

Admissions Workshop

Full workshop fee: \$350 (includes two lunches, a reception on Friday, and four beverage breaks)

Saturday-only fee: \$250 (includes one lunch and two beverage breaks)

Pre-registration recommended, space is limited. Registration for the 2019 Annual Meeting and corresponding events is separate. For more information, see the AACP Registration and Pathable Help Desk. *Participants are encouraged to bring their laptops, tablets or smart phones!*

Friday, July 12, 2019

7:00 am–9:00 am

Admissions Workshop: [Registration Desk](#)

8:00 am–9:45 am

Admissions Workshop: [Application Service Updates, Policy Review, and Future Plans](#)

AACP and Liaison staff will share preliminary cycle data, an overview of application service policies, and updates for the 2019-2020 application cycle and beyond.

9:45 am–10:00 am

Admissions Workshop: [Beverage Break](#)

10:00 am–Noon

Admissions Workshop: [WebAdMIT Training for New Users \(concurrent\)](#)

First-time and beginner PharmCAS/PharmGrad/PharmDirect users and any admissions teams who do not use WebAdMIT for admission processing, this session is for you! This session will cover the basics of how to access applicant information, how to set admissions decisions, and how to utilize the configuration portal. Basic applicant processing techniques will also be covered.

10:00 am–Noon

Admissions Workshop: [WebAdMIT Training for Intermediate and Advanced Users \(concurrent\)](#)

Intermediate and advanced PharmCAS/PharmGrad/PharmDirect users, this session is for you! This session will be led by a Liaison training team expert with relevant examples from the PharmCAS Advisory Committee. Topics include 1) Managing admissions roles through workgroups, assignments and interviews, 2) Scoring and ranking applications, 3) Reports, 4) Lists and exports, and 5) Connecting with university software. Bring your laptop!

Noon–1:15 pm

Admissions Workshop: [Lunch](#)

1:15 pm–2:05 pm

Admissions Workshop: [Building a Passion around Pharmacy through Student Led Organizations and Tips to Increase Pharmacy Pipeline](#)

Pre-pharmacy day events not only create a pipeline of prospective applicants, but they also provide students with the opportunity to showcase their leadership abilities and build lasting relationships with pharmacy programs. This session will explore the design and launch of these student led events and how admissions offices can develop strategic partnerships, and re-create these pre-pharmacy day events in their shared regions.

2:15 pm–3:05 pm

Admissions Workshop: [Building Enrollment and Revenue Projection Models](#)

We will review methods and models to project student enrollment and net revenue, and key enrollment indicators that drive enrollment by various student types. Building various projection models can help us: 1. Analyze current market and institutional trends, 2. Understand primary drivers that affect enrollment and revenue outcomes, and 3. Influence future strategy and decisions. Additionally, we will discuss accounting for new tactics deployed that influence future projections and refining models to accommodate changes in enrollment goals.

3:05 pm–3:25 pm

Admissions Workshop: [Beverage Break](#)

3:25 pm–4:15 pm

Admissions Workshop: [Student Ambassadors: Cultivating Leadership Through Student Participation in Recruitment, Outreach and Mentorship](#)

University of Washington PharmD students have the opportunity to serve as Admissions Ambassadors and/or peer mentors for first-year students. In this session, we present the strategies and outcomes of our student leadership opportunities and how they directly impact our admissions process. University of North Texas System College of Pharmacy (SCP) utilize their PharmD Student Ambassadors to reach prospective students with targeted messages through student webinars and virtual campus tours. SCP Student Ambassadors share their unique perspective about expectations of students, class scheduling, curriculum, housing options and overall culture of the program.

4:25 pm–5:15 pm

Admissions Workshop: [Increasing Verified Applications in a Challenging Market: How 3 Pharmacy Programs Reimagined Their Recruitment](#)

When James Barrett came on board as Director of Admissions at Northeast Ohio Medical (NEOMED) University, the College of Pharmacy needed to grow its number of verified applications. This wasn't a unique challenge — in fact, Manchester University's Director of Student Affairs Shaun Keating and the Medical College of Wisconsin's Director of Admissions and Enrollment Management Greg Hetrick faced similar challenges as well. During this session, these three panelists will share how they reimagined their approaches to inquiry management. They'll talk through how they grew verified applications, increased deposits and more effectively managed enrollment in a competitive market by implementing a robust, flexible marketing platform+CRM designed for higher ed.

5:30 pm–6:30 pm

Admissions Workshop: [Reception—hosted by Liaison](#)

Saturday, July 13, 2019

8:00 am–8:50 am

Admissions Workshop: [PCAT Update and Discussion \(concurrent\)](#)

Members of the PCAT Advisory Committee will share the latest PCAT trends and updates, and discuss the shifting role of the standardized exam in the pharmacy admissions process.

8:00 am–8:50 am

Admissions Workshop: [PharmGrad 101 \(concurrent\)](#)

PharmGrad is a web-based service for graduate admissions. PharmGrad was launched in 2016-2017 and currently has 16 participating programs across 9 institutions. This session will give participants an overview of PharmGrad and discuss how two pharmacy schools have utilized this service to develop and enhance their graduate program. Participants will gain with valuable resources such as the power of data, sample email templates, sample local statuses, and better understanding the variances between PharmGrad and PharmCAS.

9:00 am–9:50 am

Admissions Workshop: [Choices, Choices, Choices: Seeking Synergy in PharmD and PhD Admissions](#)

Potential PharmD students and graduate students have choices – lots of choices! This session targeted at PharmD and graduate admissions stakeholders will describe how understanding career decision making processes can assist colleges and schools in developing and implementing interventions to foster PharmD and graduate student recruitment. Attendees will explore mechanisms through which PharmD and graduate programs can collaborate to promote evidence- and experience-informed career decisions among potential matriculants.

9:50 am–10:10 am

Admissions Workshop: [Beverage Break](#)

10:10 am–11:00 am

Admissions Workshop: [Beyond the MMI Approach – Strategies to Find the “Best Fit” Candidates](#)

Multiple Mini Interviews (MMIs) are increasingly being promoted (though not universally accepted) as a superior way to select applicants for admission to PharmD programs. Three pharmacy schools that have decided against using MMIs will describe processes they use to evaluate and select applicants for admission. Speakers representing each institution will describe how they use various components of the interview day to determine which applicants are most suited for their programs.

10:10 am–11:00 am

Admissions Workshop: [Graduate Student Recruitment – Best Practices](#)

This session will focus on developing and identifying effective recruitment strategies so that administrators of graduate programs can attract highly motivated and bright graduate students. Modern marketing mediums that can effectively communicate with the current generation of applicants will be discussed in roundtable format seeking audience input and participation. The goal of this session is for participants to learn new and cost effective approaches to attract the best applicants for college of pharmacy graduate programs.

11:10 am–Noon

Admissions Workshop: [Beg, Borrow and Steal...Tech Tools to Survive with Limited Resources](#)

Do you work for a small college/university? Are you expected to do more with less? This session was designed to share a few digital tools and step-by-step DIY tips to improve your digital presence, increase productivity, track engagement, and improve retention. You will be given examples, samples, and tips on email development with Google Analytics campaign tags, step-by-step instructions on creating Facebook/Instagram ads, plus a few tools to help you organize and prioritize your workday.

Noon–1:30 pm

Admissions Workshop: [Lunch & Networking](#)

1:30 pm–2:20 pm

Admissions Workshop: [Educating the Next Generation of Pharmacists](#)

Given the national decline in application numbers, promoting the pharmacy profession at an early age is more important than ever. This session will give participants an overview of how the University of Washington & Manchester University has incorporated interactive activities to promote the pharmacy profession to K-12 students. Attendees will participate in interactive sessions and will have the opportunity to share what their institution is doing to educate the next generation of pharmacists.

1:30 pm–2:20 pm

Admissions Workshop: [Building Rural and Urban Institutional Partnerships to Expand and Diversify Undergraduate Admission Pipelines](#)

This presentation discusses the successes and challenges of engaging in articulation agreements and institutional partnerships to expand student pharmacist enrollment pools on our campuses. We discuss how MCW leverages reverse transfer and degree completion agreements to drive enrollments among diverse student populations in STEM fields. We also explore articulation strategies used at WSU to encourage rural, place-bound, and urban student enrollment on both our extension campus and main campus to better-match our community demographics.

2:30 pm–3:20 pm

Admissions Workshop: [Building Pipelines for Underrepresented Students and Recruitment Strategies](#)

This workshop will present a variety of recruitment strategies for reaching and adding underrepresented students to your student base. Representatives from UConn, a multi-site public institution in Connecticut, and Northeastern, a private institution based in Boston will present the unique challenges and similarities they face. We will examine approaches to student recruitment that reach strong, STEM interested high school students, undeclared science-focused undergraduates, and includes visits, camps, social media and current student involvement.

3:20 pm–3:40 pm

Admissions Workshop: [Beverage Break](#)

3:40 pm–4:30 pm

Admissions Workshop: [0-6 programs: A Legacy of Direct High School Admission](#)

Recruiting Pharm.D students directly from high school has become increasingly prevalent. 0-6 schools have long recruited this student population. Three 0-6 schools will provide some of their

recruitment strategies and highlight efforts they take to help ensure the true college freshmen is able to enroll in the professional Pharm.D programs.

3:40 pm–4:30 pm

Admissions Workshop: [An Immersive Strategy to Enhance Recruitment and Align Program-Specific Psychological Expectations](#)

To provide PharmD applicants with an authentic interview day experience, our programs have developed a range of immersive strategies. Current students, administration, and faculty are highly engaged in the process and provide applicants a unique experience related to the pedagogy, curriculum, and experiential opportunities available within the PharmD program. During the interview day, applicants are engaged directly in team-based learning and other active learning methods, including a manikin-based simulation exercise. This approach not only stimulates student interest in the profession of pharmacy but also assists applicants in determining which program best fits their psychological expectations.

4:30 pm–5:00 pm

Admissions Workshop: [Round Up](#)

Attendees will reconvene to close out the 2019 Admissions Workshop sharing final impressions, questions, and insights.