



Pharmacy Is Right For Me Campaign **Partnership Expansion Proposal**

DRAFT

February 2023

American Association of
Colleges of Pharmacy AACCP

TABLE OF CONTENTS

OVERVIEW.....	3
ABOUT THE PHARMACY IS RIGHT FOR ME (PHARM4ME) CAMPAIGN.....	3
PURPOSE OF THE PHARM4ME PARTNERSHIP EXPANSION PROPOSAL.....	3
BENEFITS OF PHARM4ME STRATEGIC PARTNERS.....	3
ABOUT THE PHARM4ME PARTNERSHIP EXPANSION PROPOSAL.....	4
COSTS FOR PHARM4ME EXPANSION ACTIVITIES.....	4
CONTACT.....	4
ENHANCE THE PHARM4ME WEBSITE.....	5
BOLSTER SOCIAL MEDIA	6
LEVERAGE PHARMACY PRACTICE	7
INVOLVE INDUSTRY	8
BRIDGE TECHNICIANS TO THE PHARMD	9
CONNECT PHARMACY TO COMMUNITIES.....	10
PROMOTE DIVERSITY.....	11
ENGAGE STUDENTS	12
OBTAIN MAILING LISTS.....	13
MOBILIZE MENTORS.....	14
EXPAND EXTERNAL RECRUITMENT EVENTS.....	15
APPENDIX A: SUMMARY OF PAST PHARM4ME HIGHLIGHTS	16

OVERVIEW

About the Pharmacy Is Right for Me (Pharm4Me) Campaign

The American Association of Colleges of Pharmacy (AACP) hosts the Pharmacy Is Right for Me (Pharm4Me) campaign, a national marketing initiative that highlights the exciting, diverse, and evolving career opportunities available to graduates of Doctor of Pharmacy (Pharm.D.) and pharmaceutical graduate education (master's and PhD) programs. The Pharm4Me campaign was launched in 2017 and is designed to inspire and inform high school and college students who are exploring educational pathways and careers in pharmacy, health care, or STEM through the use of interactive tools, media, and blogs. AACP has collaborated with the Pharmacy Career Information Council (PCIC) to solicit ideas and identify pharmacists for featured blogs. Pharm4Me currently reaches 100,000+ individuals per year via its website and social media:

Facebook: <https://www.facebook.com/Pharm4Me/>
Instagram: <https://www.instagram.com/pharm4me/>
Tik Tok: <https://www.tiktok.com/@pharm4me>
Twitter: <https://twitter.com/Pharm4Me>
Reddit: <https://www.reddit.com/user/Pharm4Me/>
You Tube: <https://www.youtube.com/channel/UCR8J0Q4waiZ0WoK75BDKbxg>
Website: <http://www.pharmacyforme.org>

Purpose of the Pharm4Me Partnership Expansion Proposal

AACP seeks to establish a broad coalition of strategic partners committed to sharing, creating, and funding resources to bolster the pharmacy school pipeline and build greater awareness about the essential and evolving role of pharmacists across settings. The Pharm4Me Partnership Expansion Proposal describes some of the opportunities to increase the number of students enrolled in pharmacy degree programs and ensure there will be an adequate number of pharmacists from diverse backgrounds in the workforce to meet society's needs. The coalition will support the campaign and strategies to offset the significant decline in pharmacy school applications in recent years due to a myriad of factors affecting the pharmacy workforce, health care, and higher education. The pharmacy community and employers have an opportunity to leverage their collective resources to recruit and retain the next generation of pharmacists.

Benefits of Pharm4Me Strategic Partners

Strategic partners could bolster the Pharm4Me campaign in several ways:

- **Increased Visibility:** Expose new audiences and markets to the pharmacy profession that the Pharm4Me campaign might not otherwise reach.
- **Joint Marketing:** Collaborate with AACP on marketing and advertising initiatives, such as joint events, co-branded materials, and giveaways.

- **Expanded Resources:** Offer additional resources, such as communication channels, funding, or facilities, that can support the profession's student recruitment efforts.
- **Innovative Approaches:** Provide different perspectives and expertise that could lead to new and innovative ideas for attracting students.
- **Cross-promotion:** Market and share programs and initiatives via their respective communication channels to drive engagement and attract new students.
- **Influencers and Leaders:** Identify influential individuals who could share the campaign information via their own networks, increasing the campaign's reach and impact.
- **Interviews and Testimonials:** Connect the campaign to pharmacists from diverse backgrounds to showcase the value of the profession to patients and communities, and attract new students.

About the Pharm4Me Partnership Expansion Proposal

This proposal describes potential strategies AACP could implement with additional funding and support to enhance outreach to prospective students, parents, educators, advisors, and other stakeholders. Pharm4Me partners could identify additional campaign strategies beyond the ones described in this proposal. Suggested strategies were developed with the following considerations in mind.

- **Diversity-focused:** Campaign activities must intentionally incorporate diversity, equity, inclusion, and access (DEIA) into every strategy to effectively reach underrepresented minority and disadvantaged students who can meet the needs of a diverse patient population.
- **Message Differentiation:** Student and community outreach must be customized to meet the needs and interests of every target population.
- **Sustainable Strategies:** Successful strategies must begin early in a student's educational journey, be responsive to environmental changes, and include multiple touchpoints.
- **Broad Outreach:** 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:** Strategies and tactics must evolve based on feedback, environmental and technology changes, and available resources.

Costs for Pharm4Me Expansion Activities

The potential costs associated with each proposed activity are estimated and will vary depending on the type, scope, and audience. Related expenses may include, but are not limited, to designing and printing materials, purchasing paid social media or ads, developing content and engagement activities, as well as supporting events, staff time, technology, and infrastructure. This proposal outlines the estimated funding required to be most effective in terms of potential return on investment (ROI). By considering various factors and tracking results, AACP will make informed decisions about how much to invest in each Pharm4Me activity to optimize its impact on the student pipeline.

Contact

Please contact AACP staff at pharm4me@aacp.org to learn more.

ENHANCE THE PHARM4ME WEBSITE

GOAL

Incorporate enhanced web design and interactive content to substantively increase the reach of [Pharm4Me](#) website among target audiences as measured by related metrics, including new and returning site visitors.

POTENTIAL STRATEGIES

1. **Site Sponsorship:** Create a tiered website sponsorship prospectus to support the campaign.
 - Examples of potential sponsorship benefits:
 - Pharm4Me sponsorship webpage recognition
 - Rotating presence on the Pharm4Me home page carousel
 - Pharm4Me blog and social media
 - Pharm4Me Newsletter – ads, featured articles, graphics, etc.
 - Pharmacy Opportunities Network (PharmON) post
 - Co-branded content on the Pharm4Me site (e.g., College Ave)
 - Sponsorship packages per tier to be determined.
2. **New Pharm4Me Site Platform:** Redesign the Pharm4Me website to reflect a more contemporary and functional design that will enhance the visitor's experience. The new design should include more interactive features that enhance engagement, such as the following:
 - Gamification (e.g., Kahoot-type quizzes with leaderboards)
 - Dynamic elements focused on the 100+ Pharmacy Career page (e.g., spin the wheel)
 - Chat or other AI features to enhance engagement.
 - Moderated pre-pharmacy discussion forum
 - Virtual badges to reward student engagement with the website
 - Introduction to pharmacy learning course with a certificate of completion
 - Interactive games for K-8 students, teachers, and parents with a focus on pharmacy, medication safety, and the effect of medications on the body.
 - Resources explicitly designed for, non-traditional, returning adult students, community college students, and non-STEM students, and pharmacy technicians.
 - More graphics and video media
 - Enhanced website search function

ESTIMATED COSTS

To incorporate the enhanced interactive components and design, AACP would need to transition to a new website platform. The development costs would be \$35,000 to \$50,000 (one-time).

PARTNER OPPORTUNITIES

- Add links from the organization's website to www.pharmacyforme.org.
- Promote the Pharm4Me website to members, students, and other stakeholders.
- Support the development of an enhanced Pharm4Me website (e.g., [J&J Nursing](#))
- Share media with AACP that could be repurposed for the Pharm4Me website or social media.
- Share existing content that could be repurposed for the Pharm4Me audience
- Introduce AACP to pharmacists in novel career pathways.

BOLSTER SOCIAL MEDIA

GOAL

Use paid social media, technology, engaging content to increase the reach of Pharm4Me social media among target audiences as measured by impressions, followers, and engagement.

POTENTIAL STRATEGIES

1. **Paid Promotion:** Substantively increase paid social media with a focus on Instagram and Tik Tok for student-facing posts.
2. **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. Different levels of influencers require different compensation:
 - Nano-influencers: 1,000–10,000 followers
 - Micro-influencers: 10,000–50,000 followers
 - Mid-tier influencers: 50,000–500,000 followers
 - Macro-influencers: 500,000–1,000,000 followers
 - Mega-influencers: 1,000,000+ followers
3. **Video:** Generate or incorporate HIPAA-compliant video of pharmacists in various practice settings in collaboration with employers and pharmacy practice associations.
4. **Engagement:** Incorporate more interactive components into social media, including quizzes, this or that, giveaways, Q&A, student takeovers, digital storytelling, and other digital activities to increase social media engagement.
5. **Pharmacy School Day:** Create a new national day of recognition to highlight pharmacy education or the pharmacy admissions process that encourages students to apply to pharmacy.

ESTIMATED COSTS

- Paid social media would need at least \$10,000 per year in increase followers and impressions.
- A minimum of \$10,000 is also recommended for a successful influencer program.

PARTNER OPPORTUNITIES

- Provide funding to support enhanced paid social media and digital marketing.
- Share Pharm4Me social media on other social media channels.
- Tag @Pharm4Me in social media and share Pharm4Me posts with the organization's followers to increase visibility.
- Fund or provide AACP with original video footage of student pharmacists or pharmacists in various settings for use by Pharm4Me (e.g., via Gather Voices tool).
- Tag @Pharm4Me in social media posts and share Pharm4Me posts with the organization's followers to increase visibility.
- Nominate individuals with interesting professional journeys and roles who could be featured on the Pharm4Me website or blog. Not all nominees or content ideas may be selected.
- Connect to AACP to potential niche, celebrity, and lifestyle influencers with a larger number in a related market who can speak to the value of pharmacists or a pharmacy education.

LEVERAGE PHARMACY PRACTICE

GOAL

Increase the visibility of the Pharm4Me campaign and pharmacy careers among the general public through chain community, hospital, pharmacies and their respective communication networks.

POTENTIAL STRATEGIES

- **Signage:** Collaborate with pharmacy partners to create and disseminate promotional signage with QR codes about the Pharm4Me campaign in pharmacies across the U.S. Branding could include pop-up banners, floor decals, countertop signs, brochures, or other.
- **Prescription Bags:** Renew the promotion of pharmacy careers via prescription bags.
- **YouTube:** Partner with community pharmacy chains to promote the Pharm4Me video and campaign via their respective YouTube channels (e.g., [CVS Health](#)).
- **Community Pharmacy Website:** Partner with community pharmacies to feature the Pharm4Me logo and website on the corporate websites to increase awareness among their customers.
- **Commercial:** Collaborate with community pharmacy to create a video that promotes the role of pharmacists in community pharmacy or health care and features the Pharm4Me website.
- **PSA:** Develop a public service announcement or materials that feature the importance of medication safety, the role of pharmacists, and the benefits of the career.
- **Fictional Shows:** Collaborate with pharmacy partners and media companies to create a fictional television show or movie that positively and accurately depicts the role of pharmacists.

ESTIMATED COSTS

The expenses will vary based on the scope of the initiative and the ability of the partner to provide in-kind design, production, and marketing support of digital and/or print media. At least \$100,000 would be required for any related initiative.

PARTNER OPPORTUNITIES

- Connect AACP to marketing and communication professionals in pharmacy practice who can assist with promoting the Pharm4Me campaign or the profession via different media.
- Encourage current pharmacists to seek opportunities to speak to students or the public about the benefits of a pharmacy career.

INVOLVE INDUSTRY

GOAL

Increase the visibility of the Pharm4Me campaign and pharmacy careers among the general public through the pharmaceutical industry and their respective communication networks.

POTENTIAL STRATEGIES

- **Sponsored Site:** Identify one or more industry partners to sponsor the Pharm4Me campaign or create an industry-branded website to promote the profession to prospective students (e.g., [J&J](#))
- **Pharmacy Career Guide:** Create a new pharmacy career guide to replace the [Pfizer](#) guide.
- **Pharmacy Science Brochure:** Create a new pharmacy sciences brochure for master's and Ph.D. programs that mimics the one for Pharm.D. programs for use at recruitment events.
- **YouTube:** Request that industry partners feature the new Pharm4Me video or promote the Pharm4Me campaign via their respective YouTube channels.
- **Industry Website:** Partner with industry partners to feature the Pharm4Me logo and website on their corporate websites to increase visibility among their customers.
- **Commercial:** Collaborate with industry to create a video that promotes the role of pharmacists in health care or drug development and features the Pharm4Me website.
- **PSA:** Develop a public service announcement or materials that feature the importance of medication safety, the role of pharmacists, and the benefits of the career.
- **Co-Branded Swag:** Collaborate with industry partners to offer co-branded swag that can be shared by AACP and member schools at student recruitment events (e.g., t-shirts).
- **Fictional Shows:** Collaborate with industry partners and media companies to create a fictional television show or movie that positively and accurately depicts the role of pharmacists.

ESTIMATED COSTS

The expenses will vary based on the scope of the initiative and the ability of the partner to provide in-kind design, production, and marketing support of digital and/or print media. At least \$100,000 would be required for any related initiative.

PARTNER OPPORTUNITIES

- Connect AACP to marketing and communication professionals in industry who can assist with promoting the Pharm4Me campaign or the profession via different media.
- Encourage current pharmacists who work in industry to seek opportunities to speak to students or the public about the benefits of a pharmacy career.

BRIDGE TECHNICIANS TO THE PHARM.D

GOAL

Increase the awareness among students and current pharmacy technicians about technician to Pharm.D. degree bridge programs that results in more pharmacy technicians pursuing a Pharm.D. degree.

POTENTIAL STRATEGIES

- **Pathway Resources:** Develop standardized resources that educators, employers, and associations can use to help raise awareness about pharmacy technician to Pharm.D. pathways.
- **Program Partnerships:** Build upon existing programs administered by community pharmacy corporations, including outreach programs for high school students.
- **Scholarships:** Collaborate with employers to develop scholarships or employee incentive programs to support pharmacy technicians who pursue a Pharm.D. degree.

ESTIMATED COSTS

The creation of new digital resources to support pharmacy technician to pharmacist guides that could be accessed online would require at least \$10,000 to support staff time. A scholarship fund designed to encourage technicians to pursue a PharmD degree and offset educational expenses would need to support multiple individuals would need to be a minimum of \$55,000 (e.g., 5 scholarships x \$10K, plus administration fee).

PARTNER OPPORTUNITIES

- Collaborate with AACP and pharmacy schools to create or expand local and regional efforts to promote pharmacy technician careers to high school students as a pathway to the Pharm.D.
- Identify existing resources and bridge programs for current pharmacy technicians that could serve as the foundation for a national program or repository of model programs.
- Collaborate with AACP to conduct intentional outreach to current pharmacy technicians about educational pathways to the PharmD.
- Create a mentorship program to assist pharmacy technicians in navigating the course prerequisites and admissions process for the PharmD program.

CONNECT PHARMACY TO COMMUNITIES

GOAL

Increase awareness within local communities about pharmacy career pathways by leveraging local events and organizations.

POTENTIAL STRATEGIES

- **Pharmacy Practitioners:** Encourage practicing pharmacists in network to collaborate with colleges and schools of pharmacy in the area to promote the profession.
- **Science Fair Sponsorships:** Sponsor an award or scholarship for pharmacy-related projects at a local, regional, or national science fairs or STEM academic competitions.
- **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 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>

ESTIMATED COSTS

The expenses associated with engaging with the local community to provide educational sessions, health fairs, and K-12 student awards vary and are scalable. However, pharmacy schools may not have the budgets to support these types of local and regional activities. In one model, AACP could serve as a clearinghouse to help fund community engagement activities by pharmacy schools, which would require a minimum of \$142,000 (\$1K per school) plus a 10% (\$14K) administrative fee for a total of at least \$156,000 per year.

PARTNER OPPORTUNITIES

- Collaborate with AACP and pharmacy schools to create or expand community engagement.
- Identify new opportunities for AACP pharmacy schools to promote the profession to new audiences in targeted communities.

PROMOTE DIVERSITY

GOAL

Expand the visibility of the Pharm4Me campaign and pharmacy careers among organizations in education, health care, research, and STEM to increase the enrollment of students, particularly those from underrepresented minority and disadvantaged populations.

POTENTIAL STRATEGIES

- **Diversity Partners:** Expand engagement with organizations that support students.
- **Pathway Preparation:** Develop tools specifically for first generation students who may need more support navigating the admissions process for professional degree programs
- **Partner with HBCUs and HSIs:** Seek additional 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.
 - Example: A new initiative called [HBCUv](#) is a virtual community co-created by 9 HBCUs designed to engage HBCU students and connect them to one another, HBCU faculty and staff as well as employers (e.g., [Creating Black Futures](#)).
- **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.
- **Partner with Non-profit and Government Organizations:** Build partnerships with organization that specifically work with students who are interested in related disciplines and support career exploration, including the examples below.

American Association of
Pharmaceutical Scientists
American Chemical Society
AHEC REACH program
Assoc of Fraternity/Sorority Advisors
Boy Scouts
Boys and Girls Clubs
College Bound
College Summit
Edu-Futuro
Explorers Club, The
Federal TRIO programs (e.g., Upward
Bound)
GEAR UP

Girls Scouts
Great Minds in STEM
Hobsons Intersect
National Institutes of Health
National Society of High School
Scholars
Naviance
Peer Forward
Posse Foundation
Science Fair Central
Upward Bound Program
Year Up
YMCA Achievers Program

ESTIMATED COSTS

Organizations generally charge a fee to communicate with their membership or stakeholder groups. A minimum of \$50,000 would be required to effectively interface with selected organizations via targeted messaging, digital ads, conference exhibits, or other activities.

ENGAGE STUDENTS

GOAL

Provide enhanced opportunities for students in high school and college to deepen their understanding of pharmacy education and careers, engage with pharmacists, and solidify their commitment to the profession.

POTENTIAL STRATEGIES

- **Student Recognition:** Create opportunities for high school and college students to gain recognition:
 - Pre-pharmacy competition (e.g., similar to previous Innovative Challenge program)
 - Pre-pharmacy student leadership award
 - Pre-pharmacy student essay contest
 - Pre-pharmacy student blog or video contest
 - Pre-pharmacy club leadership award
- **Student Advisory Committee:** Create new committees comprised of high school and college students who are interested in pharmacy that reviews current and planned strategies and suggest other mechanisms to reach other students at this level. Students may be motivated to participate to bolster college or professional applications.
- **Advanced Pharmacy Science Advisory Committee:** Create an advisory committee of college and graduate students in related programs to assist with student recruitment for graduate pharmaceutical education programs.
- **Interprofessional Recruitment:** Expand interprofessional recruitment activities (e.g., Health Professions Week) to include more in-person and virtual events that highlight the overlap and differences among health profession careers as a means to reach a broader pool of prospective students and help them make more informed career choices.
- **Website:** See also student engagement ideas on the website and social media sections of this plan.
- **Market Research:** Expand on existing AACP research to determine what factors influence students' career choice to enhance Pharm4Me marketing messaging to key stakeholders.

EXPENSES

A minimum of \$20,000 per year would be required to fund the additional staff time required to support initiatives in this section. A minimum of \$30,000 would be required for any Pharm4Me competitions.

PARTNER OPPORTUNITIES

- Provide resources to support pharmacy summer enrichment camps hosted by schools.
- Host pharmacy career events per year for middle school, high school, and/or college students.
- 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 reproduced at the high school or as a collaborative project between the pharmacy school and the high school.
- Feature hands-on activities and demonstrations to engage students.
- Include new pharmacists and student pharmacists in recruitment events.

OBTAIN MAILING LISTS

GOAL

Purchase mailing lists of students in middle school, high school, and college who have identified an interest in STEM, healthcare, or a related major for digital and/or print promotions that generate a positive conversation and click-through rates (CTR).

POTENTIAL STRATEGIES

- **Prospective Student Lists:** Purchase lists student lists for Pharm4Me promotional messages.
 - SAT
 - ACT
 - GRE
 - Advanced Placement (AP)
 - International Baccalaureate (IB)
 - MCAT: \$9000 for all test dates, \$2400-\$4500 for selected test dates
 - Naviance
 - Tallo
- **Other Mailing Lists:** Purchase lists of other stakeholders who support high school and college students who may be interested in STEM or healthcare careers:
 - American School Counselor Association (ASCA)
 - American Association of Pharmaceutical Scientists (AAPS) Student Chapters
 - National Science Teacher Association (NSTA)

ESTIMATED COSTS

A minimum of \$10,000 per year would be required to access a targeted list of students. Additional funds would allow for the purchase of additional lists.

PARTNER OPPORTUNITIES

- Identify additional student and stakeholder mailing lists.
- Assist AACP in obtaining student and stakeholder mailing lists.

MOBILIZE MENTORS

GOAL

Develop a network of pharmacists who are willing to engage with high school and college students who are interested in the profession and are seeking guidance about preparation and pathways.

POTENTIAL STRATEGIES

- **Pharm4Me Champions:** Identify and reward members or employees who support the Pharm4Me campaign in some way.
- **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.
- **Mentoring Network:** Create new mentoring hubs for students, such as a Pharmacist Mentor Network, a Pharmacy Faculty, and Student Pharmacist Network/Champions.

EXPENSES

A minimum of \$30,000 per year would be required to develop and support the infrastructure and staff time required to support a new mentoring network that connects prospective students to pharmacists.

PARTNER OPPORTUNITIES

- Serve as a mentor to high school or college students.
- Facilitate the ability of pharmacists to serve as advocates of the profession.
- 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.

EXPAND EXTERNAL RECRUITMENT EVENTS

GOAL

Create opportunities for prospective students to engage directly with pharmacists and student pharmacists.

POTENTIAL STRATEGIES

- **More Recruitment Fairs:** Participation by AACP at additional recruitment events, such as:
 - National Hispanic Medical Association (NHMA) College Health Scholars Fair
 - University of California Berkeley Pre-Pharmacy (PILLS) Symposium (PILLS)
 - United Federation of Teachers School Counselors Conference
 - San Diego Festival of Science & Engineering
- **Giveaway Items:** Provide additional Pharm4Me items to give away at recruitment events to encourage participant engagement and maintain branded reference to Pharm4Me website.
- **New Exhibit Activities:** Expand interactive activities to engage recruitment fair attendees.
- **Sponsorship:** AACP could increase its visibility with sponsorship of additional student-based organizations beyond HOSA and NAAHP.

EXPENSES

AACP involvement in additional national and regional recruitment events will require a minimum of \$40,000 to have an impact and cover the additional registration, travel, materials, and sponsorship fees associated with participating in these events.

PARTNER OPPORTUNITIES

- Provide opportunities for pre-pharmacy students in the area to attend professional association conferences. Include related programming about pharmacy education and careers.

APPENDIX A: SUMMARY OF PAST PHARM4ME HIGHLIGHTS

2017-2018

Recruitment Resources for Schools

- Released a new AACP Strategic Student Recruitment Guide for pharmacy schools.
- Created a new AACP position focused on advancing student recruitment and diversity.
- Added a new Events calendar to the Pharm4Me website to promote open houses, workshops, conferences, and camps for prospective pharmacy students.
- Initiated a series of webinars featuring AACP members who highlighted innovative ways pharmacy schools could interest more students in PharmD programs and the profession.

Marketing and Education

- Dedicated the December 2017 issue of *The Advisor*, the journal of the National Association of Advisors of Health Professions (NAAHP), to pharmacy to assist undergraduate college advisors in their understanding of contemporary practice and education.
- Engaged Youth Marketing Connection, a communications firm specializing in high school and colleges students, to develop original content for the Pharm4Me campaign.
- Approved for a new Google Ad Grants for Non-Profits program, which provides up to \$10K of complimentary ads, to promote the Pharm4Me website via Google searches.
- Expanded marketing efforts through a new Instagram promotional video and connections to other national awareness campaigns related to pharmacists, healthcare, and diseases.
- Implemented the Pharm4Me Innovation Challenge, a competition sponsored by OptumRx, to encourage student pharmacists and high school students to submit innovative solutions to medication or health-related problems in their community.
- Sponsored pharmacy career posters for more than 9,000 HOSA chapters in high schools across U.S., and 10,000 Pharm4Me pens for attendees at the 2018 HOSA Conference.
- Designed a new Pharm4Me selfie station and Instagram frame for use at AACP exhibit booths at national recruitment events.
- Hosted two virtual student recruitment fairs in the fall resulting in a higher number of student registrants in the PharmD event as compared to the previous year.

Partnerships

- Signed a new partnership agreement with STEM Premier, a digital student recruitment company, to connect with high school students and promote the profession.
- Utilized Enrollment Marketing Platform (EMP), a customer relationship management (CRM) tool to share pharmacy and admission updates with students.
- Collaborated with ADEA and APTA on a “Creating a Great Personal Statement” webinar for prospective students interested in applying to health professions education programs.
- Participated in the second annual Health Professions Week (HPW), a week-long event for high school and college students interested in learning more about healthcare careers.
- Collaborated with the Association of American Medical Colleges (AAMC) to promote the pharmacy tracks in the Summer Health Professions Education Program (SHPEP), a free summer enrichment program focused on improving access to information and resources for underrepresented college students interested in the health professions.

2018-2019

Recruitment Resources for Schools

- Created a new Pharm4Me Champions Advisory Committee to guide AACP staff on the development and assessment of national student recruitment initiatives.
- Compiled a new list of pre-pharmacy clubs and societies to help members and AACP connect with students and advisors who are interested in pharmacy education and careers.
- Administered a survey of student recruitment strategies with the 2018-2019 AACP Student Affairs Committee to identify gaps within the academy and potential resources to address them.
- Offered a series of recruitment webinars to members that highlighted innovative ways that members can interest more students in their respective programs and the profession.
- Revised the PharmCAS Applicant Survey for the 2018-2019 cycle to capture what factors most influenced a student's decision to pursue a career in pharmacy and enhance future marketing.
- Released a revised AACP Strategic Student Recruitment Guide in July 2018 that described current, developing, and potential strategies for national student outreach for Pharm.D. and advanced pharmacy degree programs at the national and local levels.
- Released a new PharmCAS Applicant Data Report in fall 2018 that provided trend data for past cycles, to assist schools in benchmarking and forecasting their respective applicant pools.

Marketing and Education

- Released a new, "[Which Pharmacy Career is the Best Fit for You](#)" quiz for prospective students to highlights 15 areas of practice and profiles of practicing pharmacists.
- Launched a new series of PharmCAS tip videos for prospective applicants on YouTube to assist them in navigating the admissions process via an accessible and familiar platform that has resulted in more than 13,000 views to date.
- 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.
- Expanded the number of onsite recruitment events attended from 11 to 19 and promoted pharmacy to more than 50,550 conference attendees nationwide.
- Invested in Pharm4Me digital and social media ads that resulted in approximately 2,000,000 impressions and 10,000 clicks since last year.
- Hosted the 2018 Pharmacy School Virtual Fair, which experienced a 23 percent increase in student registrants over the previous year.
- Administered the 2019 Pharm4Me Innovation Challenge in collaboration with OptumRx .

Partnerships

- Partnered on the development of the CVS Health Minority Scholarship for Pharmacy Students consisting of five \$8,000 scholarships for underrepresented minority students.
- Collaborated with members to develop a new HOSA Pharmacy Science Engagement Tool Kit, which contributed to the approval of the HOSA Pharmacy Science competitive event in 2019.
- Participated in and contributed to a 78 percent increase in the number of registrants for the 2018 Health Professions Week (HPW), an interprofessional event for high school and college students who are interested in learning more about pharmacy and 20 other health care careers.
- Collaborated with ADEA and APTA to present the interprofessional webinar, "Experience Your Future: The Importance of Shadowing and Observation Hours", for prospective students.
- Renewed partnership agreement with Tallo, a digital student recruitment company with a database of 325,000 high school students across the country, to promote Pharm4Me.
- Amplified the [Pharmacists for Healthier Lives](#) campaign by sharing and adapting the content for Pharm4Me social media and prospective students.

2019-2020

Recruitment Resources for Schools

- Launched the new PharmCAS and PharmGrad websites, directories, and logos for the 2020-2021 admissions cycle, which offered enhanced navigation, dynamic reports, and a contemporary design.
- Released a new Diversity Recruitment Guide to assist pharmacy schools with outreach efforts to minority and disadvantaged students in high schools and college.
- Refined the PharmCAS application anti-abandonment campaign via EMP.
- Hosted recruitment and admission webinars for schools focused on implicit bias training for pharmacy admission interviewers, Tallo, and the Pharm4Me Champions program.
- Created a new Admissions Workshop Advisory Committee to guide the 2020 program planning.

Marketing and Education

- Updated the Pharm4Me brochure for applicants for use at national and school recruitment events.
- Initiated a new Pharm4Me Instagram Takeover, a monthly series of short videos featuring current student pharmacists and insights into their academic, extracurricular, and campus life.
- Offered an expanded series of Pharmacy School Virtual Fairs in summer 2020 to offset the impact of COVID-10 on in-person recruitment events across the country.
- Authored pharmacy articles for the September 2019 NAAHP-NET newsletter sent to 2000+ advisors.
- Hosted five virtual fairs with a total of 4,656 student registrants between to offset the impact of the pandemic on in-person recruitment events.
- Created a plan and resources to support an in-person student recruitment event during the 2020 AACP Annual Meeting in California (later cancelled due to the pandemic).

Partnerships

- Promoted pharmacy via the annual Health Professions Week (HPW), an interprofessional and week-long event for students interested in learning more about careers in the health professions.
- Offered the second CVS Health Minority Scholarship for Pharmacy Students consisting of five \$8,000 scholarships for underrepresented minority students.

2020-2021

Recruitment Resources for Schools

- Collaborated with the AACP Admissions Workshop Advisory Committee to offer a series of free webinars, Admissions Workshop: Leadership in Enrollment Management.
- Developed a list of undergraduate pharmaceutical science programs.
- Generated new school-specific Google Analytics data reports for the PharmCAS School Directory.
- Collaborated with AACP's Pharm4Me marketing agency, Youth Marketing Connection (YMC), to offer the webinar Digital Recruitment Strategies that Work on May 4, which highlighted innovative ways that schools can interest more students in their programs and the profession.
- Developed a list of undergraduate pharmaceutical science programs to support Pharm.D. and graduate student recruitment activities.
- Added new student recruitment questions to the 2020-2021 PharmCAS Applicant Survey regarding the factors influencing student decisions to pursue pharmacy.

Marketing and Education

- Released and promoted a new one-page 100+ Pharmacy Careers PDF, which was inspired by a resource published by the International Pharmaceutical Federation (FIP).
- Created a new Virtual Pharmacy School Interview Do's and Don'ts handout for applicants.
- Collaborated with the Council of Deans (COD) Workforce Development Task Force to launch a new Novel Pharmacist Careers page to showcase unique and emerging roles of pharmacists.
- Highlighted pivotal role of pharmacists and student pharmacists as essential health care providers on the frontlines of the pandemic and patient care in Pharm4Me media and virtual presentations.
- Launched a series of new Pharm4Me resources for the 2020 Pharmacy Week, including a student pharmacist Q&A, PharmCAS Directory video, Admissions Q&A, and Giveaway.
- Hosted the AACP Pharmacy School Virtual Fair in April 2021.
- Continued the Pharm4Me Instagram Takeover videos with current student pharmacists.
- Published an article, "Building Partnerships to Provide Financial Opportunities for Minority Pharmacy Students" in the November 2020 issue of *The Advisor*, journal of NAAHP.
- Featured pharmacy during the NAAHP "Admissions Case Studies: A Peek Behind the Curtain" webinar series in July 2020.
- Created a new PharmCAS [Instagram](#) account in addition to [Twitter](#) and [Facebook](#).

Partnerships

- Entered into a new partnership agreement with Kira Talent to provide schools with new digital admission tools to promote holistic admissions, including timed video and written responses to school-specific questions, live virtual interviewing, and built-in scoring.
- Renewed partnership agreement with Tallo, a digital student recruitment company.
- Launched the third cycle of the CVS Health Scholarship for Minority Pharmacy Students programs.
- Contributed \$5K to the Student Aid Alliance in support of the Double the Pell grant campaign.
- Supported and promoted the November 2020 Health Professions Week (HPW), an interprofessional event designed to support student exploration of health professions careers.

2021-2022

Recruitment Resources for Schools

- Collaborated with the chair of the Pharm4Me Advisory Committee on a webinar, “Developing Relationships Between Pre-Health Advisors & Pharmacy Admissions Officers” in March 2022.
- Released the updated Undergraduate Pharmaceutical Science Programs list.
- Facilitated DEIA revisions to the Oath of the Pharmacist via a joint APhA/AACP Steering Committee.
- Hosted a webinar, “Liaison’s Explore Health Careers Program: A New Recruitment Tool” for schools.
- Launched the “Liaison Explore Health Careers Program” to facilitate the application process for "other CAS" applicants who applied to and were denied admission to one health profession program and have agreed to be considered by the pharmacy school at the same institution.

Marketing and Education

- Add new Pharm4Me accounts on the TikTok and Reddit social media platforms.
- Exhibited at the HOSA International Leadership Conference in Nashville in June 2022 and organized a “pharmacy island” for member school exhibitors, reaching approximately 7,000 students.
- Represented pharmacy at the National Association of Advisors for the Health Professions (NAAHP) Meeting in Denver, including a session with two pharmacy school deans.
- Implemented a \$1000 paid social media campaign for Pharm4Me Instagram, which resulted 20,808 impressions, 12,024 new individuals, and 6,580 post engagements.
- Featured multiple profiles of current student pharmacists from diverse backgrounds on Pharm4Me.
- Added a new, recurring quiz feature on the Pharm4Me Instagram account to increase engagement and dispel myths associated with pharmacy education and practice.
- Celebrated American Pharmacists Month via Pharm4Me’s #ThankAPharmacist campaign.
- Released a series of new Pharm4Me resources for the 2021 Pharmacy Week including a drug interactions video, lip balm compounding video, pharmacy residencies Q&A, and giveaway.
- Collaborated with College Ave to develop new financial literacy resources on the AACP and Pharm4Me websites and two webinars for pharmacy students and member schools in April 2022.
- Created a new PharmGrad Instagram account in addition to existing PharmCAS social media.

Partnerships

- Launched the new Walmart Health Equity Scholarship for Pharmacy Students program and received more than 692 completed applications, a record number for AACP scholarships.
- Launched the fourth cycle of the CVS Health Scholarship for Minority Pharmacy Students programs.
- Hosted a pharmacy session for undergraduate minority students enrolled in the interprofessional Summer Health Professions Education Program (SHPEP) program.
- Arranged for the APhA-ASP president to represent pharmacy on the Health Professions Week (HPW) student panel to discuss the topic of Social Justice in Action in 2022.

2022-2023 TO DATE

Recruitment Resources for Schools

- Hosted the 2023 Admissions Workshop: Recruitment and Admissions for Future Generations in Grapevine, Texas for 223 speakers and attendees.
- Created a new AACP Diversity in Student Recruitment and Retention Advisory Committee (DSRR-AC) to promote the recruitment and success of diverse learners in pharmacy.
- Hired a new associate director of student recruitment and diversity, Danielle Stubbs.
- Released the updated pre-pharmacy club and organization list.
- Released the second PharmGrad Applicant Data Report for the 2021-2022 (previous) cycle.
- Hosted a sponsored webinar with Kira Talent regarding virtual interview tools.

Marketing and Education

- Released a new Pharm4Me video that highlights the diverse careers in pharmacy.
- Released a Spanish-language version of the Pharmacy Is Right for Me (Pharm4Me) brochure.
- Released revised PharmCAS tip videos for applicants to assist with navigating the application.
- Participated in the inaugural Tallo Healthcare Month in October 2022 as a Gold Tier organization with featured video, article, digital ad, giveaway, and live presentations on pharmacy careers.
- Launched a new anti-ghosting campaign to discourage applicants from ignoring messages from schools about interviews, acceptances, decisions, and deposits.
- Hosted a Pharmacy School Virtual Fair in fall 2022 with 1535 registrants versus 973 in 2021.
- Highlighted pharmacy and health awareness via Pharm4Me, including World Heart Day.
- Announced the retirement of the Pharmacy College Admissions Test (PCAT).
- Launched a series of new Pharm4Me resources for the 2023 National Pharmacy Week:
 - (10/17) Happy Pharmacy Week video compilation
 - (10/18) Student Pharmacist Q&A about Vaccination Efforts during the Pandemic
 - (10/19) Resharing of ASHP's special Pharmacy Week takeover on Instagram
 - (10/20) Pharmacist Q&A - Response to questions about the profession
 - (10/21) Pharm4Me 100+ Pharmacy Careers Giveaway

Partnerships

- Arranged for pharmacy students to serve on new DEIA panels during Health Professions Week.
- Collaborated with HOSA to promote a new Partner State Contact Notebook resource.
- Launched the fourth cycle of the CVS Health Scholarship for Minority Pharmacy Students programs.

PLANNED

- A new STEM activities toolkit for colleges and schools of pharmacy to use during in-person events, such as summer camps and community programs.
- A new Pharm4Me newsletter for prospective students interested in pharmacy careers.
- A series of recruitment events for pre-health profession advisors, school counselors, and students.
- New name pronunciation items on the PharmCAS/PharmGrad applications.
- Session during the 2023 AACP Admissions Workshop on the importance promoting a sense of belonging in the student recruitment and admissions process.
- Preparations for the legal implications of the anticipated SCOTUS decisions on race-conscious admissions on pharmacy education.