Organizations:** Collaborate with local, regional, state, and national professional organizations to incorporate recruitment activities into their current initiatives. Seek financial support from professional stakeholders, including pharmacy employers and pharmaceutical industry, to support Pharm4Me financially.
- **Partnership Menu:** Develop a list of possible ways that professional and corporate organizations can help support our recruitment efforts, including suggested sponsorship rates. Efforts must be coordinated with other AACP sponsorship activities.

## POTENTIAL STRATEGIES

AACP will or has initiated contact with multiple organizations in pharmacy, health professions, and education about opportunities for partnership. Organizations include, but are not limited to, the following:

- **New Potential Partners**
  - American Association of Pharmaceutical Scientists
  - Area Health Education Center (AHEC) Network's REACH program
  - Boys and Girls Clubs
  - Boy Scouts and Girl Scouts: Develop a pharmacy badge for use by local scout troops.
  - Channel One
  - CVS Health
  - DC STEM Network
  - Explorers Club, The
  - Federal TRIO programs (e.g., Upward Bound)
  - Association of Fraternity/Sorority Advisors
  - Hobsons Intersect
  - Johnson & Johnson
  - Naviance
  - Pharmaceutical and Healthcare Industries
  - Scholastic: Collaborate on "OTC Medication Safety" curriculum for use on Pharm4Me site
  - Science Fair Central
  - Year Up

## MEMBER OPPORTUNITIES

- **Partnerships:** Assist AACP in identifying other potential partners and related activities. Provide contact names at the national organization level.
- **NAAHP:** Engage pre-health profession advisors via NAAHP:
  - Join NAAHP as a patron organization.
  - Subscribe to the [HLTHPROF@LIST.MSU.EDU](mailto:HLTHPROF@LIST.MSU.EDU) listserv.
  - Exhibit at [NAAHP regional and national recruitment meetings](#), and submit session proposals for presentation opportunities.
  - Share pharmacy student recruitment events with advisors via the NAAHP calendar at <http://www.naahp.org/PublicResources/ResourceCalendar.aspx> in addition to sending school events to AACP for posting on the Pharm4Me website.

## RECRUITMENT EVENTS

### CURRENT AND RECENT STRATEGIES

- **Pharmacy Virtual Fairs:** AACP partners with CareerEco to offer two virtual fairs per year. The Virtual Pharmacy School Fair (PharmD) was conducted on October 3-4, 2017 with 99 schools and 1,347 student registrants. The Pharmacy Grad School Virtual Fair was held on October 11, 2017 with 23 schools and 296 registrants. The 2018 fair dates are below and were selected to minimize potential conflicts with other related events or heavy recruitment periods. See links below to sign-up!

#### **2018 Virtual Pharmacy School Fair**

September 12, 2018 (9:00 a.m. – 9:00 p.m.)

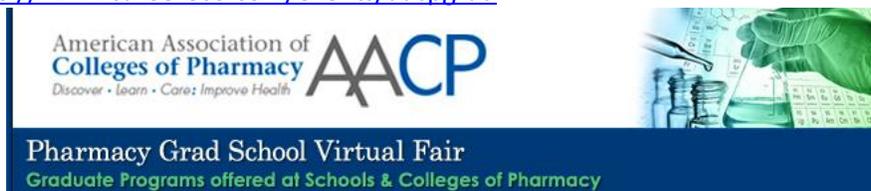
<https://www.careereco.com/events/AACP>



#### **2018 Pharmacy Graduate School Fair**

October 23, 2018 (9:00 a.m. – 9:00 p.m.)

<https://www.careereco.com/events/aacpgrad>



- **Health Professions Week (HPW):** HPW is week-long event for high school and college students interested in learning more about careers in the health professions. Students had the opportunity to learn about a variety of health professions, talk directly with current healthcare practitioners, and find information about educational requirements for each career. In 2017, 44.9% of participants were high school students and 44.6% were college students. The remaining were advisors, parents, and teachers. Pharmacy was designated as a career of interest by 8.4% of registrants. The next HPW is tentatively scheduled in November 5-9, 2018.

<https://explorehealthcareers.org/hpw-events-schedule/>



- **Recruitment Fairs:** AACP participates in multiple institutional and organizational career fairs:
  - American School Counselor Association (ASCA)
  - Big Apple Fair (NY)

- HOSA International Leadership Conference
- National Association of Advisors for the Health Professions (NAAHP) National and Regional Meetings
- National Association for College Admission Counseling (NACAC) Regional Fairs
- National Science Teachers Association
- Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)
- Tour for Diversity
- University of California Davis Pre-Health Student Alliance Conference
- United Federation of Teachers Bronx College Fair
- University of California Irvine Pre-Pharmacy Day
- University of Maryland Health Professions School Recruitment Fair
- USA Science & Engineering Festival
- **New Lip Balm Recipe:** Developed an improved lip balm recipe for compounding demonstrations at recruitment events. Revised recipe is available on AACP Connect and upon request.
- **Social Media at Event:** Created a Pharm4Me picture booth and Instagram frame for events.



## DEVELOPING STRATEGIES

- **More Recruitment Fairs:** ACCP will explore participating in additional fairs as staff schedules and resources allow, including the following:
  - National Hispanic Medical Association (NHMA) College Health Scholars Fair
  - University of California Berkeley Northern California Pre-Pharmacy (PILLS) Symposium (PILLS)
  - United Federation of Teachers School Counselors Conference in New York
- **Giveaway Items:** Research additional Pharm4Me items to give away at recruitment events to encourage participant engagement and maintain branded reference to Pharm4Me website.

## POTENTIAL STRATEGIES

- **New Exhibit Activities:** Explore the development of new ways to engage recruitment fair attendees.

## MEMBER OPPORTUNITIES

- **HOSA:** Partner with HOSA at the chapter, state, and national level; and contribute to making the pharmacy pilot a regular HOSA event in the future. View related [webinar](#) and [toolkit](#).
- **ACCP Virtual Fairs:** Participate in the Pharmacy School Virtual Fair and Pharmacy Grad Virtual Fairs offered by ACCP and CareerEco every fall. <https://www.careereco.com/events/ACCP>
- **Institutional Virtual Fairs:** Partner with other health profession programs on campus to offer an institution-specific virtual fair via CareerEco or other providers, such as <https://www.collegeweeklive.com/how-it-works>
- **Health Professions Week:**
  - Identify pharmacists to serve as chat leaders during the virtual HPW fair
  - Promote HPW events to prospective students and pre-pharmacy advisors
  - Host related campus events during HPW

## DIGITAL AND PRINT PROMOTIONS

See also [EMP](#) and [Pharm4Me](#) sections of this Guide.

### CURRENT AND RECENT STRATEGIES

- **HOSA:** Pharmacy career posters sent to HOSA chapters in 9000 high schools across U.S. in 2018. Additionally, AACP has sponsored Pharm4Me pens for the 2018 HOSA National Conference.



- **HOSA Digital Ad:** Pharm4Me 500x120 pixel banner advertising on the HOSA association website, <http://www.hosa.org/>. The banner is 1 of 10 advertisers shown in random but equal rotation every 5 seconds. The website receives over 397,000 view per month by high school students, parents, counselors, and HOSA program coordinators.



- **Explore Health Careers (EHC):** The Pharm4Me digital ad is among others that appears on the EHC website and is linked to the Pharm4Me website. The Pharmacy Career & Field Page Banners are exclusive to 6 advertisers. The 2nd and 3rd Box Banners on the Pharmacy page rotate randomly between those 6 advertisers based on action. As users visit the EHC pharmacy page or click refresh, new advertisers will appear. The campaigns run for 12 months.

<https://explorehealthcareers.org/career/pharmacy/pharmacist/>  
<https://explorehealthcareers.org/career/pharmacy/>



- **American School Counselor Association:** Similar digital ads for Pharm4Me are featured in the 2018 ASCA monthly e-newsletters to members. AACP also participates as an exhibitor at ASCA meetings.
- **STEM Premier:** Company offers online solutions to assist over 325,000 high school students in exploring career pathways. It provides a digital environment for schools and associations to connect with prospective students. Through the STEM Premier Connect portal, Pharm4Me will run two engagement strategy campaigns.

- **Campaign One - Awareness Pharm4Me:** The goals are to familiarize students with education pathways and careers in pharmacy, promote <http://pharmacyforme.org>, and direct interested students to subscribe to Pharm4Me Monthly newsletter. .
- **Campaign Two - Virtual Fair:** The goal is to boost attendance of the Pharmacy Virtual Fair on September 23, 2018 by sending customized communications to students during the months of August and September.

- **Insight into Diversity** (print and digital): The 2018 issue of the publication focused on pharmacy education with multiple articles featuring member schools and a Pharm4Me ad.



- **Google Ad Grants for Non-Profits:** AACP was approved by the Google Ad Grants for Non-Profits program. The program grants up to \$10K worth of complimentary ads that promote the Pharm4Me website to individuals who search for pharmacy career information via Google. Ad may not appear on first page or every related Google Search. Ad engagement results from will be tracked by AACP staff in a Google dashboard.



- **Echo-Targeting Advertisements:** AACP has partnered with [Echo-Targeting](#) to offer an affordable banner advertising tool that allows participating schools to market their programs to prospective students. The tool is linked to the PharmCAS, Pharmacy Is Right for Me, and AACP websites.
- **NAAHP Conference Bag** for 2018 Annual Meeting: Co-sponsor the branded conference bag for the 2018 NAAHP National Meeting in Boston, MA.

## DEVELOPING STRATEGIES

- **New Advertising Opportunities:** Work with members and other stakeholders to identify additional opportunities for digital and print dollars to be spent.

## POTENTIAL STRATEGIES

- **Health Professions Careers:** Explore opportunities to work with other health profession education associations to promote health profession careers to prospective students via additional national events and publications.

## MEMBER OPPORTUNITIES

- **STEM Premier:** Member schools can explore individual partnerships with STEM Premier or other similar services to connect with prospective students based on interests, location, GPA, and more.
- **Echo-Targeting Advertisements:** Member schools can connect with prospective pharmacy students who visit the Pharm4Me and PharmCAS websites. <https://www.aacp.org/resource/echo-targeting-advertisements>
- **Explore Health Careers:** Consider placing a school ad on the Pharmacist or other webpage of the EHC website. Contact MultiView for information. <https://www.multiview.com/associations/advertising/>

## NATIONAL PHARMACIST AWARENESS CAMPAIGN

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ACCP will repurpose information from the new national pharmacist awareness (branding) campaign for use in the Pharm4Me campaign with prospective students, so that students, parents, advisors, and other external stakeholders better understand the role of pharmacists in health care. Coordination will ensure that the messaging is consistent and our impact on the public is maximized. The branding campaign is led by the ACCP communications team in conjunction with RP3, a national marketing agency. Updated information will be shared as it becomes available.

### Branding Objectives

- Raise awareness of pharmacy as an essential healthcare profession.
- Achieve recognition of pharmacists as knowledgeable, accessible members of the healthcare team.
- Increase awareness of the quality and scientific rigor of pharmacy education.

### Branding Strategies

- Partner with national and state organizations, including healthcare associations and corporations.
- Promote the profession of pharmacy, as well as pharmacy education.
- Emphasize patient-centered care as a key concept.
- Focus on medication management, chronic disease and overall health and wellness.

### Branding Tactics

- Qualitative and quantitative research to inform the messaging and media strategy.
- Integration of paid, earned and owned media for maximum impact.
- Strong social media campaign to multiply reach
- Earned media outreach, nationally and in key markets, to drive news coverage.

### CURRENT AND RECENT STRATEGIES

- **Consultants:** ACCP selected RP3, a national marketing agency, to assist with the branding campaign in 2018. The campaign is scheduled to launch at the 2018 ACCP Annual Meeting.

### DEVELOPING STRATEGIES

- **Tool Kits:** RP3 and staff will collaborate to develop a tool kit for brand ambassadors and Pharm4Me student recruitment champions that will help members promote the campaign.
- **Brand Ambassadors:** The student affairs team and Pharm4Me recruitment champions will collaborate with the Brand Ambassadors and communications team to ensure consistency in message and approach.

### POTENTIAL STRATEGIES

- **Media Sharing:** Use graphics, stories, and videos generated by the pharmacist branding campaign for use with prospective students.

### MEMBER OPPORTUNITIES

- **Promote Branding:** Once available, share branding resources with local networks.

## PHARMCAS AND PHARMGRAD

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Staff will continue to leverage PharmCAS and PharmGrad resources for student recruitment purposes.

### CURRENT AND RECENT STRATEGIES

- **Social Media:** Refreshed the PharmCAS Twitter and Facebook page, so that they provided updated data about the cycle, including deadline reminders, changes to school deadlines, application tips, and holiday closures.
- **EMP:** Enhanced the nurturing campaigns within EMP to include additional reminders about pending deadlines and available CAS resources that are tailored to each applicant's current status.
- **Applicant Webinars:** The American Dental Education Association (ADEA), American Physical Therapy Association (APTA), and AACP collaborated to present the "Creating a Great Personal Statement" webinar in 2018 for individuals interested in applying to a health professions program.
- **Revised PharmCAS PDF Instructions:** Updated the PharmCAS instructions text and format to simplify the application process for applicants and promote a more polished image of the service.
- **PharmCAS "Tips" Videos:** AACP launched a series of four PharmCAS application tip videos on [Pharm4Me](#), [PharmCAS](#), and [YouTube](#) to assist applicants in navigating the admissions process and to portray a more welcoming image of the service.

### DEVELOPING STRATEGIES

- **Enhanced Data Reports:** AACP staff will create more robust PharmCAS applicant data reports during and after each admissions cycle to better assist member schools in understanding application trends in their local region.
- **PharmCAS Directory Pages:** AACP and Liaison are exploring ways to improve the design and layout of the PharmCAS Directory Pages to make them easier to view and more visually appealing.
- **Dynamic Comparison Tables:** AACP is seeking to replace the static tables in the Pharmacy School Admission Requirements (PSAR) with multiple, dynamic reports that would allow site visitors to filter the schools displayed in the real-time report by various criteria (e.g., state).

### POTENTIAL STRATEGIES

- **Webinar Tips:** Featuring members involved in pharmacy school admissions in a series of webinars for applicants: Professional behavior in the application process; Interviewing skills; Writing your personal statement (do's and don'ts); Course prerequisites; References and observation hours
- **Graphics and Animation:** Develop additional graphics and short animations to help guide students through the admissions process.

### MEMBER OPPORTUNITIES

- **PharmCAS Videos:** Imbed the PharmCAS Tip videos on [YouTube](#) into your school presentations to pre-pharmacy student groups and share via social media.
- **Reduce Application Barriers:** Review the program's admissions requirements and consider whether any requirements might be extraneous. Areas to review include school-specific questions, reference number and type requirements, document upload requirements, course prerequisites, observation/shadowing hours, and other.
- **PharmCAS Data:** Utilize PharmCAS data available regarding the number of applicants per feeder institution in the U.S. to target recruitment efforts.

## RECRUITMENT RESOURCES FOR MEMBERS

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See also the “Member Opportunities” category in each previous section of this Guide.

### CURRENT AND RECENT STRATEGIES

- **Academic Pharmacy:** Review the September 2017 issue of Academic Pharmacy Now (Issue 4) with the theme "ISO: Next-Gen Pharmacists". The issue features several summer camp and workshops for prospective pharmacy students. To view, please go to <https://issuu.com/aacp/docs/apn-2017issue4>
- **AACP Website:** Visit the AACP website for the following related information. <https://www.aacp.org/article/student-recruitment-and-champions>
- **Pharmacy Jeopardy Slides:** The [Pharmacy Jeopardy](#) ("JeoParody") game is interactive and intended to give students and advisors a fun way to learn about pharmacy education and careers. See also the next page for suggestions on how to use these slides.
- **Pharm4Me Community:** Members can subscribe to the Pharm4Me Student Recruitment community on [AACP Connect](#) for related resources and discussion.
- **Pharm4Me Sign-up Sheet:** Schools may print blank form for use at recruitment fairs to track individuals who want to subscribe to the Pharm4Me Monthly newsletter. Completed forms should be submitted to AACP.
- **Pharm4Me Materials:** Visit the [AACP website](#) or Pharm4Me community to order free recruitment materials for use by local institution. Member schools can receive a shipment of up to 200 free Pharm4Me brochures.
  - Printing Directions 1\_Printing Directions
  - Pharm4Me Bookmark
  - Pharm4Me Brochure Pharm4Me Brochure
  - Pharm4Me Pop-Up Banner
  - Pharm4Me Stickers (New!)
  - Metal Pharm4Me Lapel Pins (New! 100 pins for \$105, including shipping)
- **Pre-Pharmacy Club Database:** Collaborated with NAAHP and member schools to create a [list of pre-pharmacy student groups](#) to help member institutions and AACP share important information about the profession and PharmCAS with interested students and advisors.
- **Priority #1 Webinars for Members:** Launched a series of student recruitment webinars intended to highlight innovative ways that colleges and schools of pharmacy can interest more students in their respective PharmD programs and the profession. The series focuses on Strategic Priority #1 relative to enriching the applicant pipeline. Members can login to Connect to view archived webinars.
  - Go to [connect.aacp.org](https://connect.aacp.org) -> [AACP Documents](#) -> [Archived Webinars](#) -> [2018](#) -> [Special](#)
  - “Inspiring Future Pharmacists”
  - “Tap into the Pharmacy Pipeline through HOSA”
  - “Relational Recruitment - Texting”



- **T-Shirts:** Created new Pharm4Me T-shirts for use by AACP staff at events with prospective students.



### DEVELOPING STRATEGIES

- **Pharmacy Day PowerPoint Slides:** Develop a Pharm4Me branded slide deck with updated information about pharmacy education and careers.

### POTENTIAL STRATEGIES

- **Activities Toolkit for Pre-Pharmacy Clubs:** Partner with members, students, and other stakeholders to develop a list of possible activities that pre-pharmacy clubs and societies can implement, and publish on the Pharm4Me website.
- **Pharmacy Poster:** Develop a pharmacy-related poster for use with students.
- **Infographic:** Collaborate with AACP art staff to create an infographic on statistics about pharmacy that would be of interest to prospective students.

### MEMBER OPPORTUNITIES

- **Priority 1 Webinars:** Watch the recorded student [recruitment webinars](#) available in AACP Connect and recommend additional speakers and topics.
- **Pharmacy Jeopardy Slides:** Use and adapt AACP's [Pharmacy Jeopardy](#) slides to engage pre-pharmacy students in your area. The Notes view provides additional details for every answer slide. To offer students the full game show experience, consider purchasing a [buzzer](#), such as the "Educational Insights Eggspert" found in Amazon's Toys section; playing the Jeopardy [theme music](#); and offering prizes. Due to the large file size (12 MB), the slides are saved to a [Google Drive](#), rather than within the AACP Connect library.
- **Pre-pharmacy Clubs:** Provide updates to the [pre-pharmacy club list](#) to AACP staff and use the list to provide speakers, resources, updates, and more.
- **Order Pharm4Me Materials:** Visit the AACP website and Connect community for additional ideas.
- **New Ideas:** Share with AACP staff what additional resources should be considered for the future.

## RECRUITMENT STRATEGIES FOR MEMBERS

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Below are just a few student recruitment ideas that pharmacy colleges and schools may wish to consider.

- **Develop resources and program pathways for atypical groups of prospective students who demonstrate desirable attributes, such as empathy and critical thinking skills.**
  - Non-traditional, returning adult students
  - Community college students
  - Non-STEM students
  - Pharmacy technicians
- **Engage high school students and teachers.**
  - Sponsor an award or scholarship for pharmacy-related projects at a regional science fair.
  - Host health profession or STEM academic competitions.
  - Offer programming to high schools on topics related to global issues in health care.
  - Invite high school faculty to workshops where they participate in activities that can be either reproduced at the local high school or can be a collaborative project between pharmacy faculty and HS faculty.
  - Feature hands-on activities and demonstrations to engage students.
- **Utilize Student Pharmacists**
  - Include student pharmacists in all student recruitment events.
  - As the newest converts to pharmacy, solicit student pharmacist feedback on what aspects of the profession most resonate with them.
- **Invest in Recruitment Professionals**
  - Hire enthusiastic, well-trained staff who are dedicated to promoting the pharmacy profession and your school to prospective students.
- **Offer a Summer Camp, Workshop, or Boot Camp:**
  - Create opportunities for high school or college students to spend time on your campus learning. Consider engaging other health profession programs on campus in efforts to increase interest level among students and to share the administrative burden.
  - Offer a pharmacy boot camp for accepted applicants from disadvantaged backgrounds in the summer before the start of fall classes to help them prepare for the rigorous pharmacy curriculum. Consider using the [Kaplan PCAT Prep course](#) as the foundation for the boot camp.
- **Promote Mentoring:** Develop a mentoring network of student pharmacists and faculty who are willing to work with high school and college students.

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