

# AACP Annual Meeting

Chicago, Illinois • July 13–17, 2019

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#PharmEd19

PHARMACY  
EDUCATION

2019

# Student Affairs Update for the Council of Deans

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AACP Senior Director for Student Affairs



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# Topics

- CAS Updates
- Strategic Priority #1 Updates
- Cooperative Admissions Guidelines (CAG)
- Other Updates

For additional details, please contact the AACCP student affairs team at [pharm4me@aacp.org](mailto:pharm4me@aacp.org)

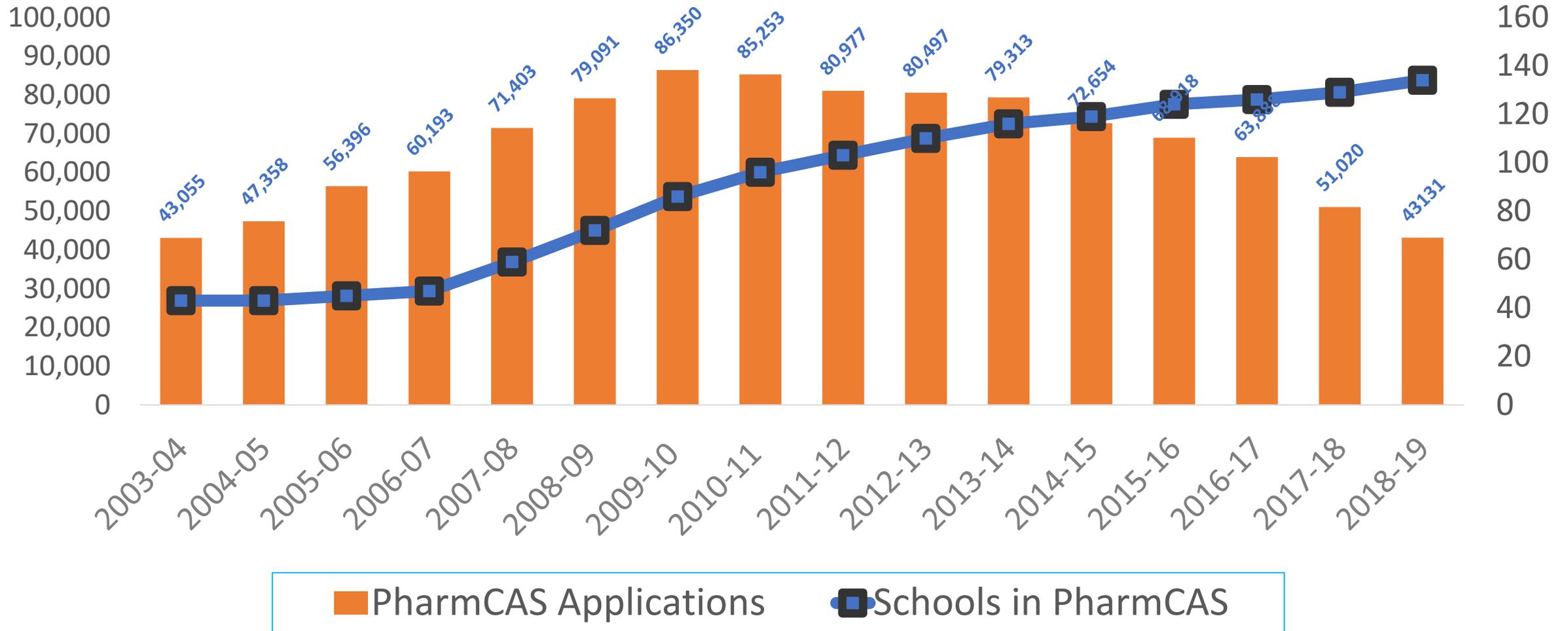
# CAS Updates

PharmCAS, PharmGrad, and PharmDirect



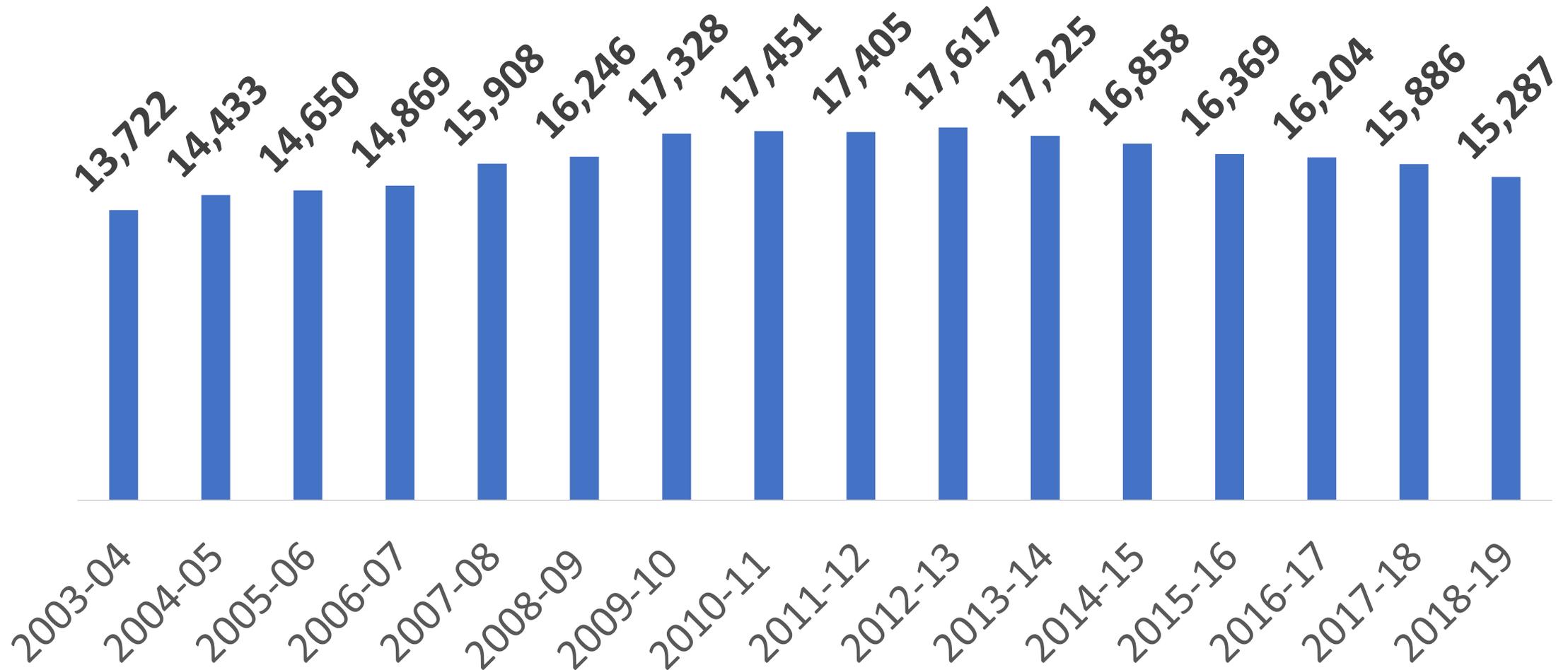
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# PharmCAS Application and School Participation Trends



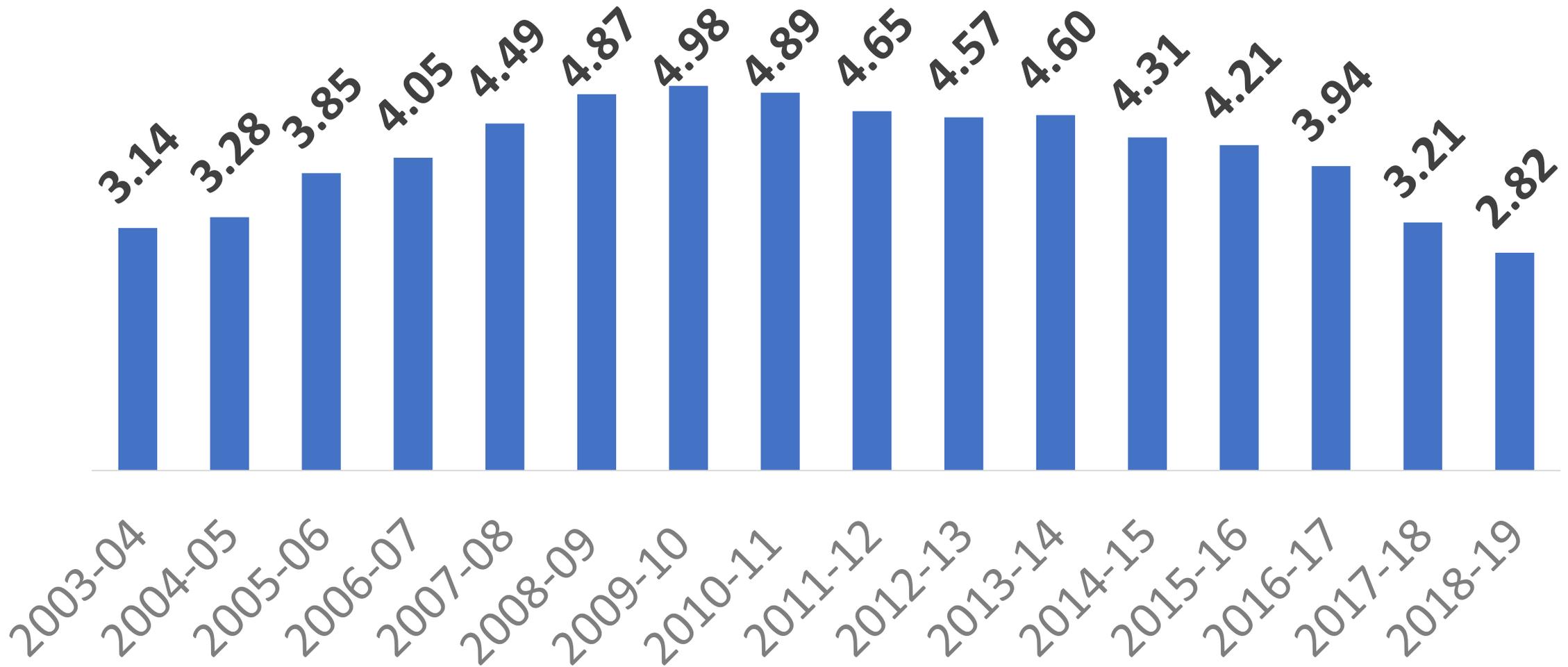
The 2018-2019 data is preliminary. Final data for the cycle may differ slightly and will be available in Fall 2019

# PharmCAS Applicant Trends



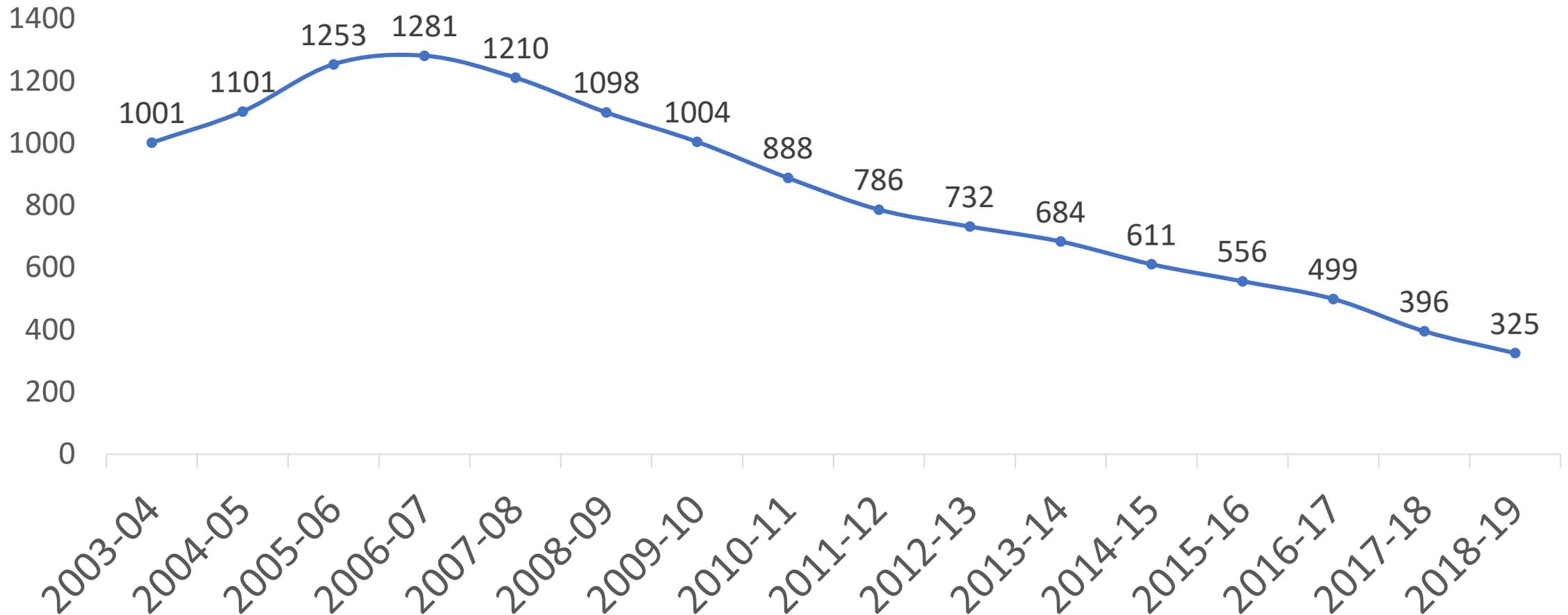
The 2018-2019 data is preliminary. Final data for the cycle may differ slightly and will be available in Fall 2019

# Mean # of PharmCAS Applications Per Applicant



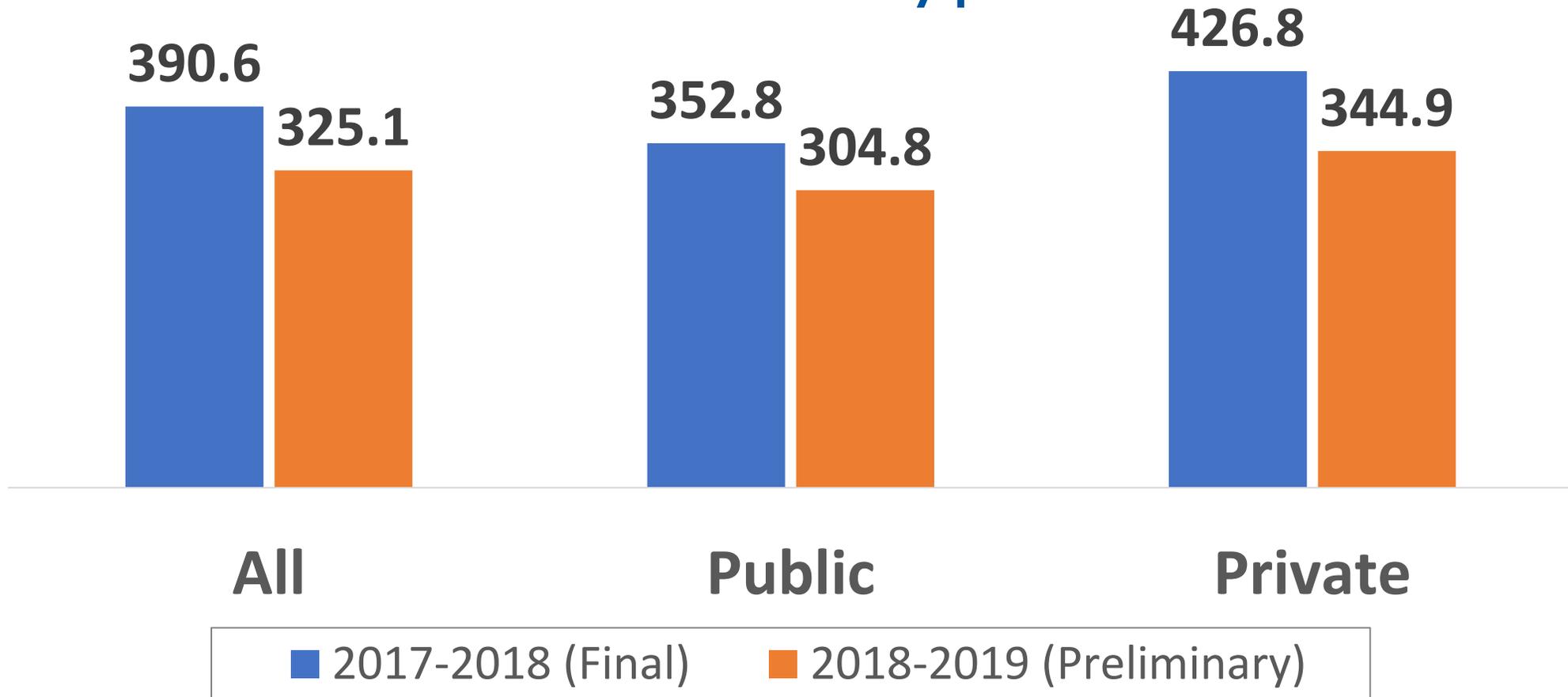
The 2018-2019 data is preliminary. Final data for the cycle may differ slightly and will be available in Fall 2019

# Mean # of PharmCAS Applicants per Program



The 2018-2019 data is preliminary. Final data for the cycle may differ slightly and will be available in Fall 2019

# Mean # of PharmCAS Applicants by Institution Type

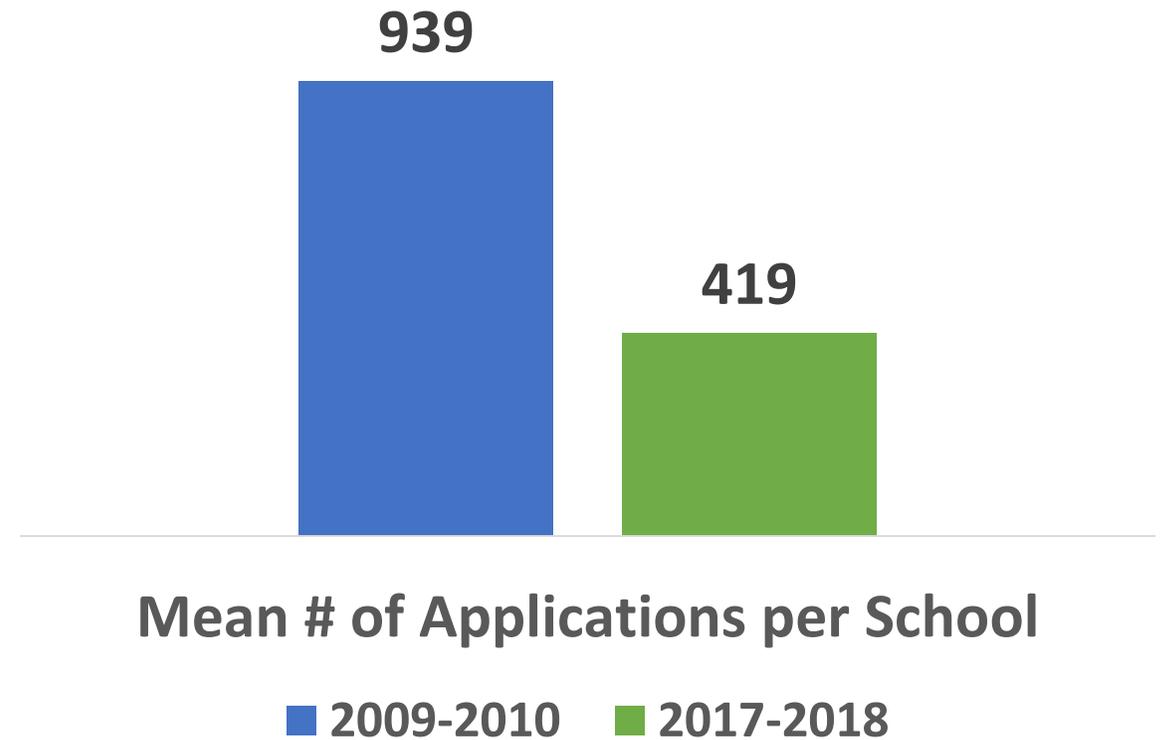
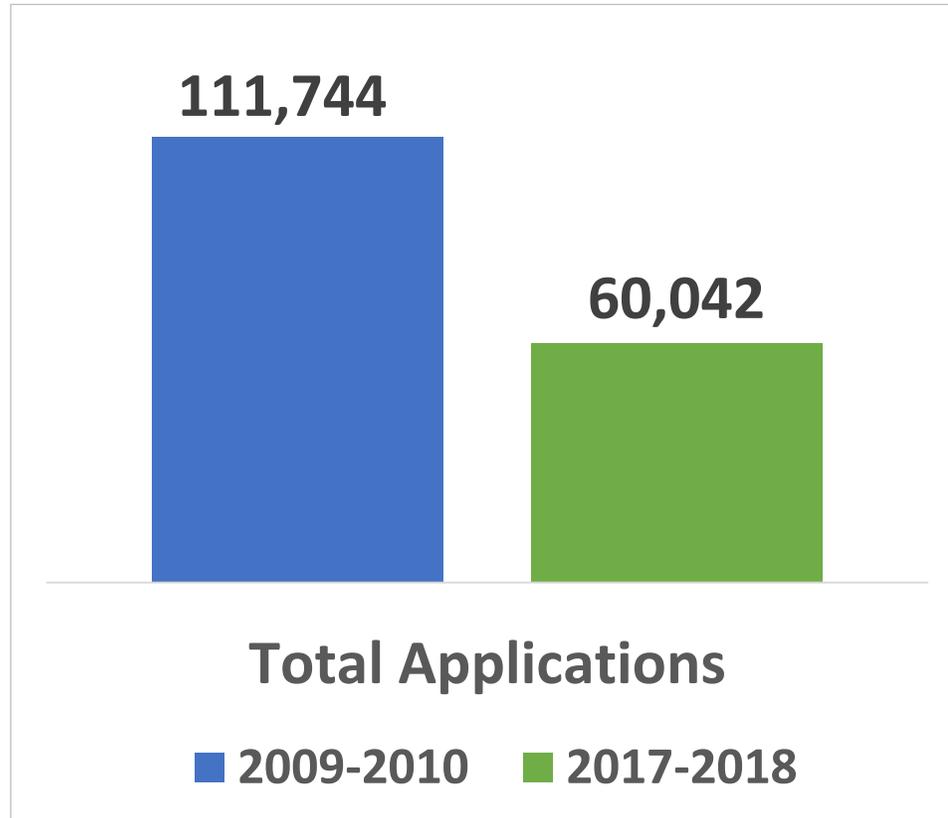


Graph reflects verified PharmCAS mean data in 2017-2018 versus 2018-2019 as of June 21, 2019 for colleges and schools of pharmacy that participated during both cycles.

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# Total Pharm.D. Application Trends

## PharmCAS and Non-PharmCAS Institutions



The 2018-2019 application data for all colleges and schools of pharmacy is not yet available will be released as part of the Fall 2019 Profile of Pharmacy Students Report in spring 2019.

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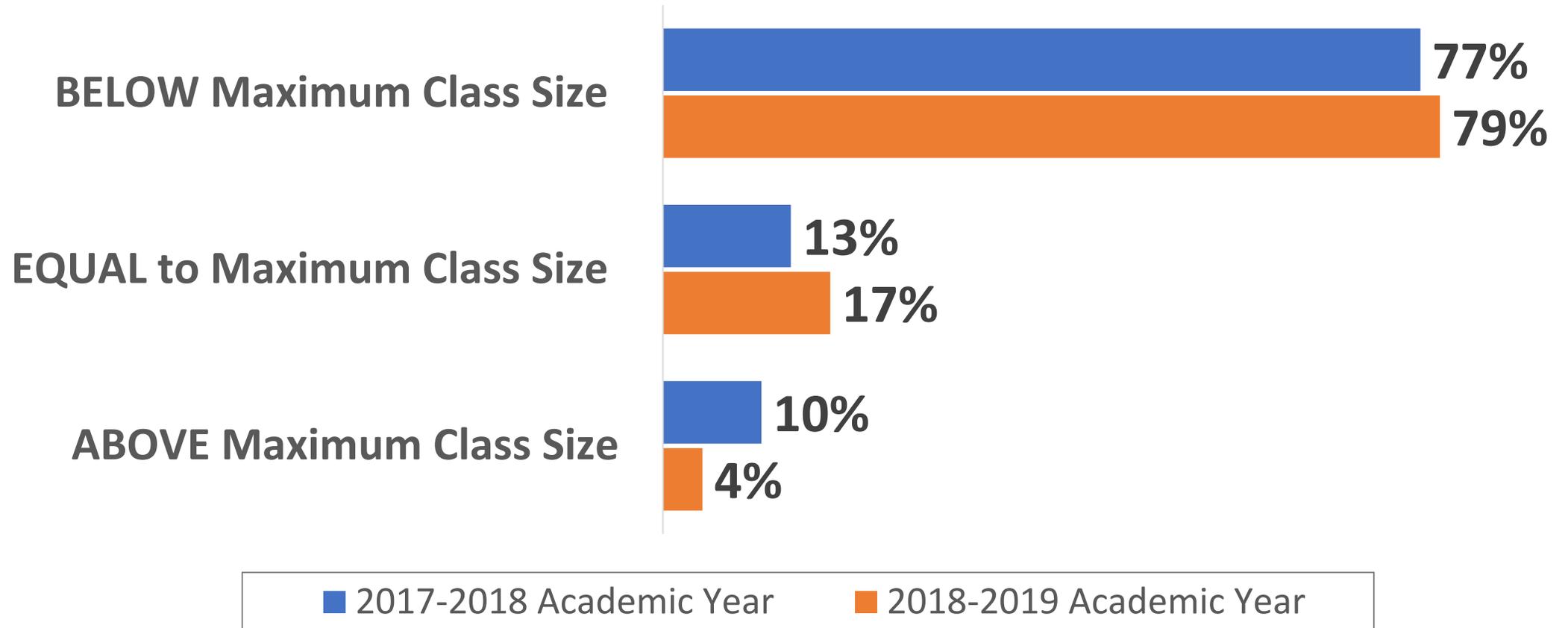
# Estimated Number of P1 Seats Available vs. PharmCAS Applicants

	Estimated # of P1 Seats Available		# of PharmCAS Applicants	Ratio
	For ALL Institutions	For PharmCAS Institutions		
2017-2018 Application for 2018 Entering Class	<b>16,390</b>	<b>14,575</b>	<b>15,866</b>	<b>1.09</b>
2018-2019 Application for 2019 Entering Class	<b>16,452</b>	<b>14,951</b>	<b>15,287</b>	<b>1.02</b>

Seat data is estimated. Sources: 2019 AACP Pre-pharmacy and Seat Survey Results and PharmCAS School Directory. The 2018-2019 data is preliminary. Final data for the cycle may differ slightly and will be available in Fall 2019.

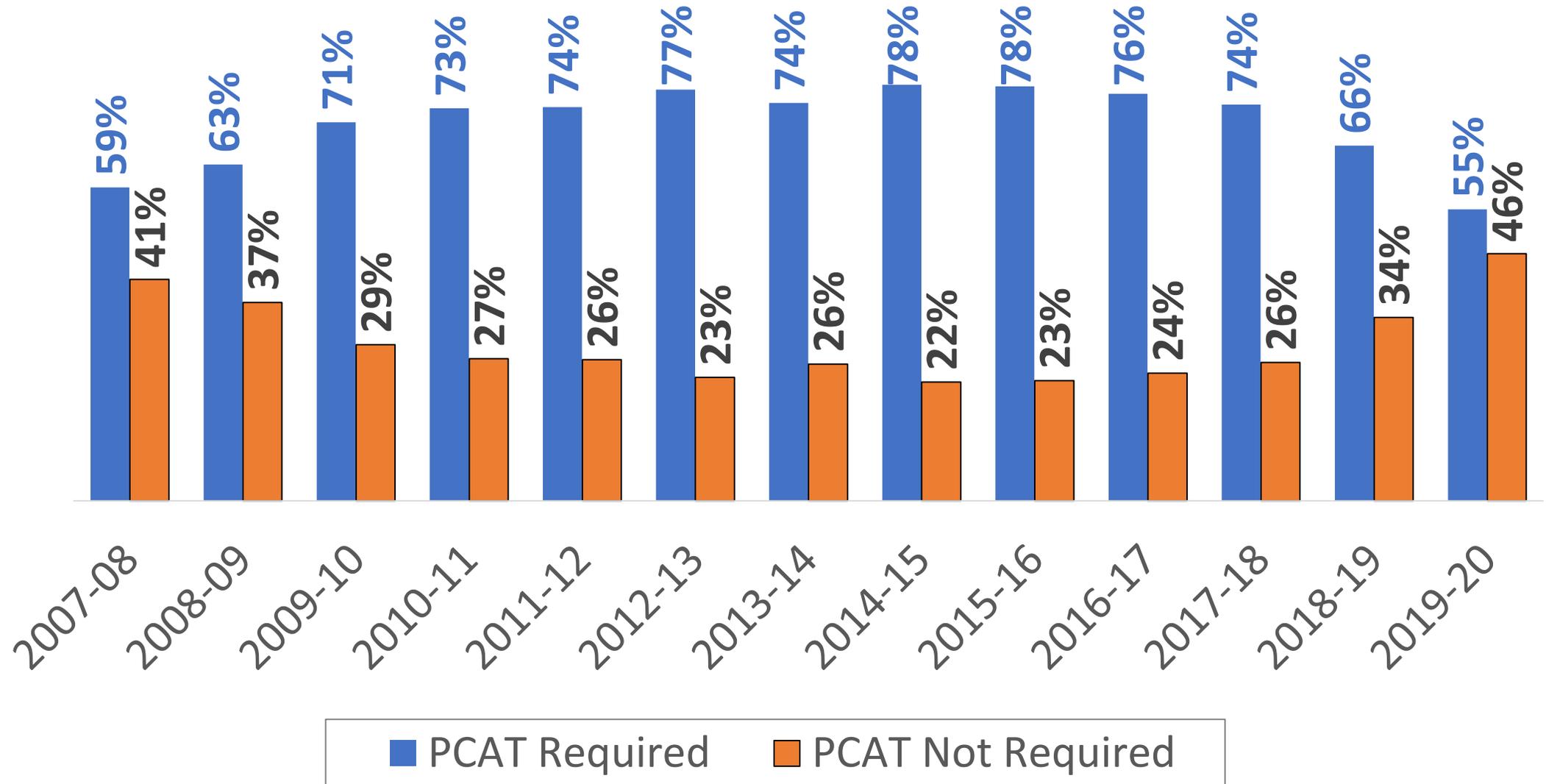


# P1 Seats Available versus Filled

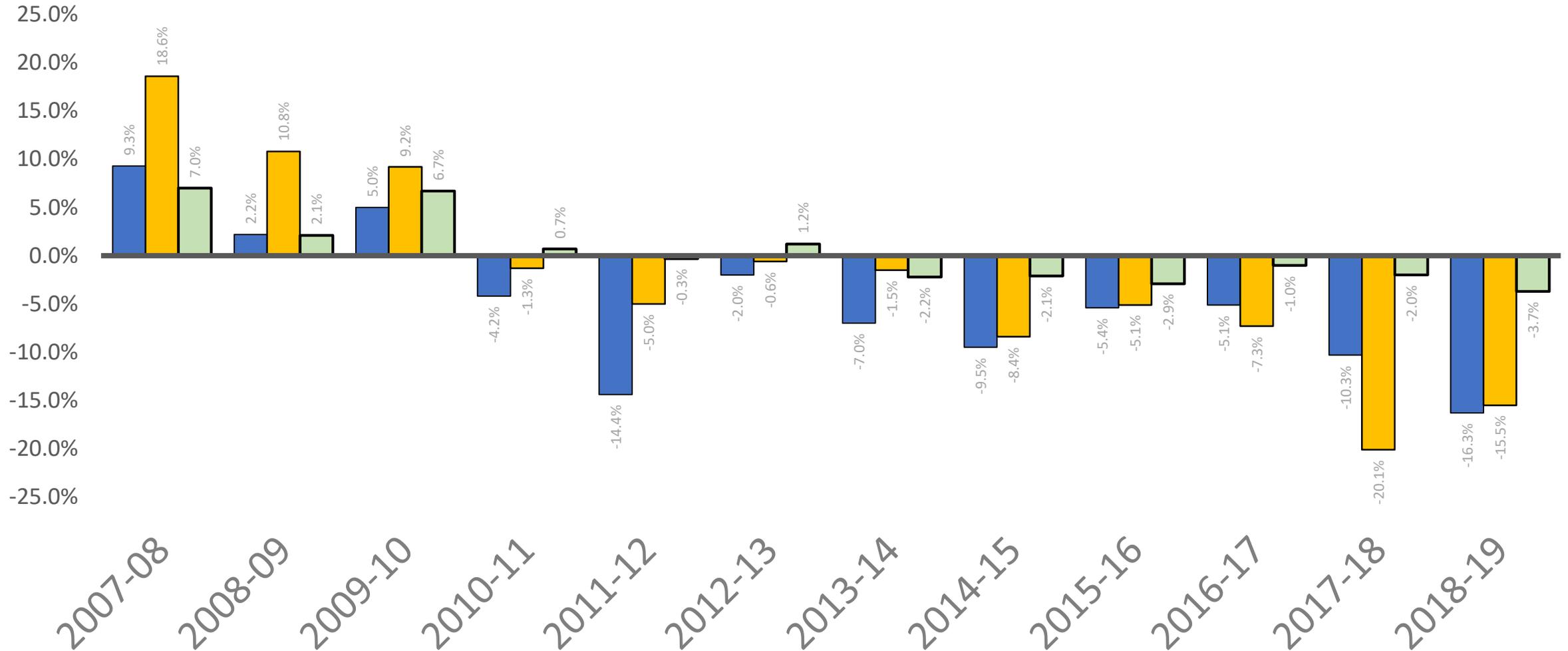


# PCAT School Admission Requirements by Cycle

\*PCAT is conditionally required or optional for 20% of institutions (29 out of 143) in 2019-2020



# Percent Change in PCAT and PharmCAS Volume per Cycle



■ % Change PCAT Registrants   ■ % Change PharmCAS Applications   ■ % Change PharmCAS Applicants

# PharmGrad Update

Cycle	# of Degree Programs in PharmGrad	# of Institutions in PharmGrad	# of PharmGrad Applications	% Change	# of PharmGrad Applicants	% Change	Ratio
2016-17	8	3	202	68.3%	190	91.9%	1.06
2017-18	11	5	277	37.1%	262	37.9%	1.06
2018-19	14	7	420	51.6%	392	49.6%	1.07
2019-20	18	9					



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# PharmDirect Update

Cycle	# of PharmDirect Institutions	# of PharmDirect Applications	% Change	# of PharmDirect Applicants	% Change	Ratio
2014-15	2	117		103		1.14
2015-16	5	193	65.0%	178	72.8%	1.08
2016-17	5	188	-2.6%	164	-7.9%	1.15
2017-18	5	337	79.3%	252	53.7%	1.34
2018-19	6	398	18.1%	340	34.9%	1.17
2019-20	7					



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# Strategic Priority #1

2018-2019 Recap of AACP Student Recruitment Activities



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# Strategic Priority #1

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.

- 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.

# 2018-2019 Student Affairs Committee Report

## Charge:

Examine institutional leadership models and professional development needs to optimize achievement of AACCP Strategic Priority #1 on the applicant pipeline.

**View the report on [AJPE](#) for insights, resources, and recommendations!**

Dale E. English	Sullivan U.
Donald A. Godwin	The U. of New Mexico
Lauren Hammond	Samford U. (student)
Holly L. Mason	Purdue U.
Heather M. Petrelli	U. of South Florida
Monzurul A. Roni	Hampton U.
Kyle Sousa	West Coast U.
Jenny A. Van Amburgh	Northeastern U.
Jennifer S. Williams (Chair)	The U. of Tennessee



# CVS Health Minority Scholarship



New in 2019!

396 Applications for Five (5) \$8K Scholarships

Congratulations to the Winning Student Pharmacists!

**William Chmely** - University of Florida

**Donaciano Dominguez** - Oregon State University

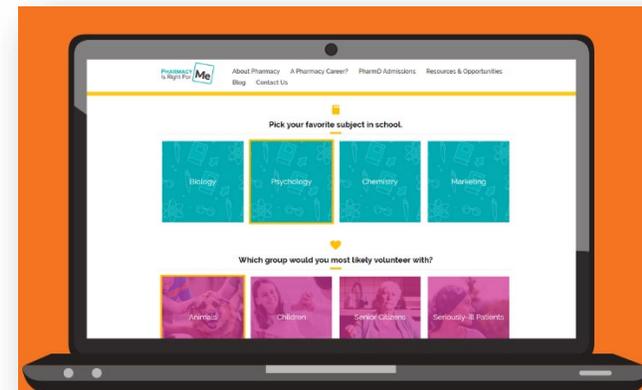
**Diana Garnica** - University of Southern California

**Karen Gonzales** - Texas Tech University

**Iris Kamgue** - East Tennessee State University

# Pharm4Me Quiz

Which Pharmacy Career is the Best Fit for You?



- New BuzzFeed-style **quiz** launched on Pharm4Me in 2019
- **15** pharmacy **career specialties** highlighted
- New pharmacist **profiles**
- **Goal:** Expand understanding and appreciation for exciting opportunities in the profession in a fun, interactive way.
- **Metrics:** 350K+ impressions, 3K+ clicks to date

# Pharm4Me Metrics for 2018-2019



## Pharm4Me Digital Ads

- 2 million impressions &
- 10K+ clicks

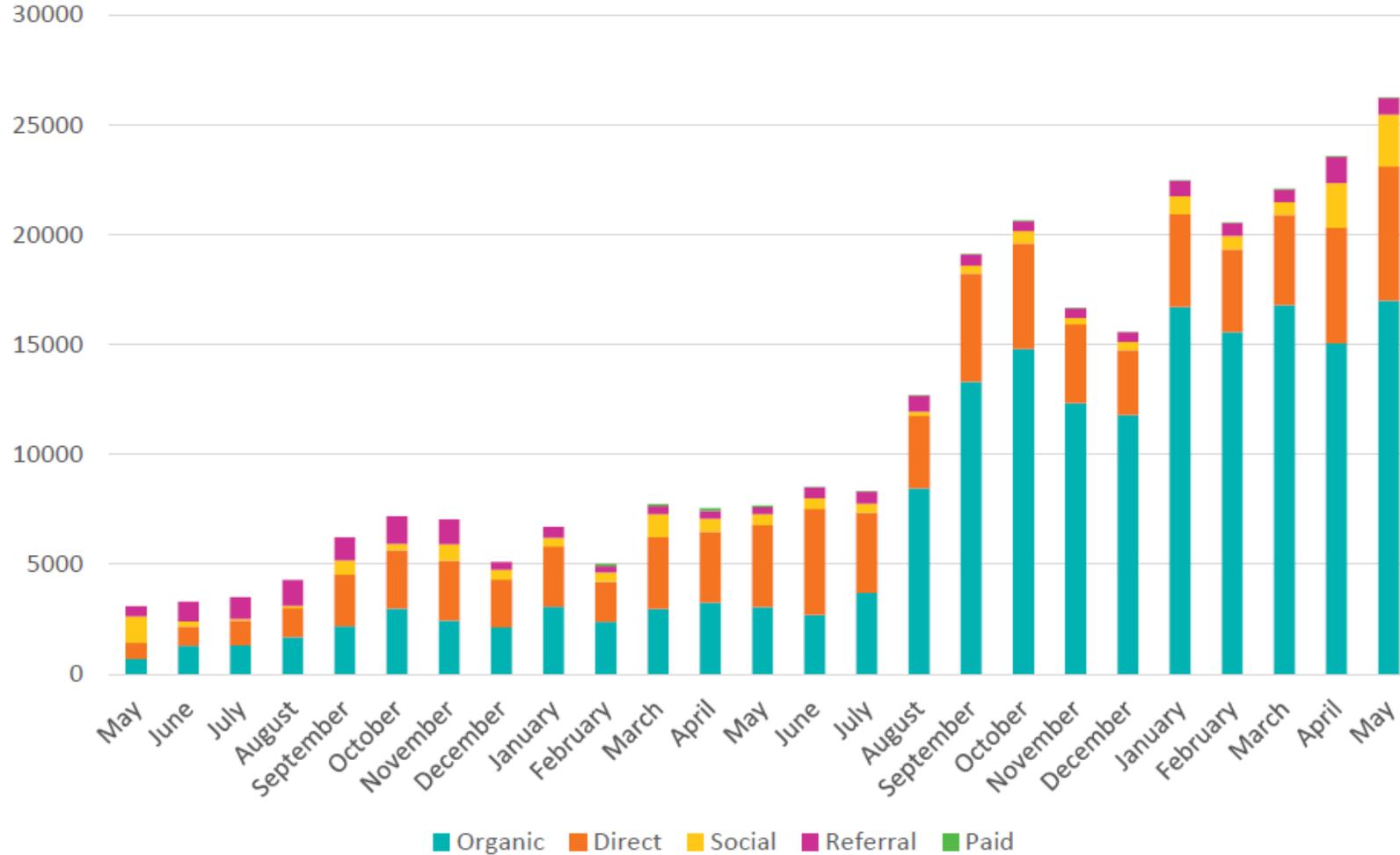
## Pharm4Me Website

- 219K+ new sessions
- 178K+ new visitors

## Pharm4Me Social Media

- [Instagram](#) +129% followers
- [Twitter](#) +450K impressions
- [Facebook](#) +181K impressions

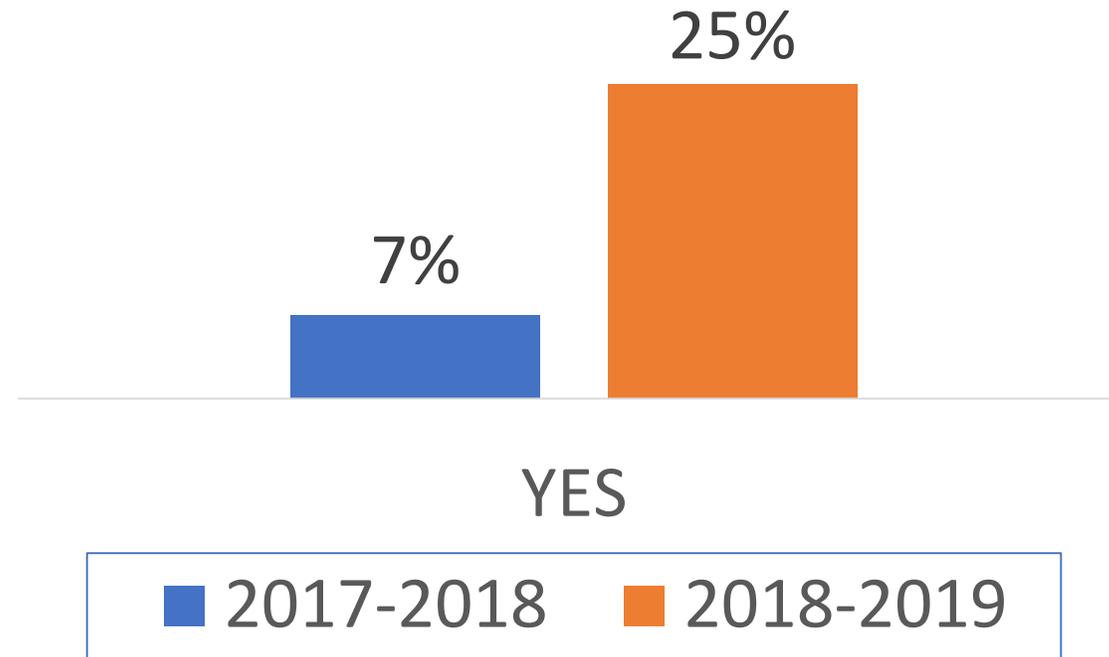
# Total Website Traffic



- May: 3,085 sessions
- June: 3,293 sessions
- July: 3,507 sessions
- August: 4,294 sessions
- September: 6,217 sessions
- October: 7,166 sessions
- November: 7,036 sessions
- December: 5,107 sessions
- January: 6,730 sessions
- February: 5,855 sessions
- March: 7,743 sessions
- April: 7,560 sessions
- May: 7,688 sessions
- June: 8,506 sessions
- July: 8,332 sessions
- August: 12,692 sessions
- September: 19,044 sessions
- October: 20,660 sessions
- November: 19,336 sessions
- December: 15,578 sessions
- January: 22,464 sessions
- February: 20,531 sessions
- March 2019: 22,085 sessions
- April 2019: 23,578 sessions
- May 2019: 26,246 sessions
- **TOTAL (May '17- May '19): 270,748 sessions**

# Applicant Familiarity with Pharm4Me

Did you see one or more @Pharm4Me posts on social media (Instagram, Twitter, or Facebook)?



# Pharm4Me Innovation Challenge

**PHARMACY**  
Is Right For **Me**

## Innovation Challenge

### 2019 Winner Teams

Washington State University & North Central High School	University of Maryland Eastern Shore & Wicomico Day School	University of Kentucky & Lafayette High School & Boone Co. High School
		
Mental Awareness	Lowering Cholesterol Education	VapeFree: Electronic Cigarettes

The Pharm4Me Innovation Challenge program was made possible by a generous grant from OptumRx

<https://pharmacyforme.org/innovation-challenge/>

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**2019**

# Email Nurture Campaigns

Generated more than **500,000** emails to prospective students, advisors, and applicants via EMP with a **45 percent open rate** - more than double the mean for the higher education industry.



# Recruitment Events

Expanded onsite recruitment events from **11 to 19**.

AACP promoted pharmacy to more than **50,550** conference attendees and directly communicated with more than **3,000** of them.





New HOSA Engagement Tool Kit

Sponsorship of 2019 HOSA  
International Leadership Conference

New “pharmacy island” for participating  
schools/colleges in HOSA Exhibit Hall

[HOSA Pharmacy Science](#) competitive  
event moved to regular status in 2019

# Pharm4Me Champions Advisory Committee

New in 2018-2019

**Heidi Fuchs** (Touro College)

**Hetty Ha** (University of California, Irvine) Pre-health advisor

**Catherine Jarvis** (University of Colorado)

**Shaun Keating** (Medical College of Wisconsin)

**Erik Maki** (Drake University)

**Darnae' Parks** (Philadelphia College of Osteopathic Medicine)

**Miriam Purnell** (University of Maryland Eastern Shore)

**Rosie Walker** (AACP) Staff Liaison



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# Virtual Recruitment Events

## 2018 Health Professions Week (HPW)

- 78% increase in registrants
- Interprofessional event for students interested in health care
- Next event: Nov. 16–21, 2019

## Shadowing and Observation Hours Webinar

- Collaborated with dentistry and physical therapy on webinar
- “The Importance of Shadowing and Observation Hours”

## 2018 Pharmacy School Virtual Fair

- 23% increase in registrants
- Next fair: Sept 25, 2019

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# New Data in Support of Priority #1

**New AACCP Pre-pharmacy Students and Seats Survey** – Data on students in the pipeline and seats available versus filled in recent years.

**New AACCP Student Recruitment Metrics Report** - Detailed overview of national events and activities with measurable outcomes that were implemented in support of Strategic Priority #1 through Dec 2018.

**New PharmCAS Applicant Data Report** – Data for the 2017-2018 admissions cycle, as well trend data for past cycles, to assist member institutions in benchmarking and forecasting their respective pools.

**Revised AACCP Strategic Student Recruitment Guide** - Current, developing, and potential strategies for student outreach.

**Revised PharmCAS Applicant Survey** – Data on factors most influenced a student's decision to pursue a career in pharmacy and enhance marketing.



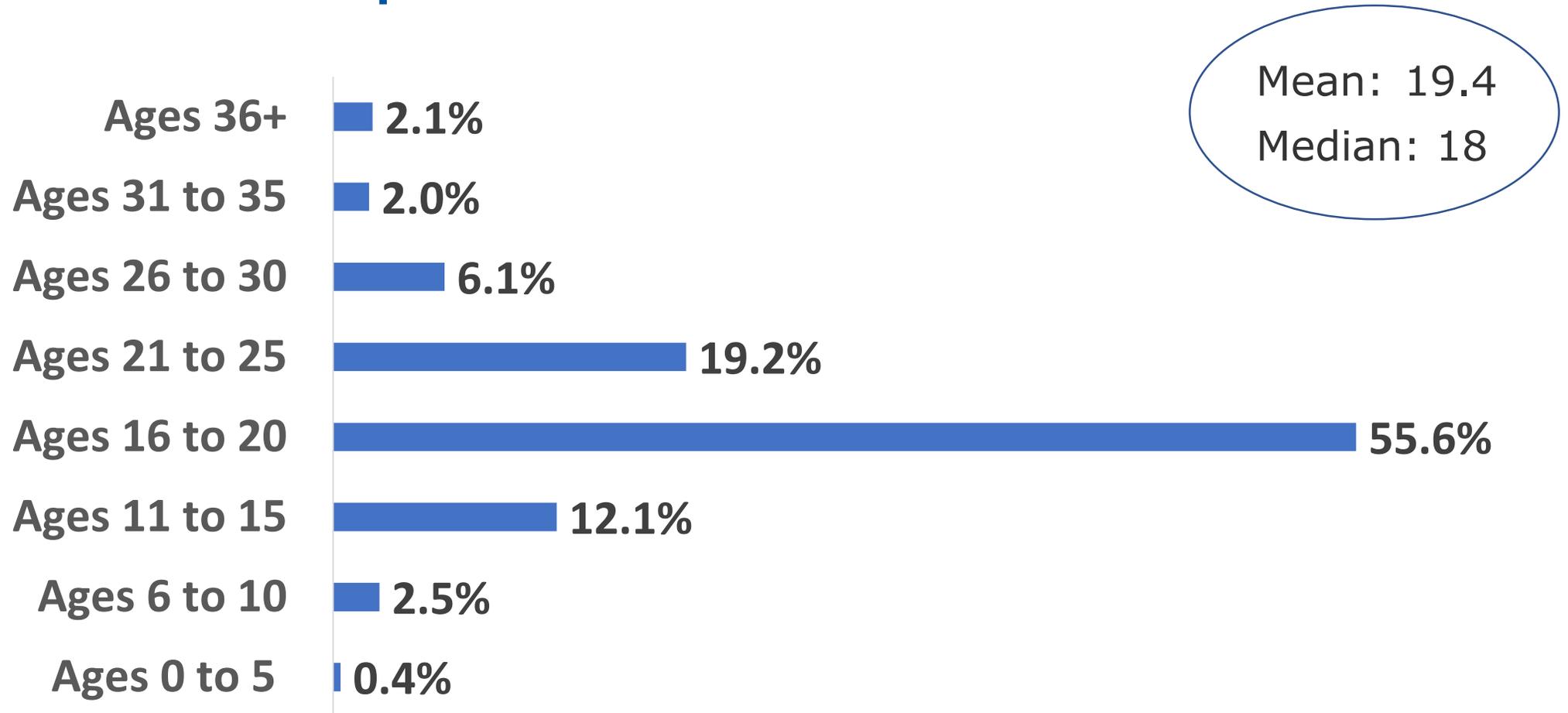
# 2019 PharmCAS Applicant Survey

Insights into the perceptions of pre-pharmacy students



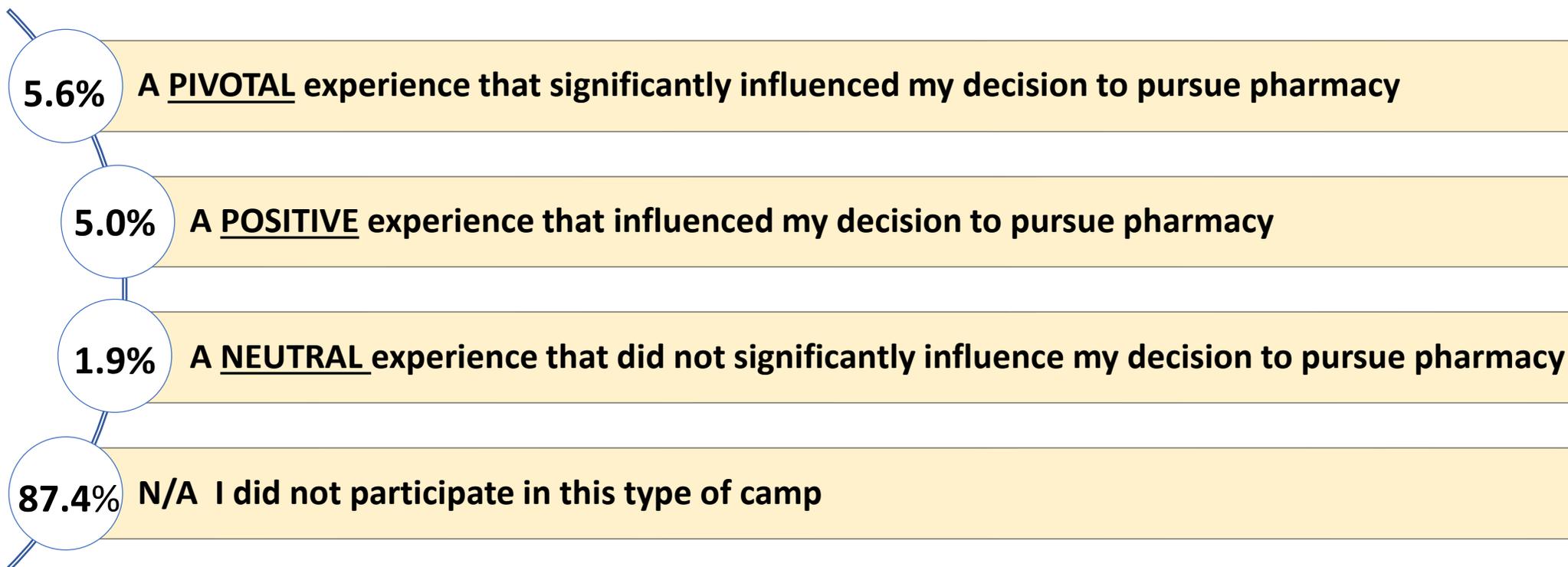
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# At what age did you decide you wanted to become a pharmacist?



# Pharmacy Camps

How did a pharmacy camp influence your decision to become a pharmacist?



# Top 10 Reasons for Choosing Pharmacy

Why did you choose to pursue a career as a pharmacist? Check all that apply.

Interest in helping people	7.7%
Desire to work as part of the healthcare team	7.6%
Interest in knowing how medicines work in the body	7.4%
Interest in making a difference in the world	6.3%
Interest in direct patient care	5.8%
Job salary	5.7%
Work/life balance	5.0%
Job security	4.5%
Interest in healthcare fields that are less physically or medically intrusive	4.4%
Job flexibility	4.4%

# Applicant Influencers

**Who encouraged you to consider pharmacy as a career?  
Check all that apply.**

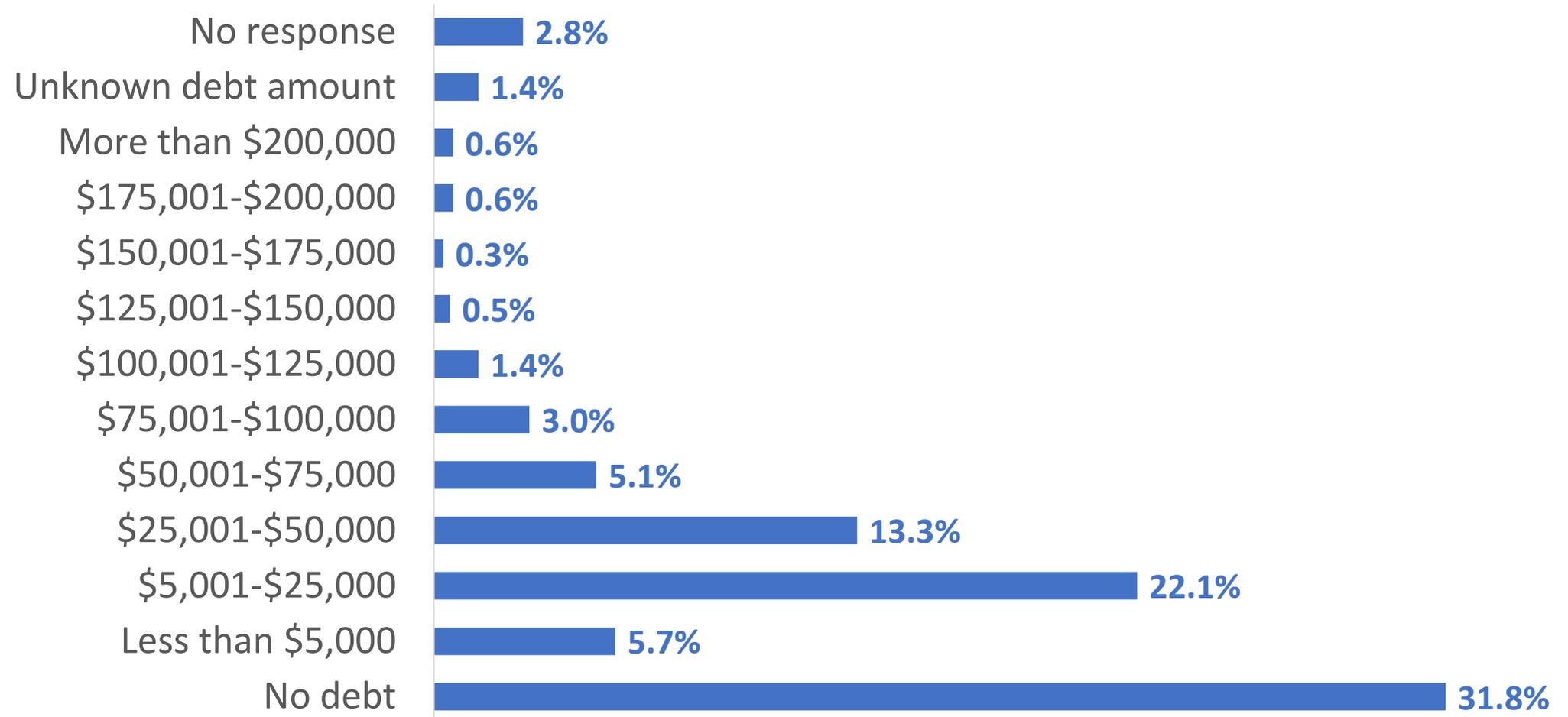
Family Member	24.4%
Pharmacist	18.3%
Friend	13.1%
Current PharmD Student	8.2%
College Advisor	4.7%
College Professor	4.5%
Pre-Pharmacy Club or Society	4.1%
None	3.8%
High School Teacher	3.7%
Other Health Professional (e.g., physician)	3.7%
Other	2.6%
Pre-Pharmacy or Health Professions Advisor	2.5%
High School Counselor	1.9%
Pharmacy School Faculty	1.5%
PharmCAS Applicant	1.2%
Pharmacy Researcher	0.9%

2018-2019 PharmCAS Applicant Survey:  
N= 6665 responses in 2835 results

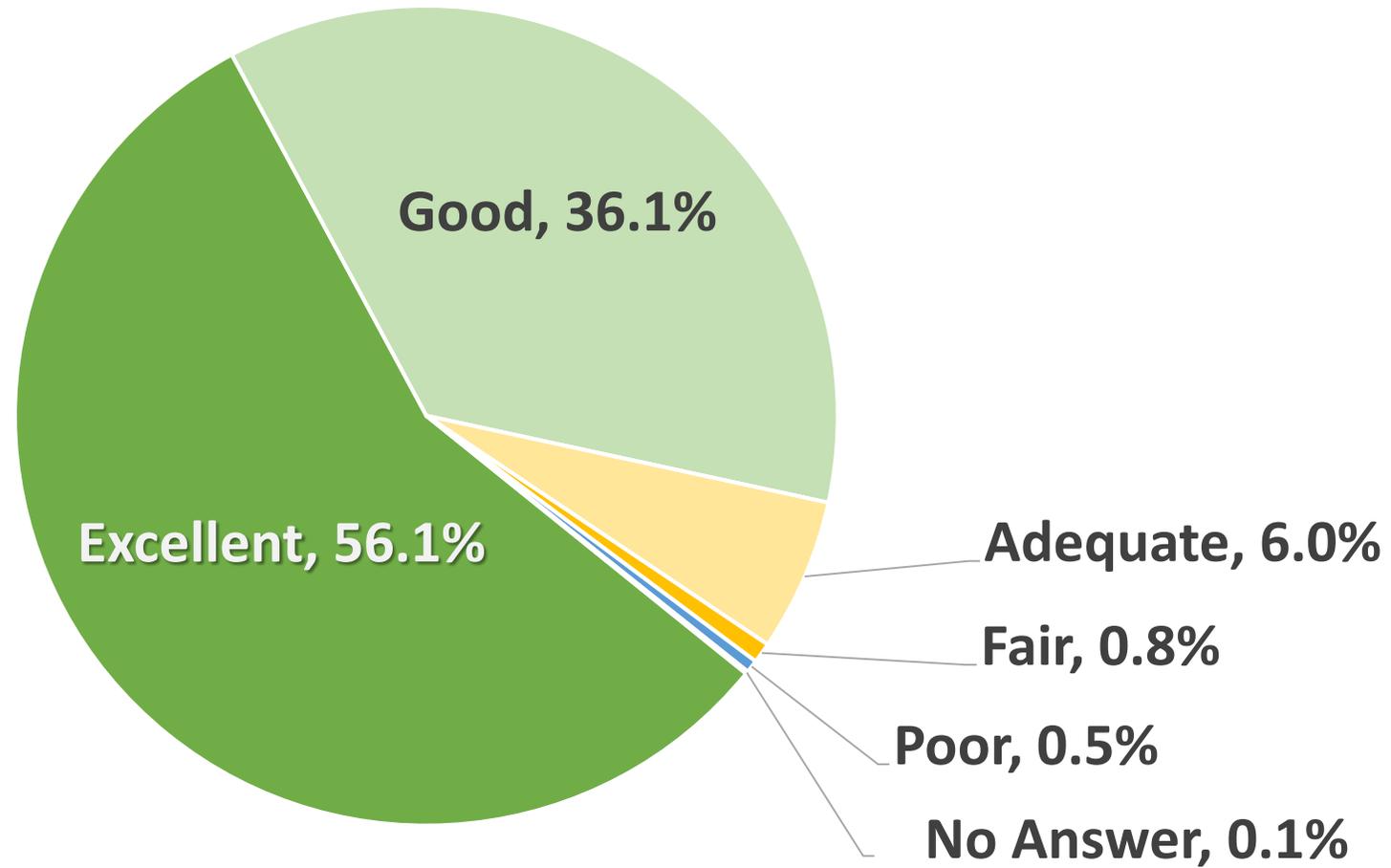
# Pre-pharmacy Educational Debt

If you borrowed to help pay for your college expenses, estimate how much you currently owe:

2533 responses in 2835 results



# Applicants Overall Experience with PharmCAS



2018-2019 PharmCAS Applicant Survey: N=2835 responses in 2835 results

# What's Ahead for Priority #1

July 2019 and Beyond



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# 2020 AACP Student Recruitment Fair

**SAVE THE DATE!**

New Event for the  
2020 AACP Annual Meeting

**FREE for Students and Member Institutions**

**Saturday, July 18, 2020 (times TBA)**

**Long Beach, CA**

**More information will follow soon!**

# Enhanced Google Analytics

More Google tags for tracking success of national campaigns.

Ability for member institutions to add Google tags on the PharmCAS Program Pages in addition to School Directory for marketing purposes.

Better demographic and behavior data on PharmCAS and Pharm4Me users.

Enhanced PURL (personalized) webpages for users.



# New CAS Websites Coming in 2020!

New websites and school directory pages for PharmCAS and PharmGrad in 2020-2021.

Changes will NOT affect the application platforms.

**Goal:** Create an intuitive and contemporary website that enhances navigation, the applicant experience, and security.



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# New Applicant Webinar



PharmCAS Applicant Webinar

Wed, July 24, 2019

3:00-4:00 pm EDT

[Registration for Applicants](#) (free!)

PharmCAS will share tips and tricks to help applicants navigate the 2019-2020 application that is scheduled to launch on July 18.

**Invite your prospective students to join us!**



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# Planned Call for Student Videos

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YouTube is preferred learning method for 59% of Gen Z students

Visual content is critically important to grab the 8-second attention span of Gen Z.

AACP will seek authentic, video clips from current student pharmacists to capture what it's "really like" to study pharmacy.



# More Priority #1 Activities to Come

- New webinar with partner, Tallo
- Updated Pharm4Me brochure design and content
- Additional resources on Pharm4Me Kids Corner
- New and expanded partnerships with external groups
- USA Science and Engineering Festival
- New education pathway guidance for students

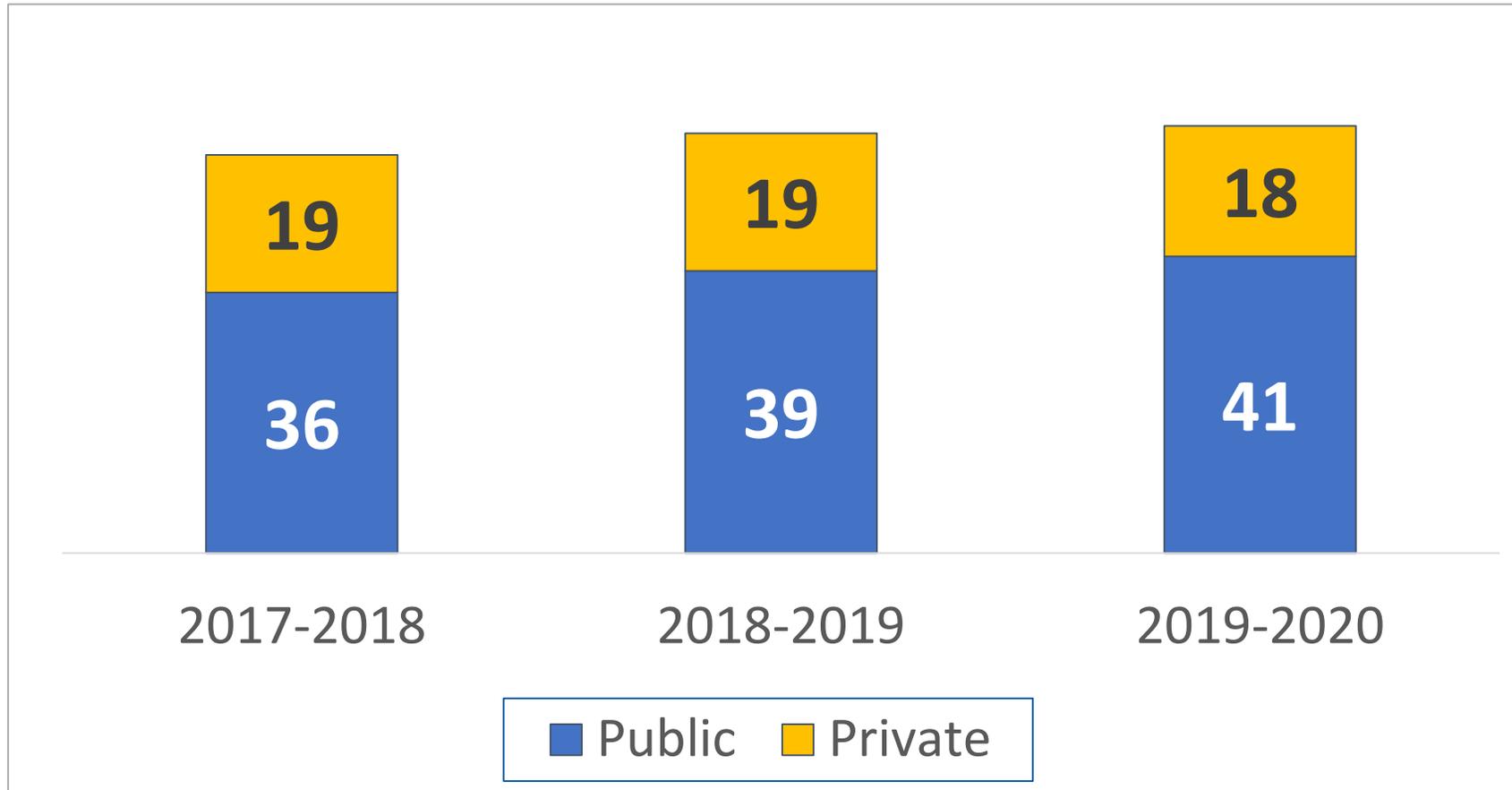
# Cooperative Admissions Guidelines

CAG Participation and Survey Results



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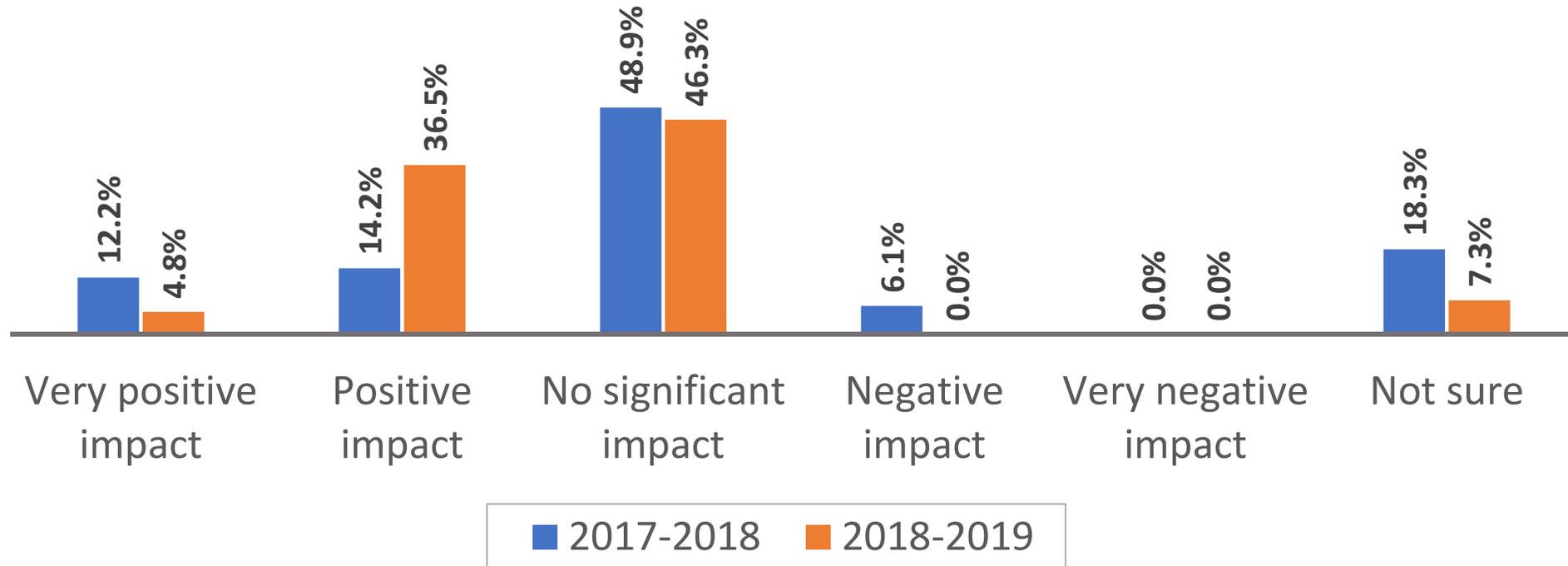
# CAG Participation by Cycle & Institution Type



Total # of CAG Institutions: 55 (2017-18); 58 (2018-19); 59 (2019-20)

# CAG School Survey Results

How did the CAG impact the behavior of accepted Pharm.D. applicants to date in terms of how and when they communicated with the college/school about their fall enrollment plans?



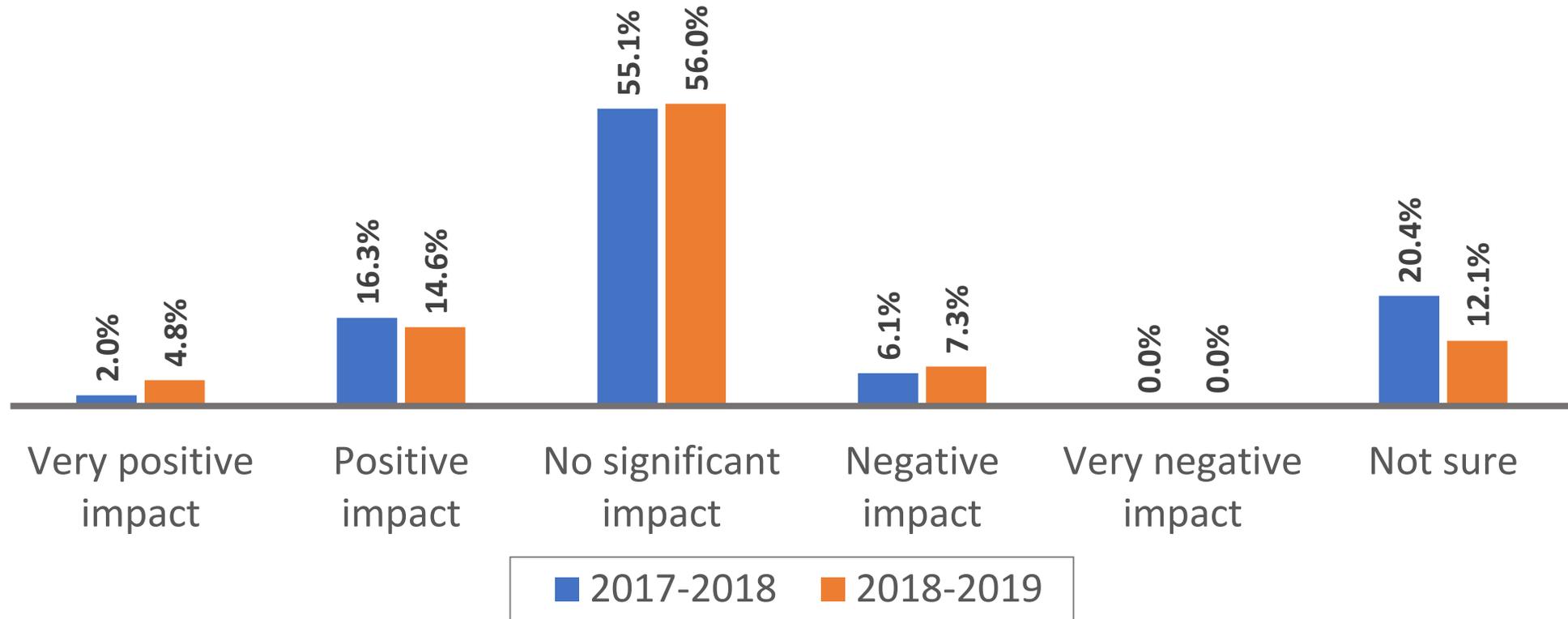
2017-2018: N=49 responses out of 55 participating CAG schools (89% response rate)  
2018-2019: N=39 responses out of 58 participating CAG schools (67% response rate)

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# CAG School Survey Results

How did the CAG impact the college or school's ability to recruit Pharm.D. applicants?



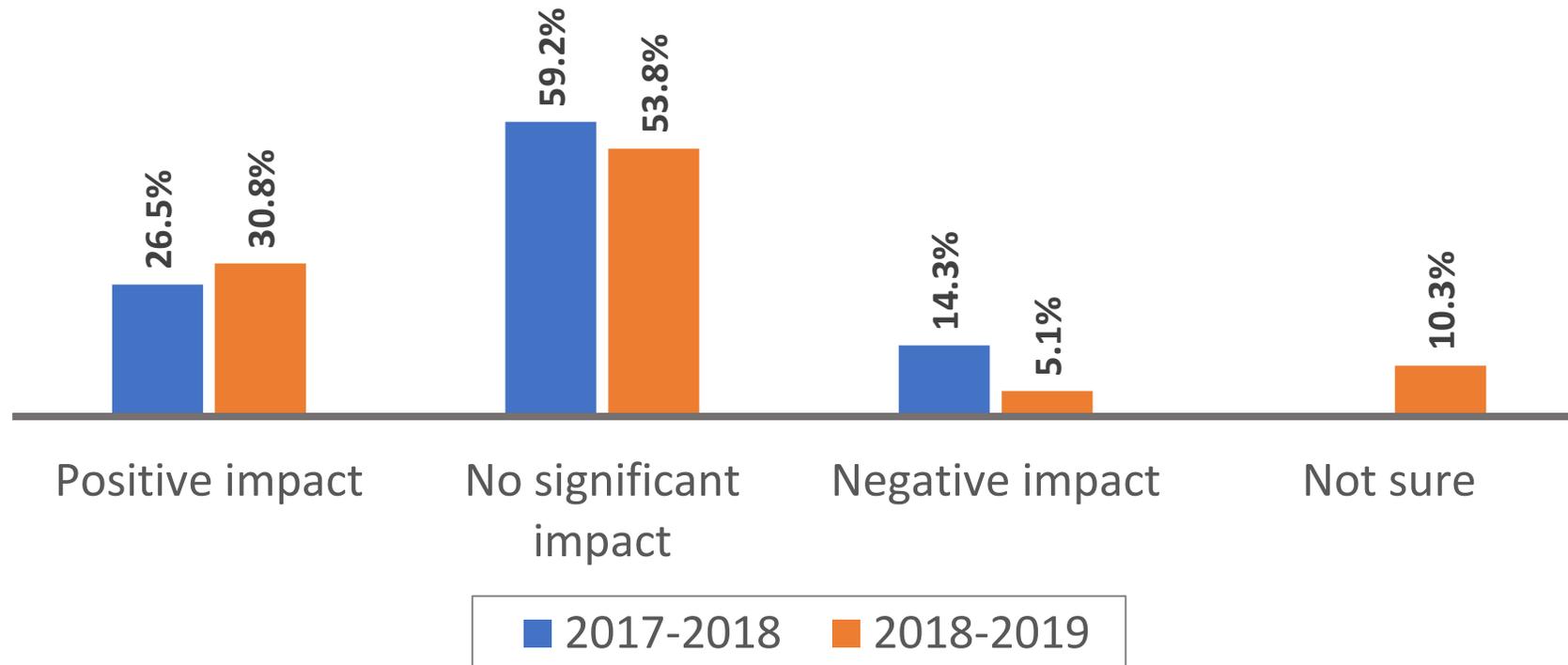
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# CAG School Survey Results

What was the impact of the CAG on the college or school overall?

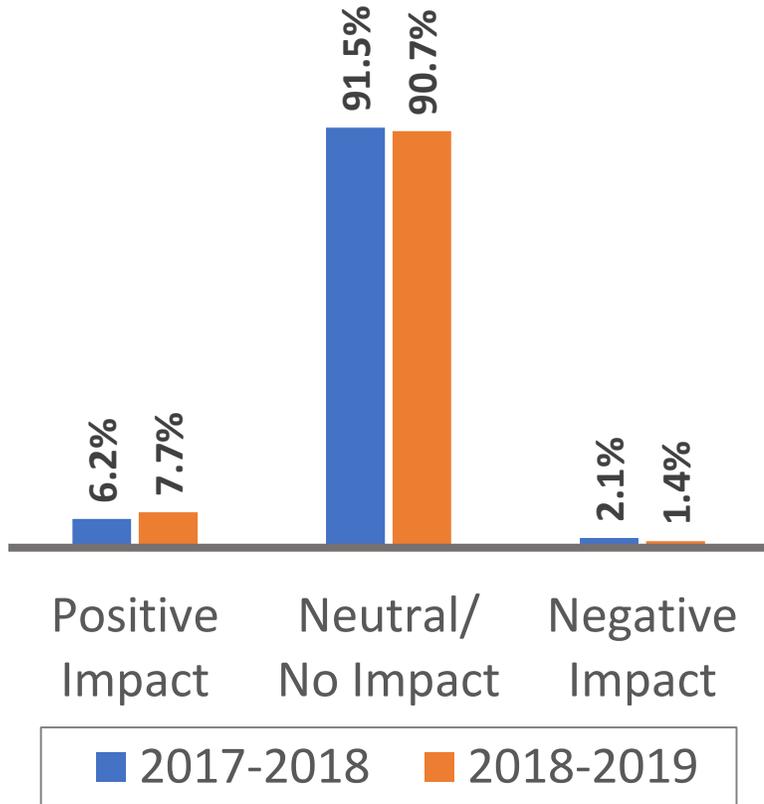


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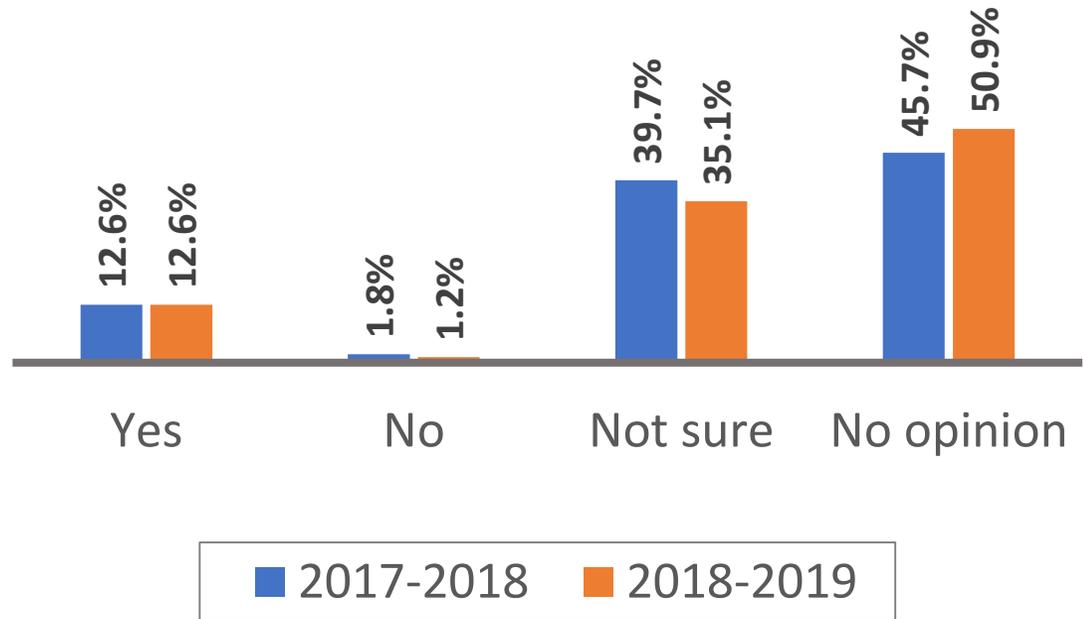
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# CAG Applicant Survey Results

How did the CAG impact your pharmacy admissions experience?



Do you recommend that pharmacy schools participate in the CAG in the future?



2017-2018: N=3275 responses out of 15,886  
2018-2019: N=2624 responses out of 15,287

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# Other Student Program Updates



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# 2019 Express Scripts Scholarship

- [Express Scripts Scholars Program](#) provides up to four (4) \$10,000 scholarships to enrolled dual degree students.
- 2019 application will **open July 8** and **close August 30**.
- **New for 2019**: Each awardee will receive **one** (1) \$10,000 scholarship in lieu of separate, smaller payments over two years.
- Additional consideration will be given to low socioeconomic status students and underrepresented minorities.



# Walmart Scholars Celebrates 15<sup>th</sup> Anniversary

AACP has welcomed **1032** Walmart Scholars to the Annual Meeting since 2005:

- **725** student pharmacists
- **7** dual-degree students
- **200** residents
- **67** graduate degree students
- **33** fellows.

The program's success is evident in the outcomes! The majority of past participants work in an academic pharmacy setting.

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# AACP Student Affairs Contacts

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Director of Application Services and Student Programs

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**Emily Riley, MM**

Student Affairs Coordinator

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You can also reach us via the emails below!

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[Pharm4Me@aacp.org](mailto:Pharm4Me@aacp.org)

[Scholarships@aacp.org](mailto:Scholarships@aacp.org)