

AACP Annual Meeting

Chicago, Illinois • July 13–17, 2019

@AACPharmacy #PharmEd19

PHARMACY
EDUCATION
2019

AACP Student Affairs Team

Libby Ross, MA

Senior Director for Student Affairs

703.739.2330 x1009, Lross@aacp.org

Rosie Walker, MA

Director of Recruitment and Diversity

703.739.2330 x1033, rwalker@aacp.org

Katie Bruce, BA

Director of Application Services and Student Programs

703.739.2330 x1026, kbruce@aacp.org

Emily Riley, MM

Student Affairs Coordinator

703.739.2330 x1040, eriley@aacp.org

You can also reach us via the emails below!

CAS@aacp.org

Pharm4Me@aacp.org

Scholarships@aacp.org



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Liaison International

Deborah Erdner, Vice President of CAS Operations

Eileen Szczesuil, Senior Client Delivery Manager

Stephen Naso, Director, Training and Knowledge Management

Nicole Iarossi, Customer Solutions Manager, Team Lead

Melissa Keaveney, Account Manager



Application Service Updates, Policy Review, and Enhancements

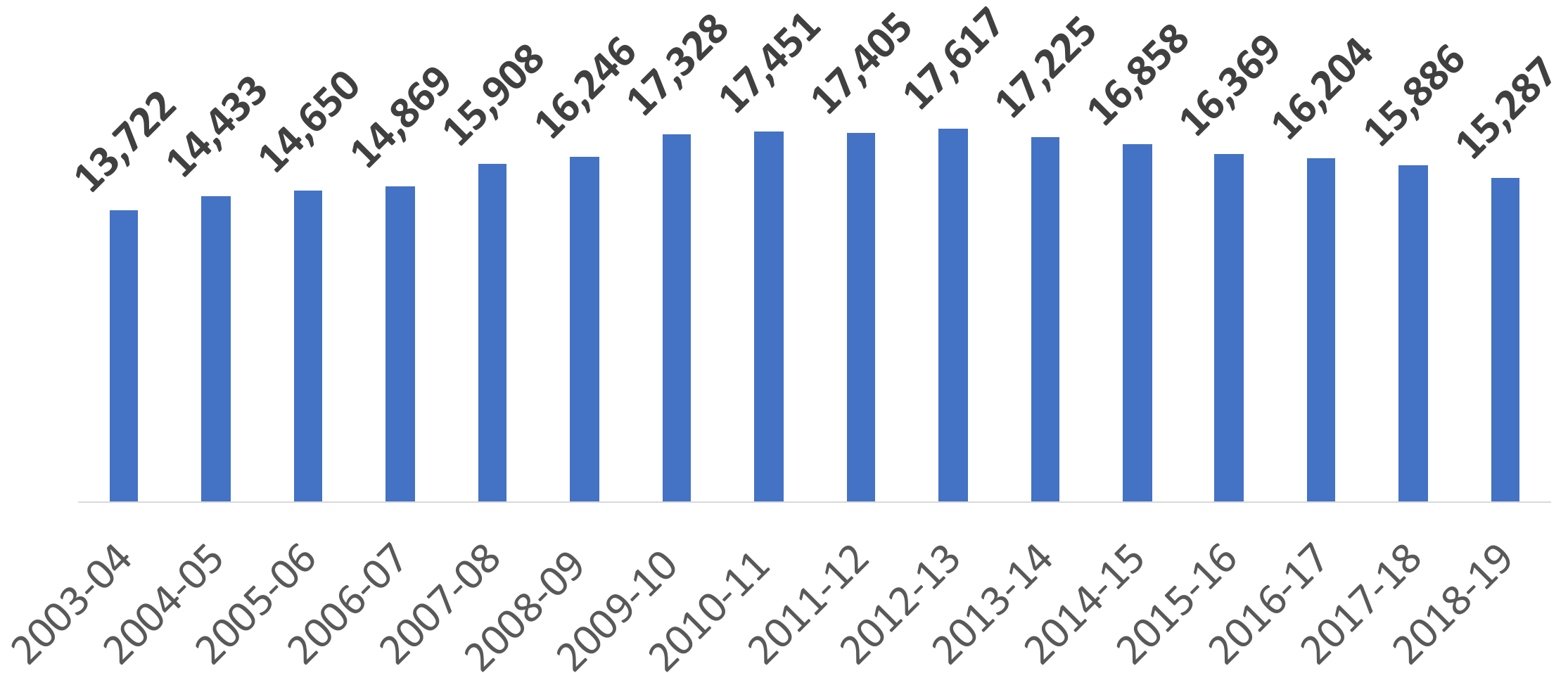


PHARMCAS

Pharmacy College Application Service

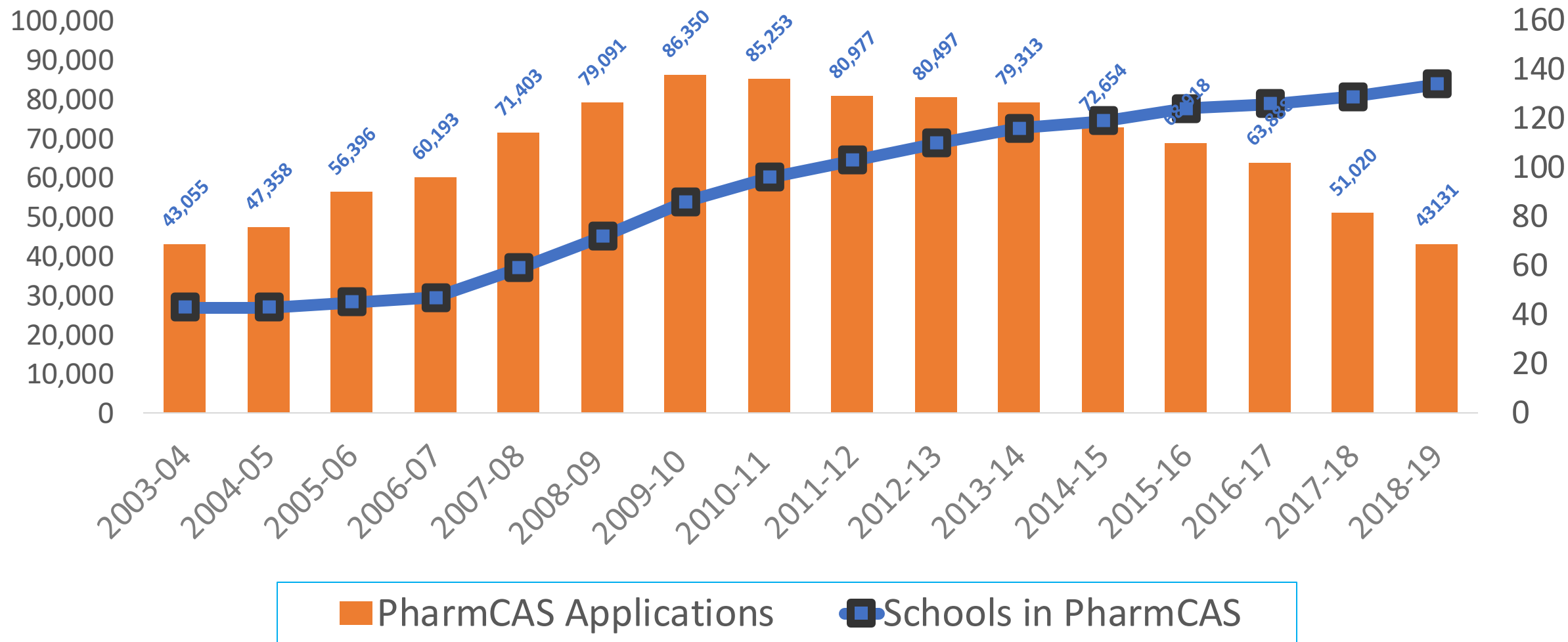
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PharmCAS Applicant Trends



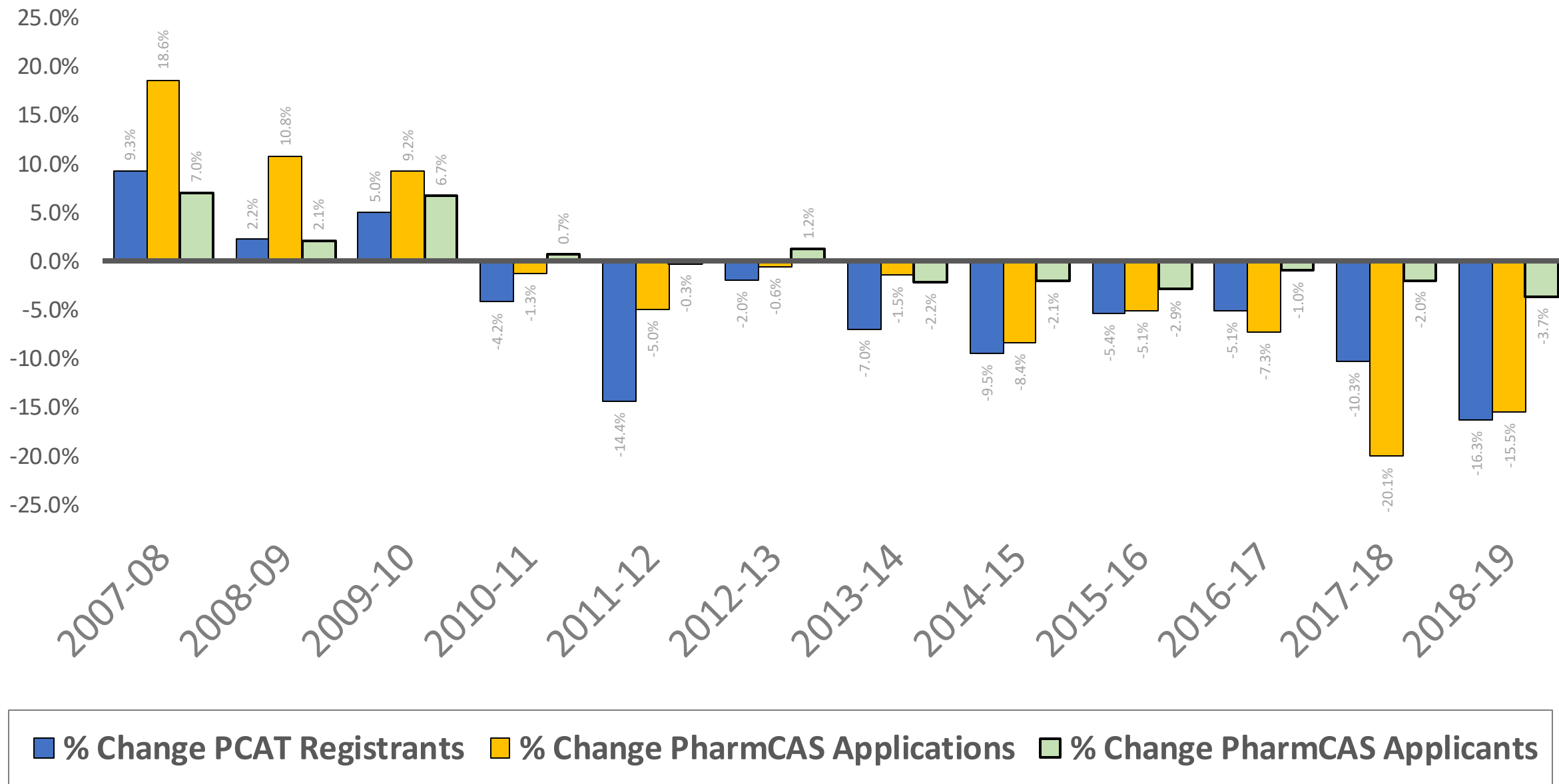
The 2018-2019 data is preliminary. Final data for the cycle may differ slightly and will be available in Fall 2019

PharmCAS Application and School Participation Trends

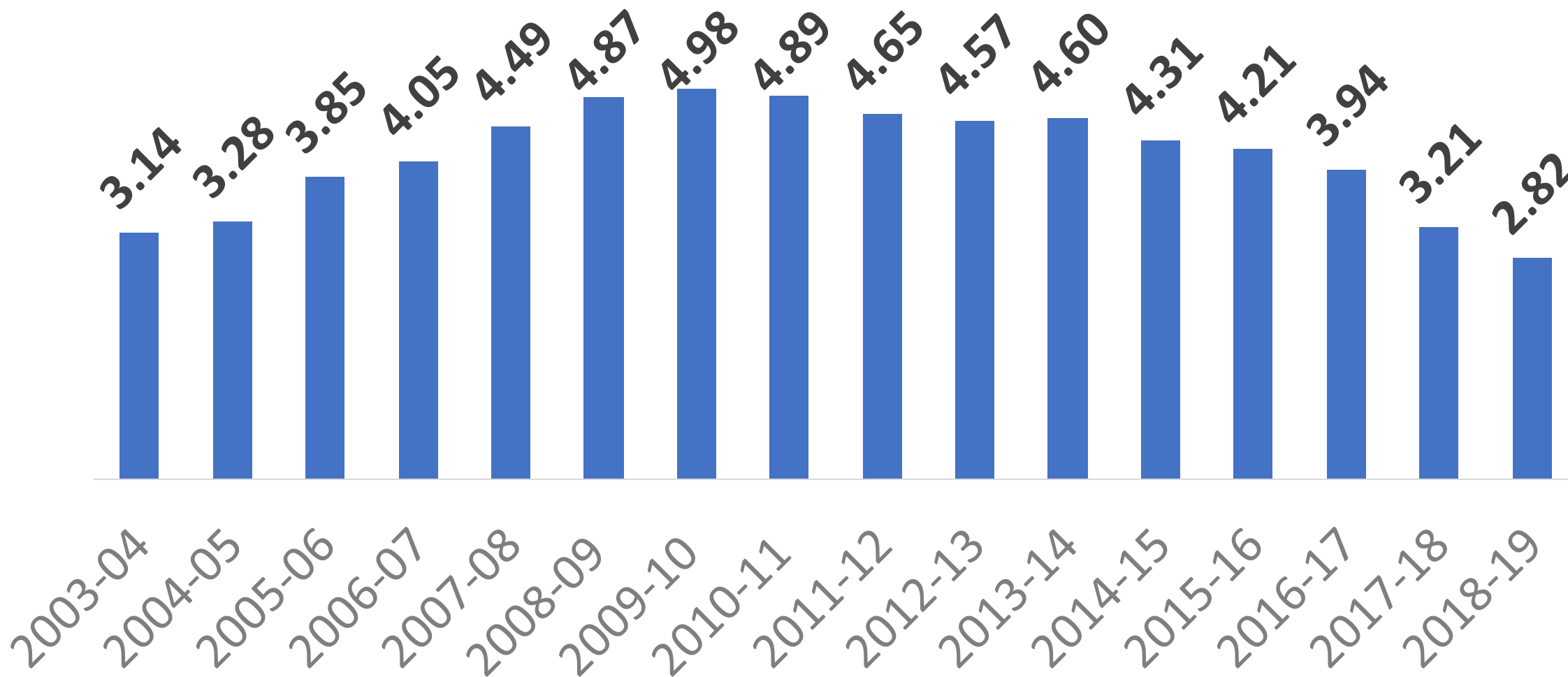


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Percent Change in PCAT and PharmCAS Volume per Cycle

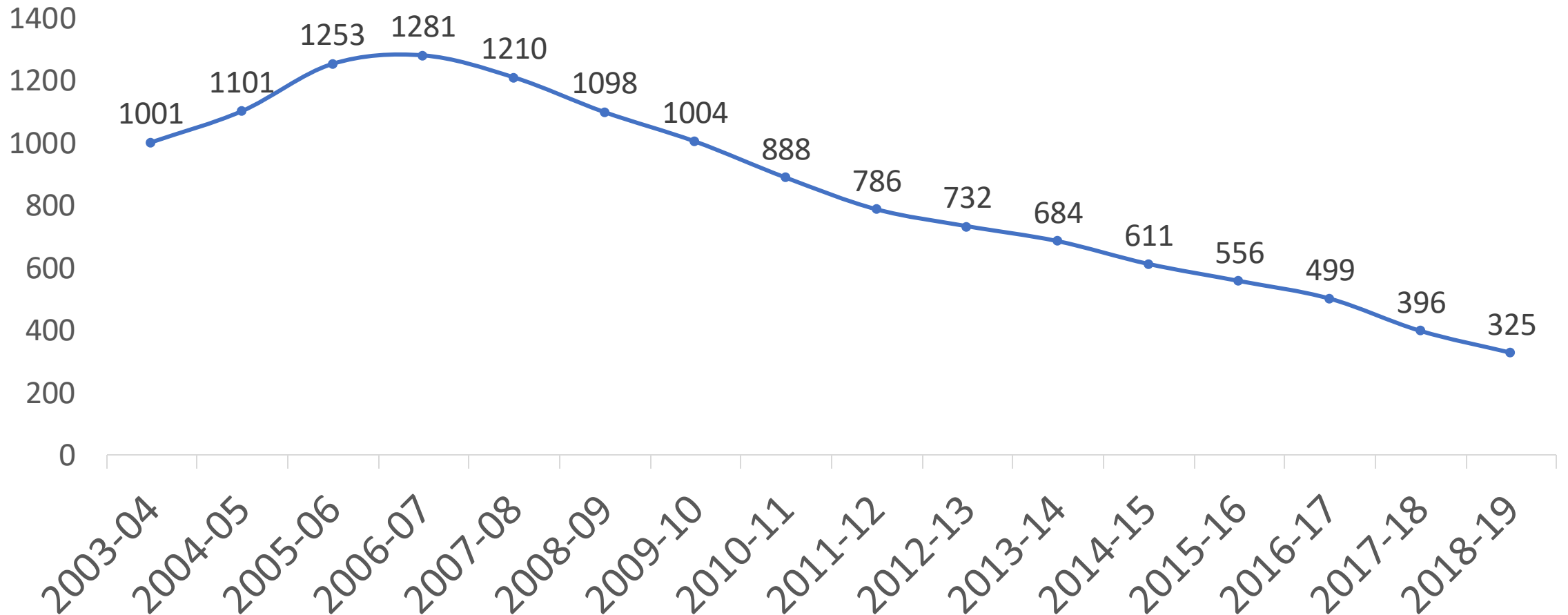


Mean # of PharmCAS Applications Per Applicant



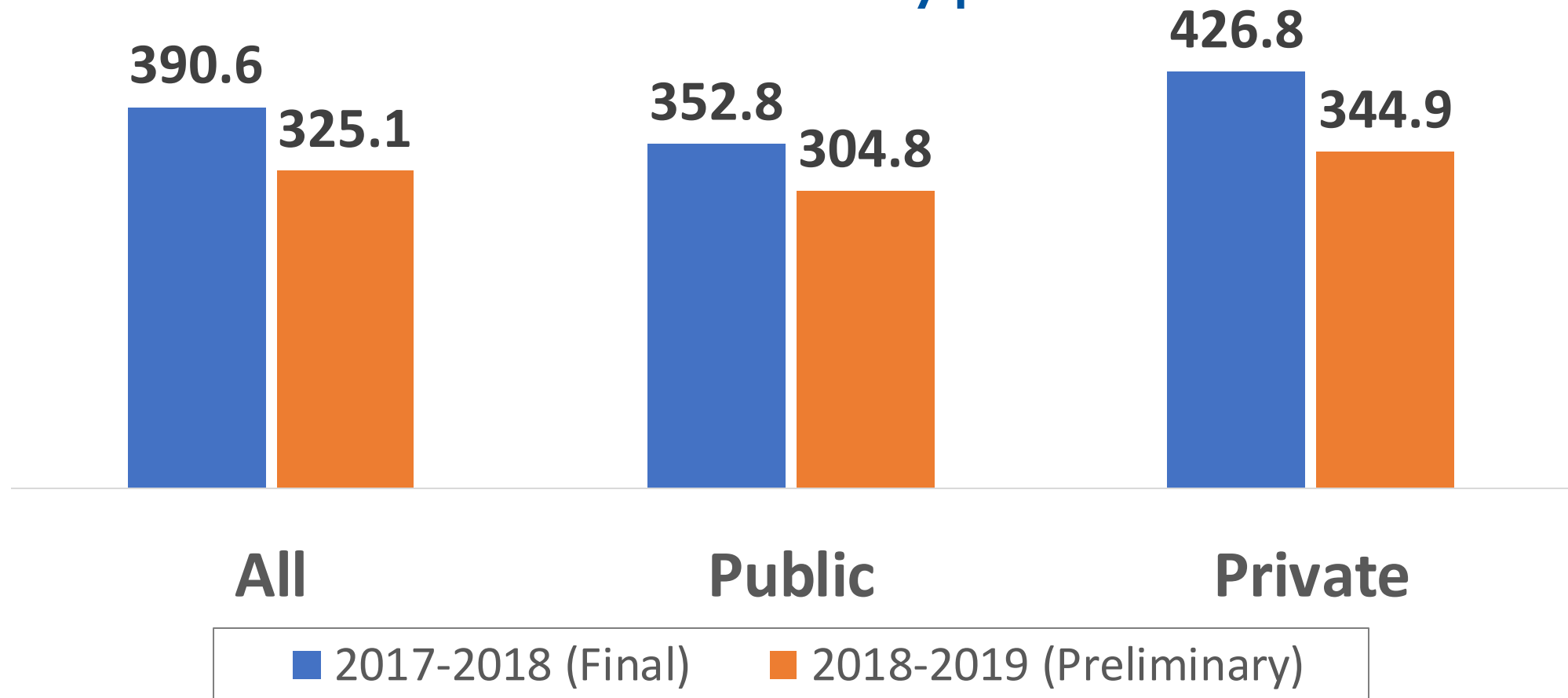
The 2018-2019 data is preliminary. Final data for the cycle may differ slightly and will be available in Fall 2019

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

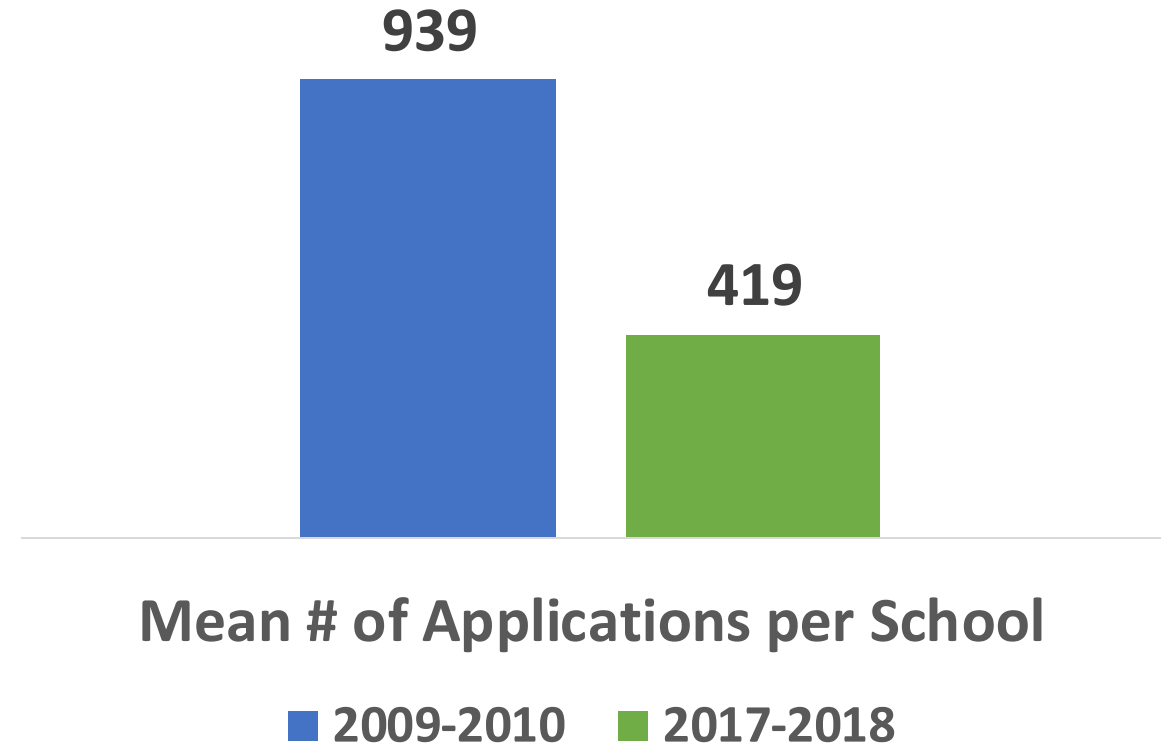
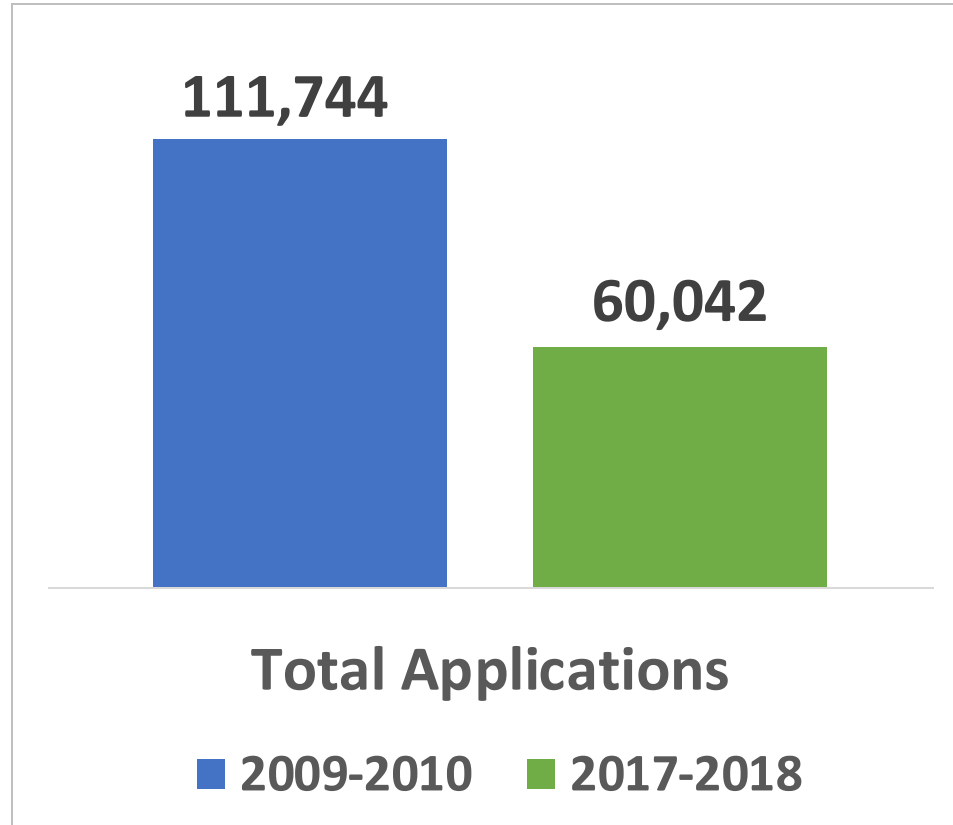


Graph reflects verified PharmCAS mean data in 2017-2018 versus 2018-2019 as of June 21, 2019 for colleges and schools of pharmacy that participated during both cycles.

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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.

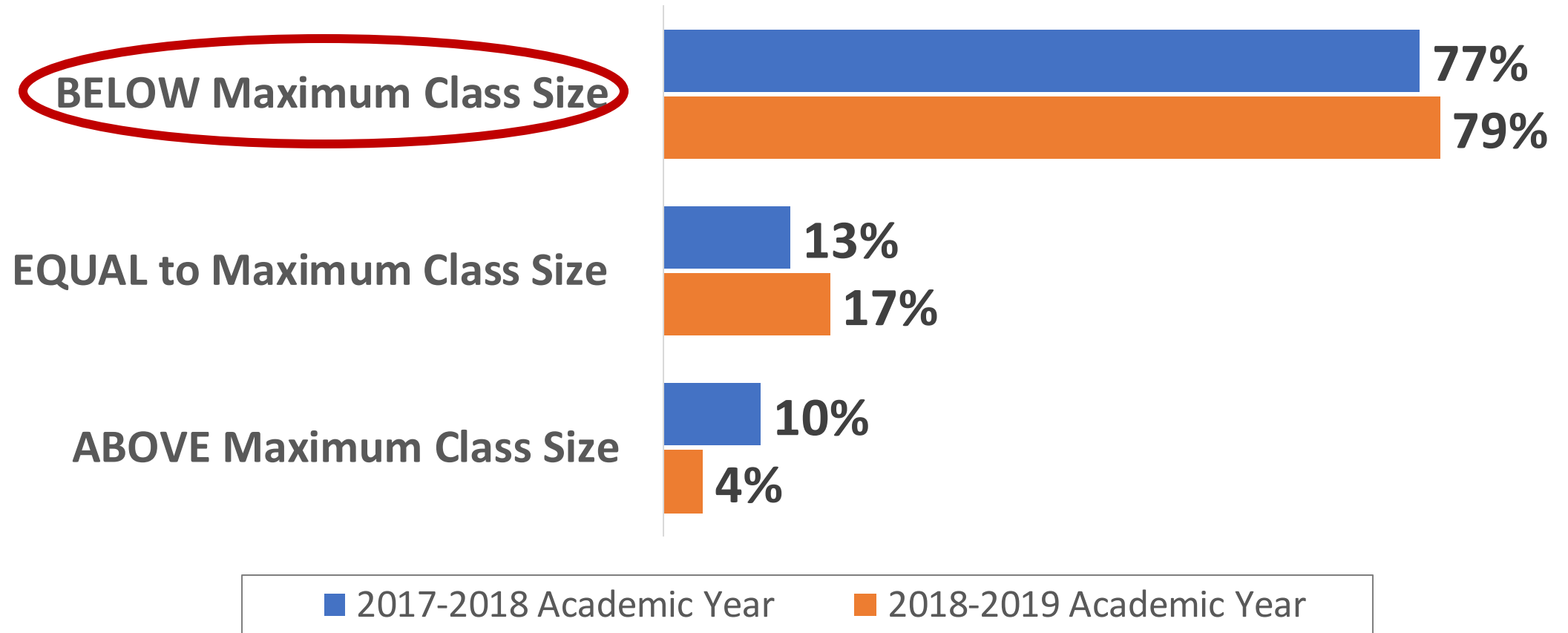
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Estimated Number of P1 Seats Available vs. PharmCAS Applicants

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

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

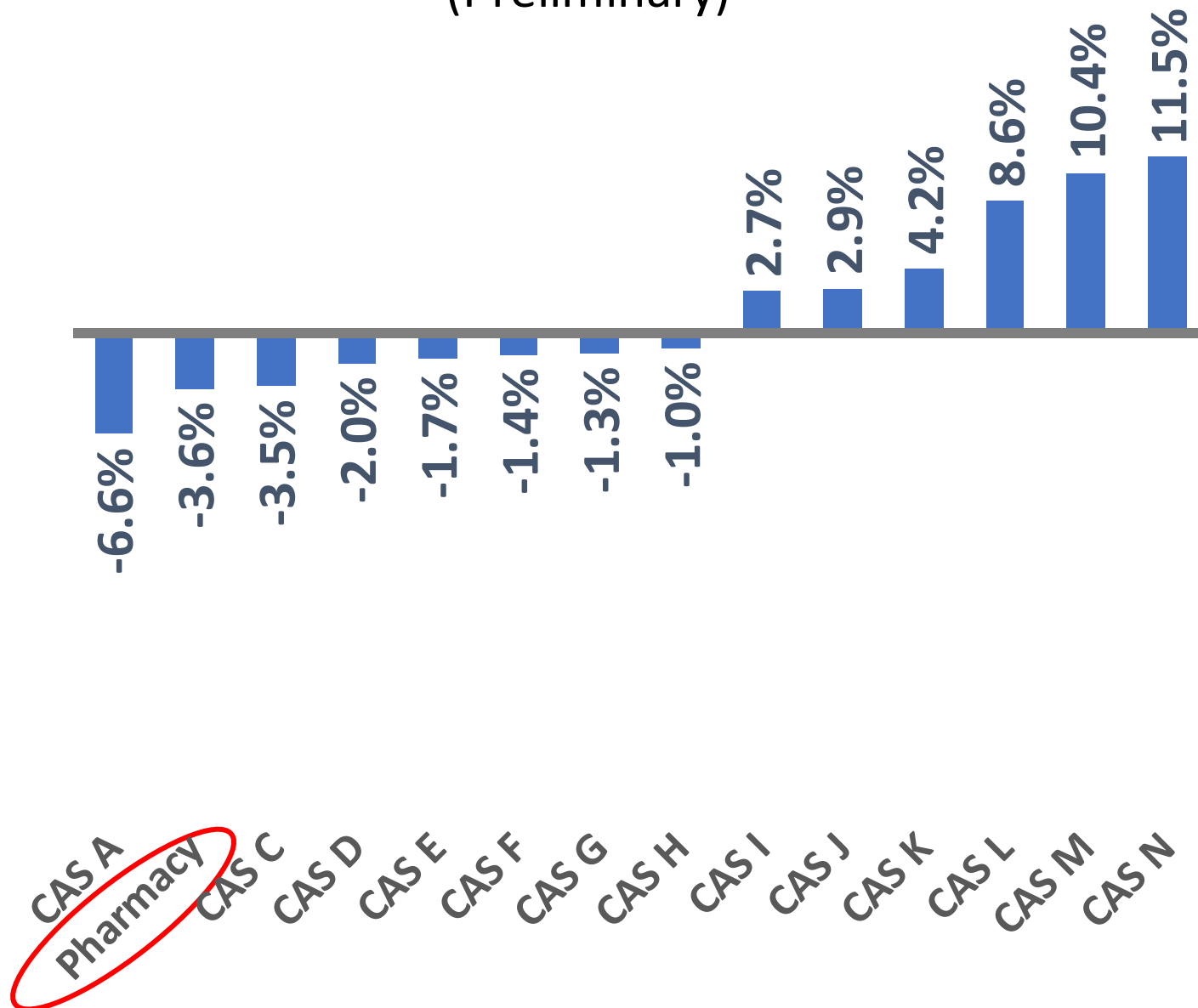


Professions Represented:

Allopathic Medicine
Communication Disorders
Dentistry
Nursing
Occupational Therapy
Optometry
Orthotic & Prosthetic
Osteopathic Medicine
Pharmacy
Physical Therapy
Physician Assistant
Podiatry
Public Health
Veterinary Medicine

The order of professions in the list does not reflect the order of CAS in either graph. Data only reflects CAS volume and may not reflect all applications or applicants for a particular profession. Percent changes may be due in part to changes in the number of participating programs for a particular CAS or other extenuating circumstances.

2018-2019: Percent Change in CAS Applicants (Preliminary)

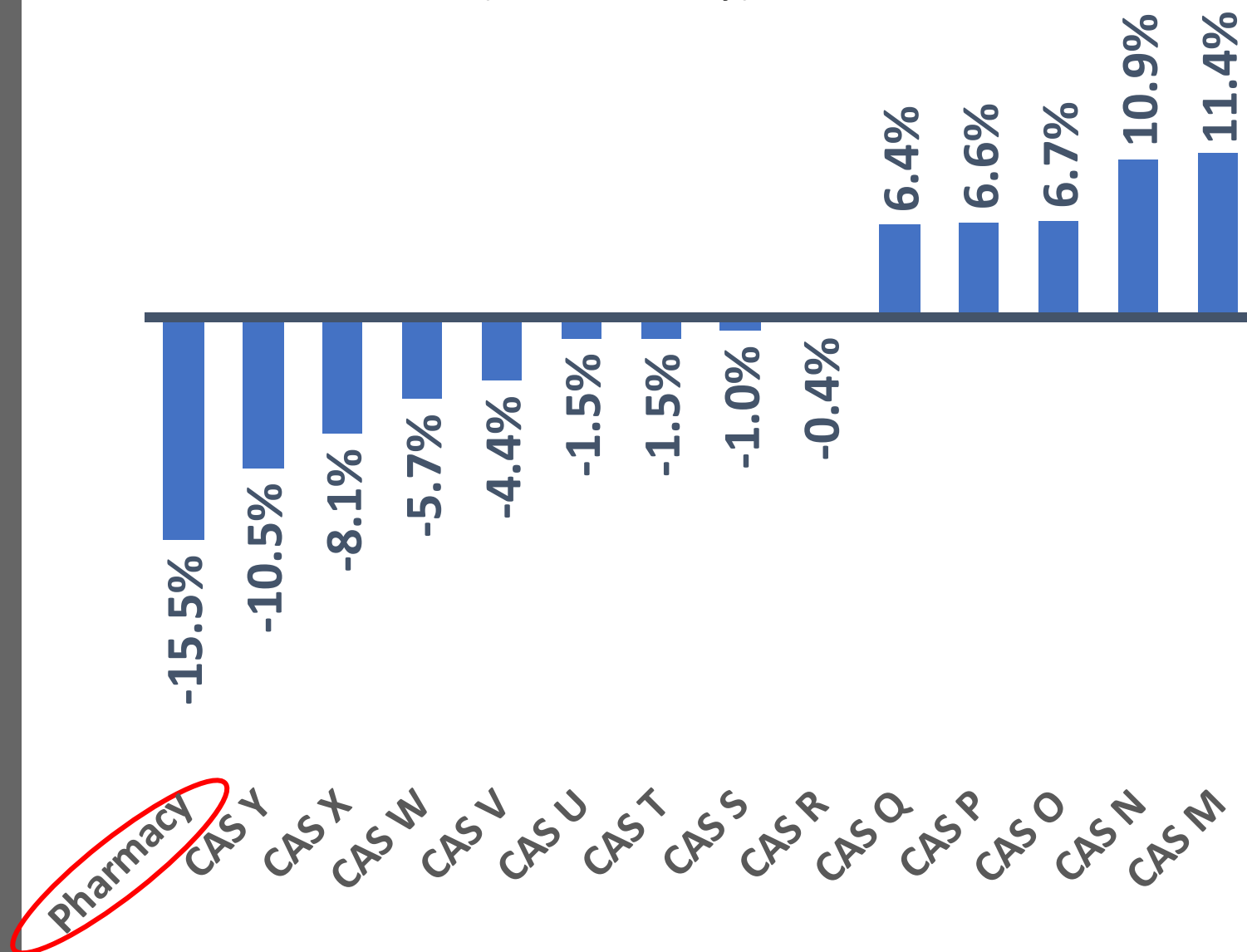


Professions Represented:

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2018-2019: Percent Change in CAS Applications (Preliminary)



AACP Strategic Priorities

Priority #1

Pipeline



Priority #2

Branding

for **Pharmacists
Healthier
Lives**

Priority #3

Practice &
Education



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.

Expand national pharmacy pipeline development programs.

Increase the Pharm.D. applicant pool.

Appropriately measure and increase diversity (broadly defined) in the 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!

390 Applications for Five (5) **\$8K** Scholarships
Congratulations to the Winning Student Pharmacists!

William Chmely - University of Florida

Donaciano Dominguez - Oregon State University

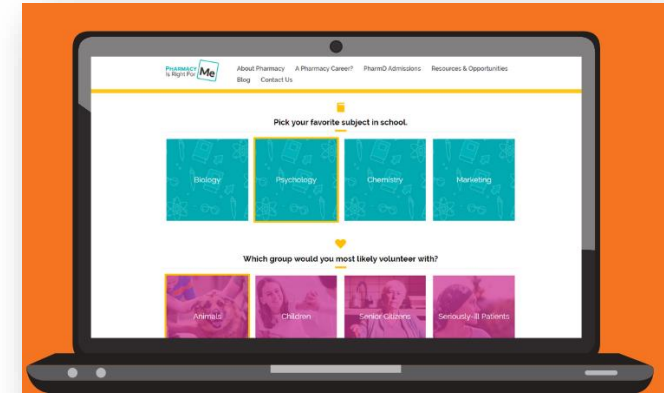
Diana Garnica - University of Southern California

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

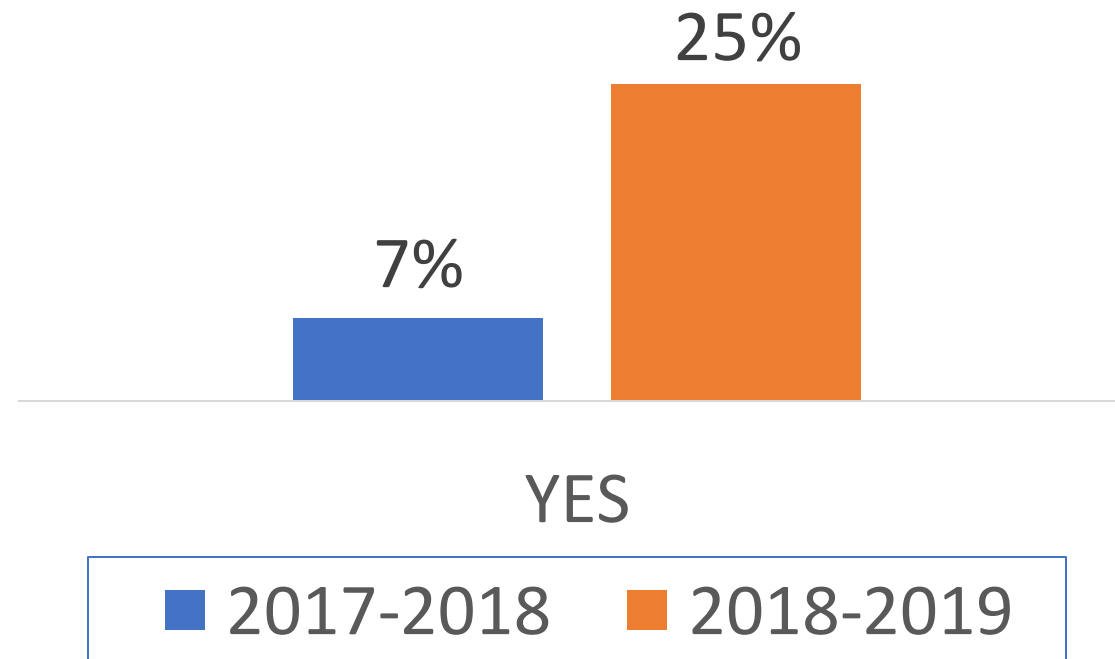
- 219K+ new sessions
- 178K+ new visitors

Pharm4Me Social Media

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

Applicant Familiarity with Pharm4Me

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



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 (NAAHP)

Catherine Jarvis (University of Colorado)

Shaun Keating (Medical College of Wisconsin)

Erik Maki (Drake University)

Darnae' Parks (Philadelphia College of Osteopathic Medicine)

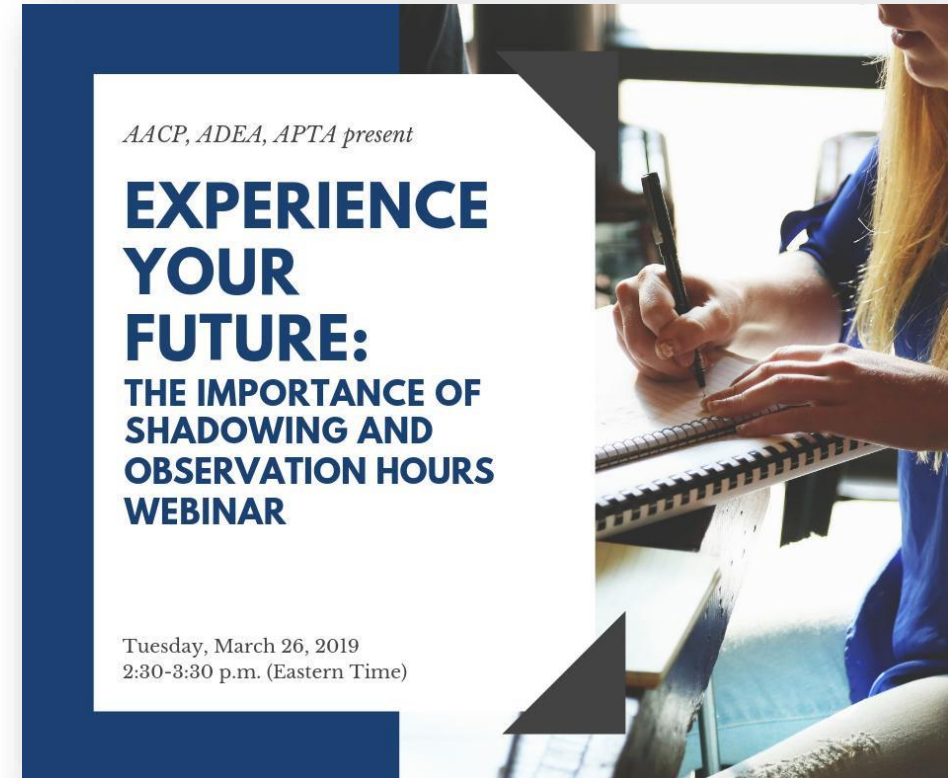
Miriam Purnell (University of Maryland Eastern Shore)

Rosie Walker (AACP) Staff Liaison



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Virtual Recruitment Events



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Priority #1 Resources

- NEW** AACP Pre-pharmacy Students and Seats Survey
- NEW** AACP Student Recruitment Metrics Report
- NEW** PharmCAS Applicant Data Report
- REVISED** AACP Strategic Student Recruitment Guide
- REVISED** PharmCAS Applicant Survey

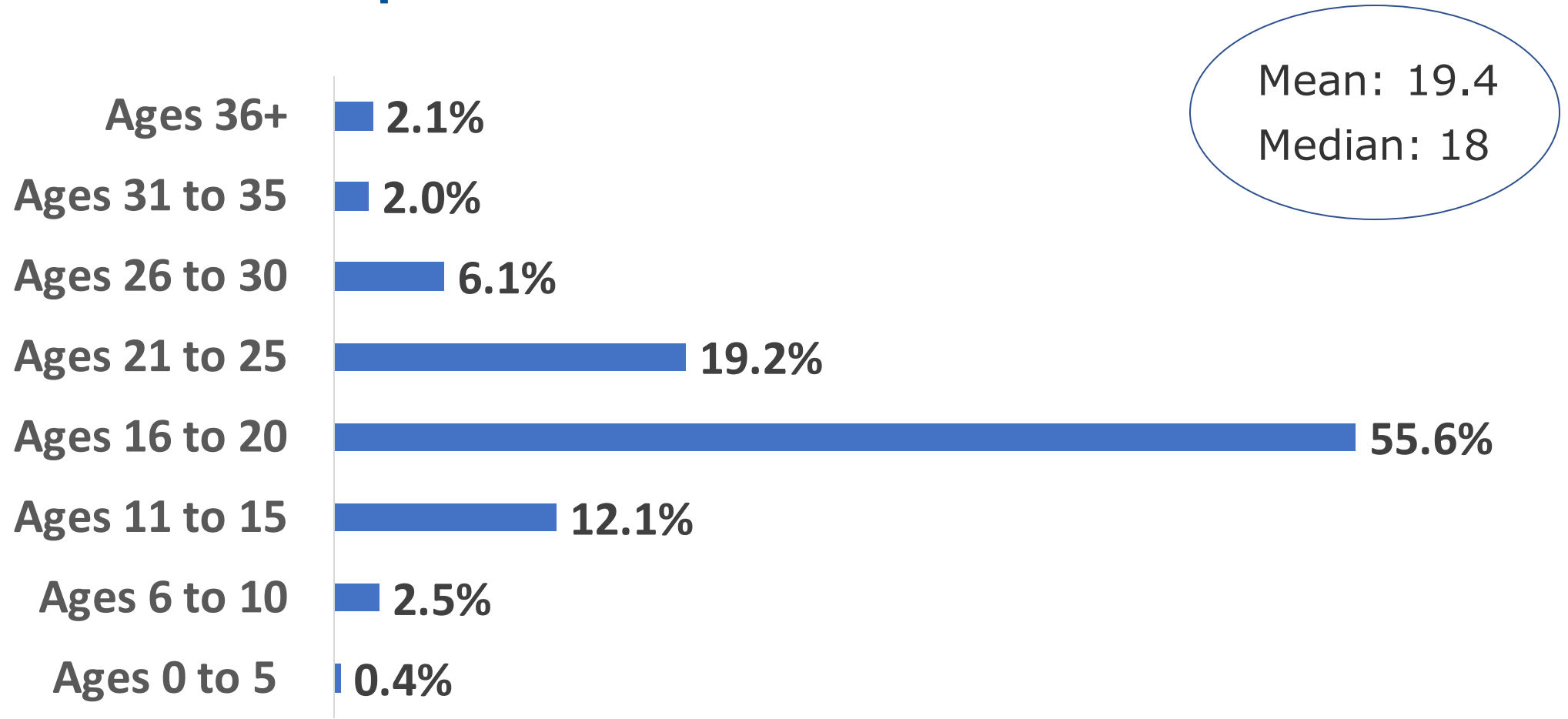
2019 PharmCAS Applicant Survey

Insights into the perceptions of pre-pharmacy students



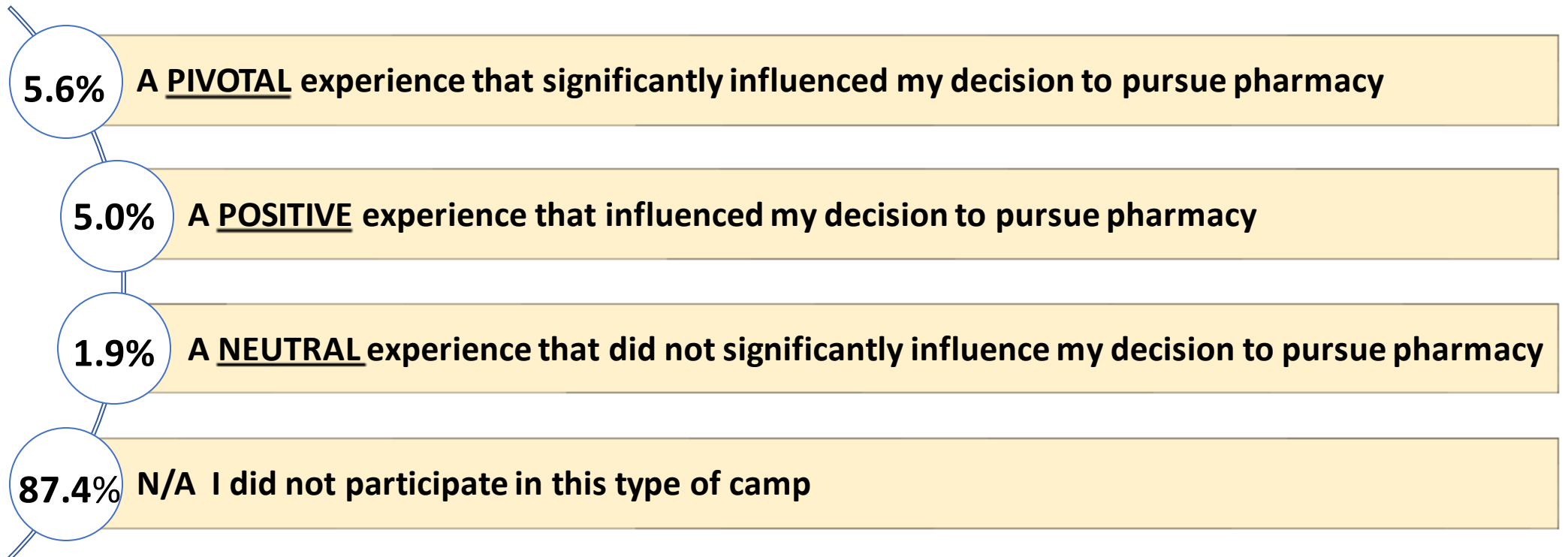
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At what age did you decide you wanted to become a pharmacist?



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%

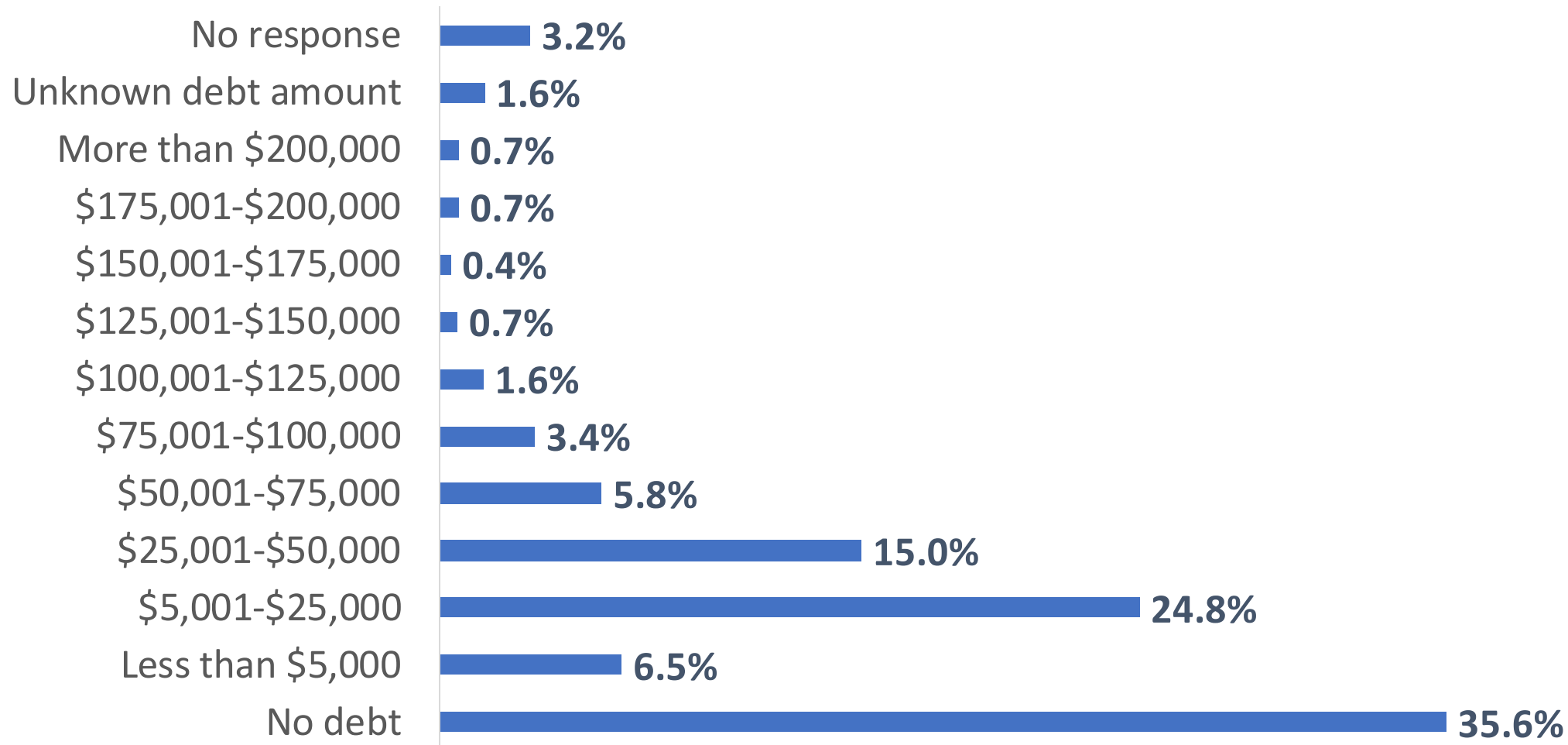


2018-2019 PharmCAS Applicant Survey:
N= 6665 responses in 2835 results

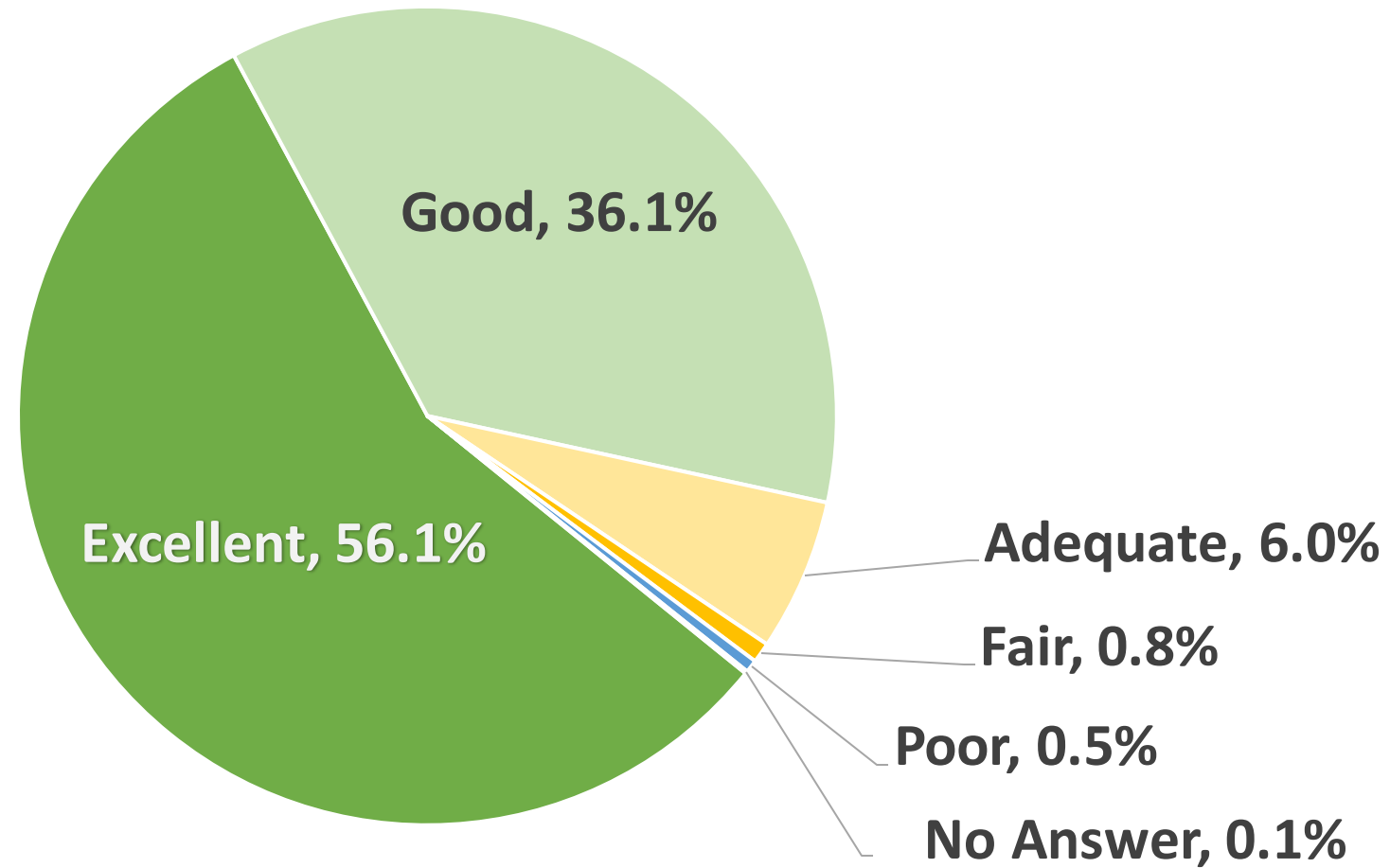
Pre-pharmacy Educational Debt

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



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.

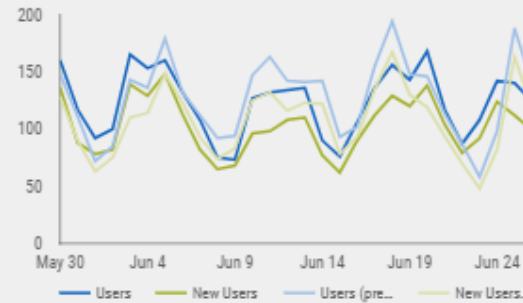
Ability for member institutions to add Google tags on the PharmCAS Program Pages in addition to School Directory for marketing purposes.

Better demographic and behavior data on PharmCAS and Pharm4Me users.

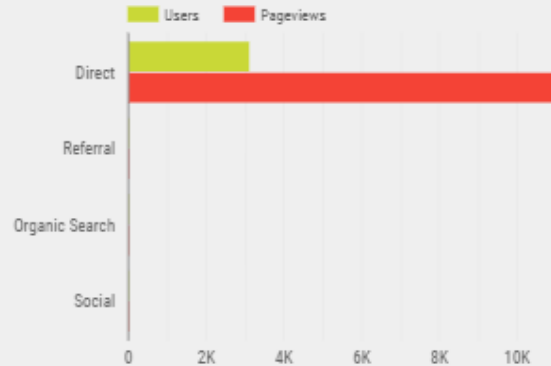
Enhanced PURL (personalized) webpages for users.

3,140
-2.9%

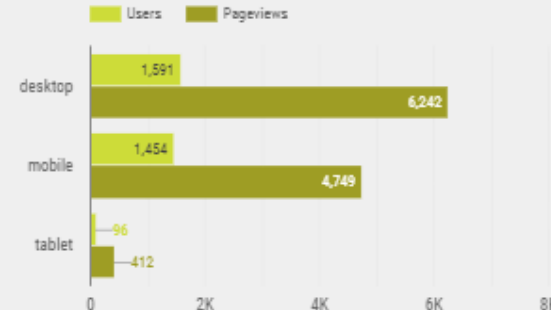
How are site visits trending?
Selected period vs. previous period



Which channels are driving engagement?
Users, duration and pageviews over the selected period

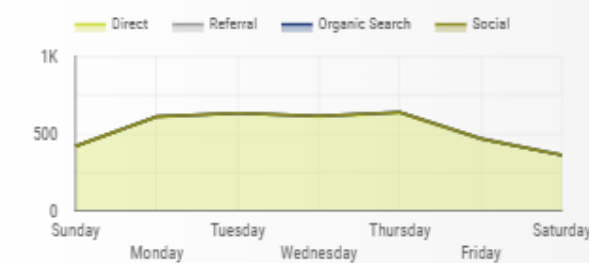


How does traffic compare across devices?
Users, duration and pageviews over the selected period



11,403
-2.3%

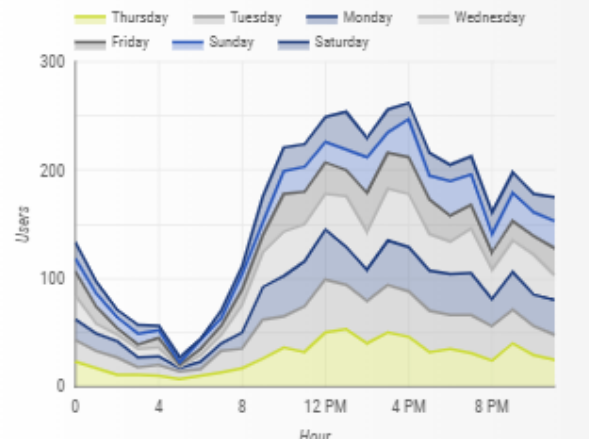
Engagement by Day & Channel
Showing the number of users over the selected period



Engagement by Day
Showing the breakdown of users over the selected period vs previous period

	Da...	Users	% Δ	Ne...	% Δ	Pageviews	% Δ
1.	Sun...	386	13.9% ↑	332	11.0% ↑		8.7% ↑
2.	Mo...	567	5.2% ↑	471	4.2% ↑		17.0% ↑
3.	Tue...	575	-14.6% ↓	468	-18.8% ↓		-15.5% ↓
4.	We...	553	-8.7% ↓	475	-7.2% ↓		-8.1% ↓
5.	Thu...	591	5.5% ↑	497	0.8% ↑		3.5% ↑
6.	Frid...	430	-9.1% ↓	351	-12.0% ↓		-12.7% ↓
7.	Sat...	329	-3.2% ↓	284	-0.4% ↓		0.2% ↑

Engagement by Day & Hour
Showing the breakdown of users over the selected period



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

July 24, 2019

3:00-4:00 pm EDT

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

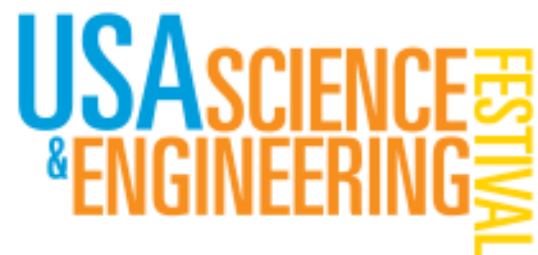
PharmCAS will share tips and tricks to help applicants navigate the 2019-2020 application that is scheduled to launch on July 18.

Invite your prospective students to join us!



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And More...



PHARMACY
EDUCATION
2019

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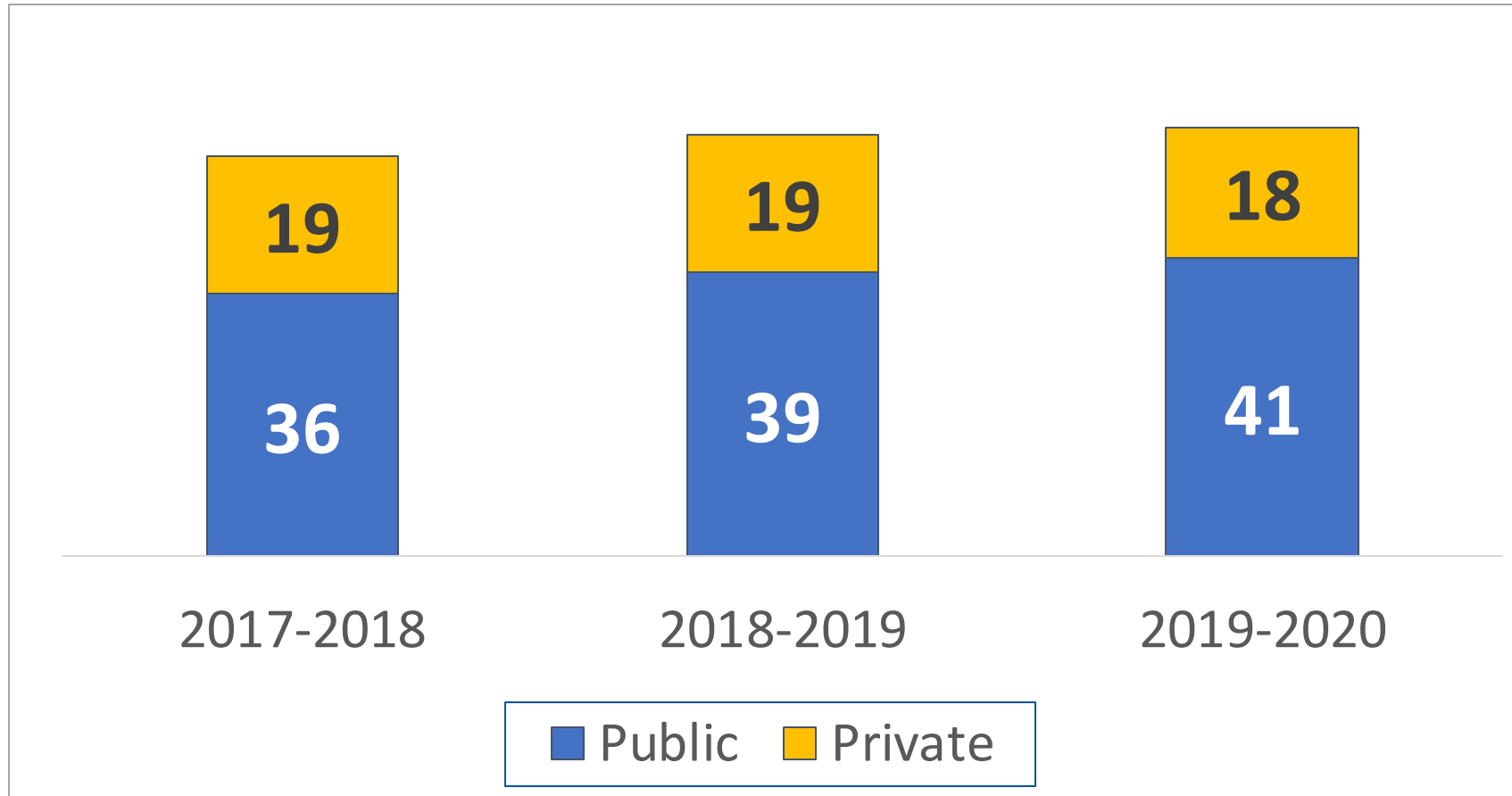
Cooperative Admissions Guidelines

CAG Participation and Survey Results



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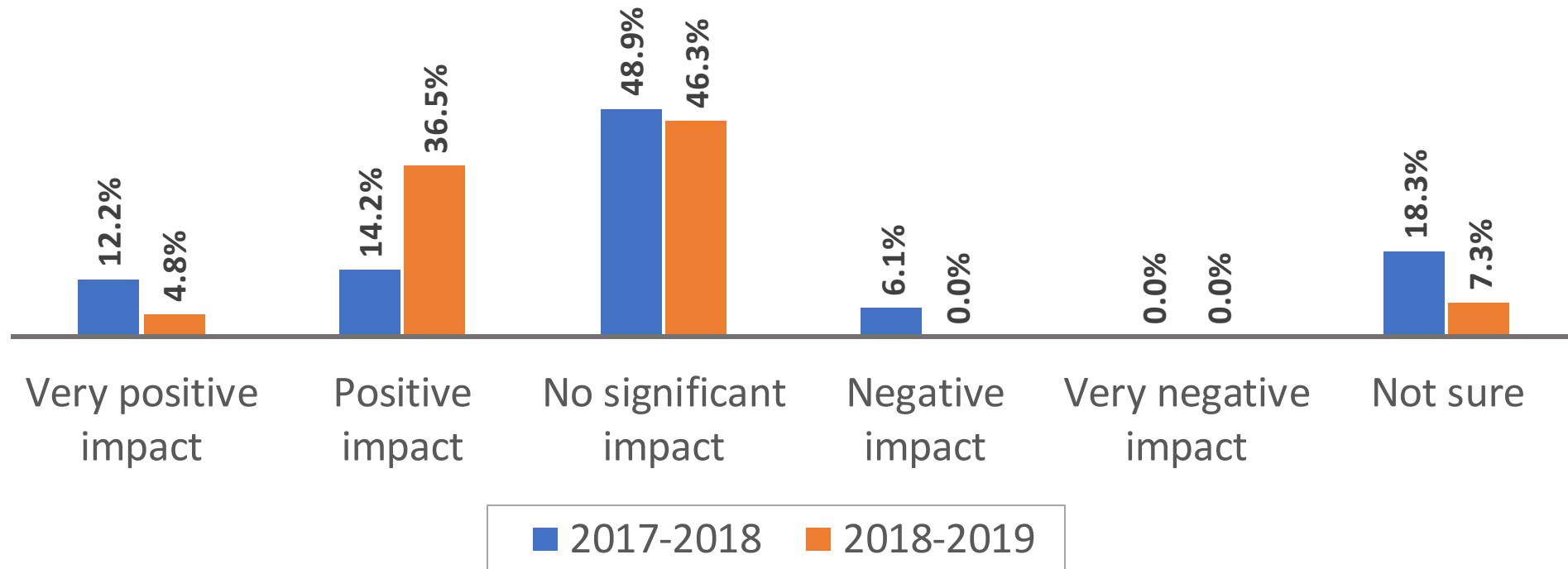
CAG Participation by Cycle & Institution Type



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?

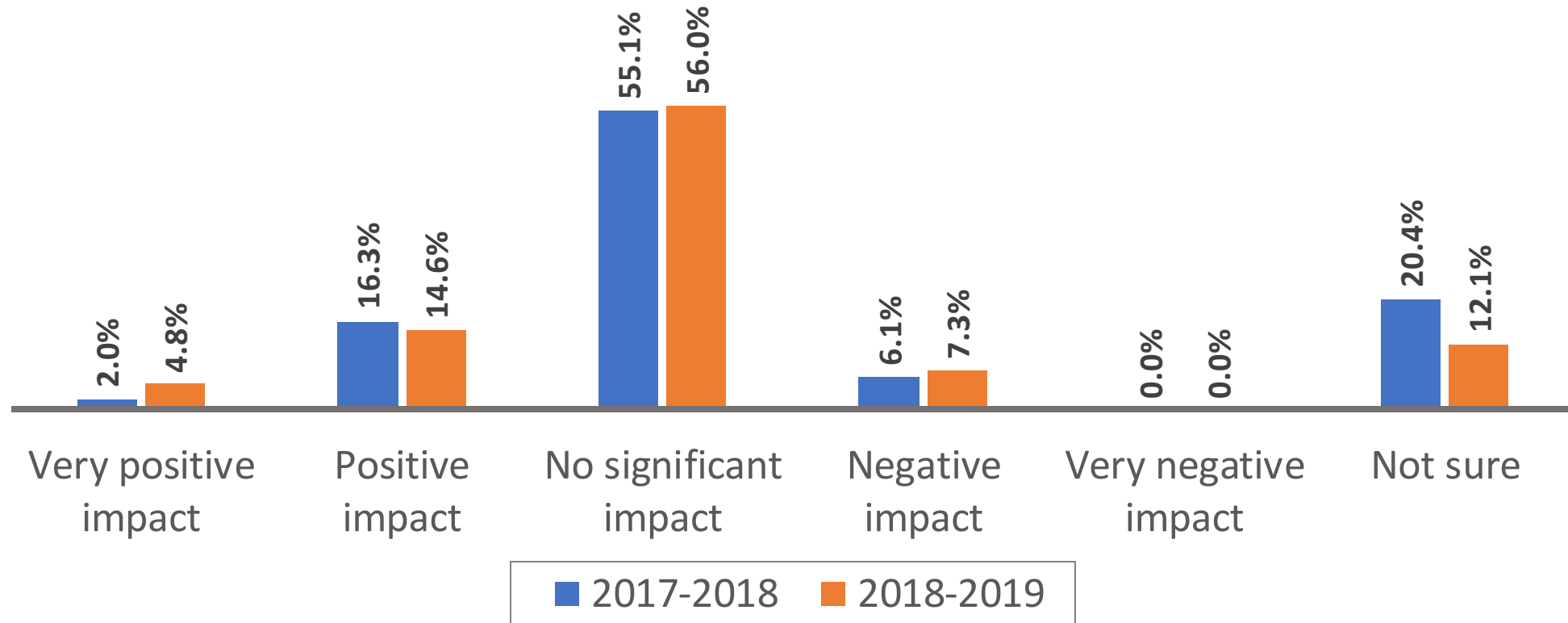


2017-2018: N=49 responses out of 55 participating CAG schools (89% response rate)
2018-2019: N=39 responses out of 58 participating CAG schools (67% response rate)

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CAG School Survey Results

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

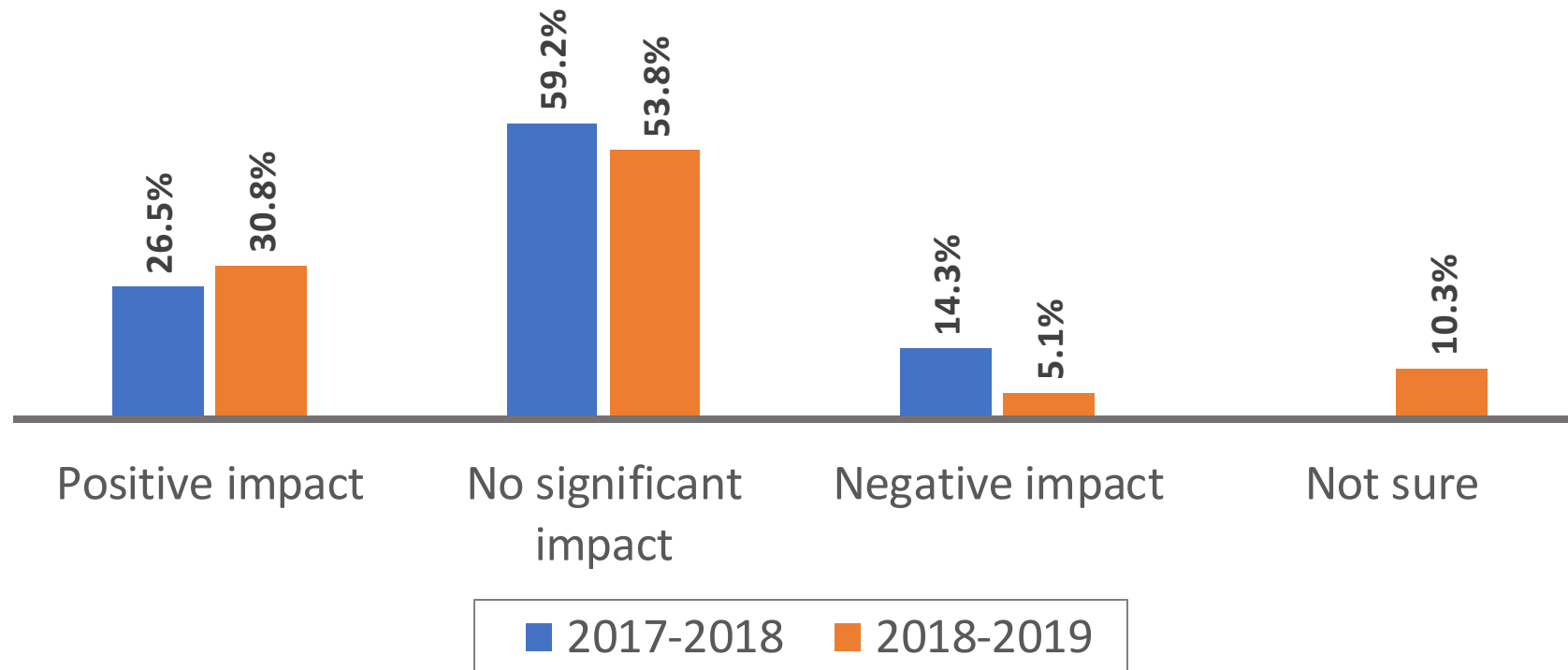


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CAG School Survey Results

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

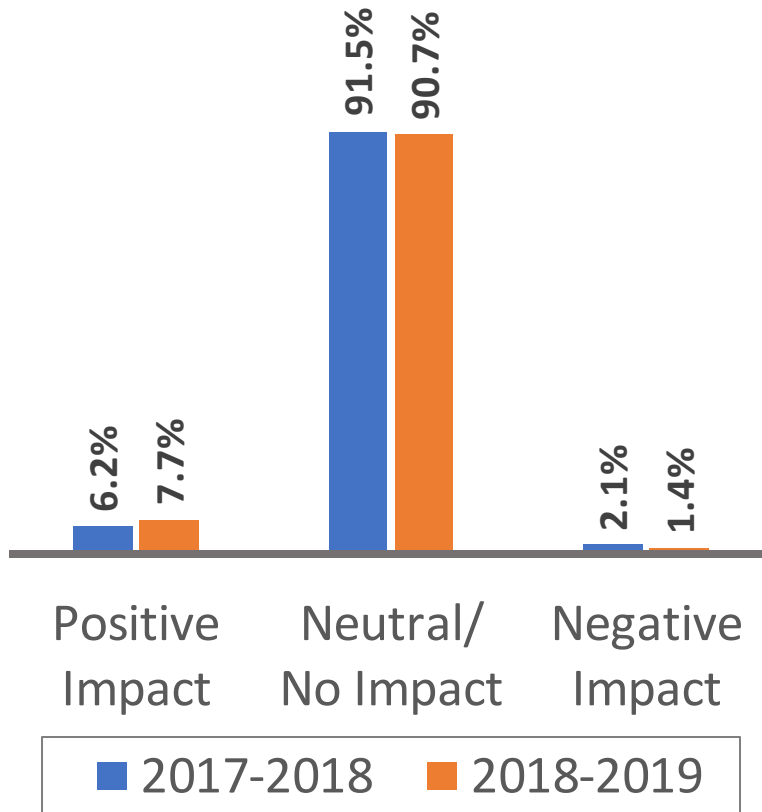


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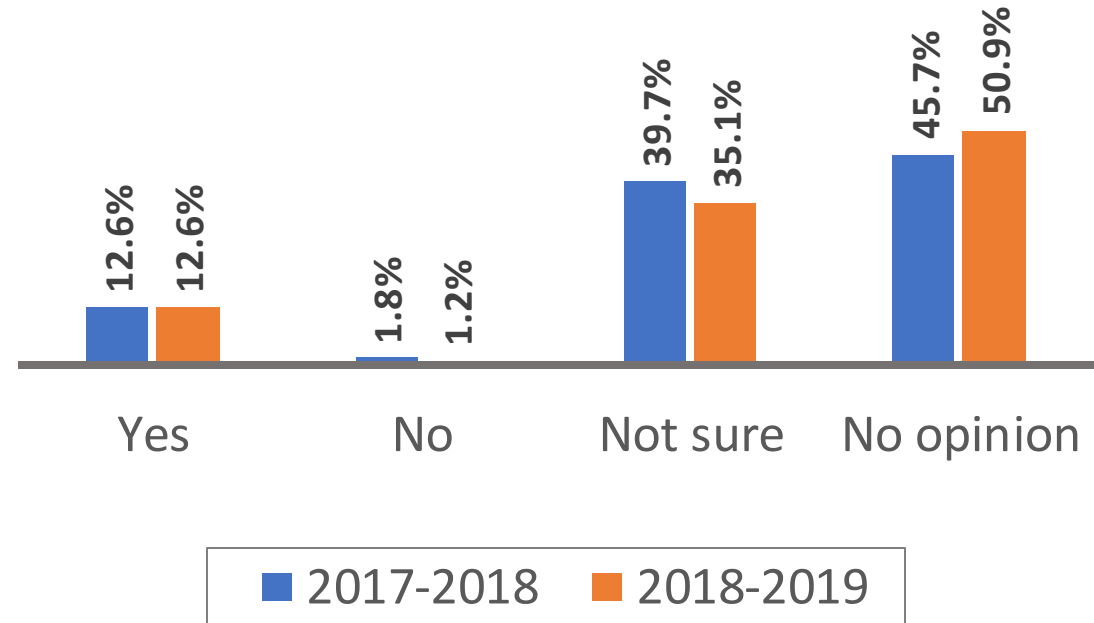
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CAG Applicant Survey Results

How did the CAG impact your pharmacy admissions experience?



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



Cycle Enhancements & Policy Review

2019-2020



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PharmCAS Community

- Faculty and staff involved in the pharmacy admissions process are encouraged to subscribe to the PharmCAS Community on AACP Connect.
- Accessed here: <http://connect.aacp.org>.
- To request access to this community, contact eriley@aacp.org.

New Matriculated Elsewhere Report

- Available on the "Designations by Decision" panel in WebAdMIT.
- Beginning in 2019-2020, this report will be available at the start of the cycle just like the "Competing Offers Made" and "Competing Offers Accepted" reports.
- Used to determine if any of your applicants have started classes elsewhere.

Applicant Fee Waiver Status

- Admissions users will be able to view fee waiver information in the Fee Waivers sub-tab on the Application Financials tab in WebAdMIT.
- Available details will include:
 - **Status of an applicant's fee waiver**
 - **Dates fee waiver was redeemed, expired, and awarded.**

Shared Offers Report

- The **Deferred** decision code will be added to the Shared Offers Report as part of the End-of-Year Reports for PharmCAS (available in Fall 2019).

Evaluation Likert Update

- After careful review, it was determined to remove "**Professional Appearance**" from the Likert in the Evaluator Portal.

CRITERIA	
Adaptability	Judgment
Empathy	Leadership
Ethics	Oral Communication
Intellectual Ability	Reliability
Interpersonal Relations	Written Communication

Application Status Categories

In Progress Applicants:

- Have expressed an interest in your program, but have not submitted the application or paid the application fees.
- Become your applicant after they submit the application.
- View or search for these prospective applicants in WebAdMIT.
- Only contact information is visible.

Early Decision School Codes

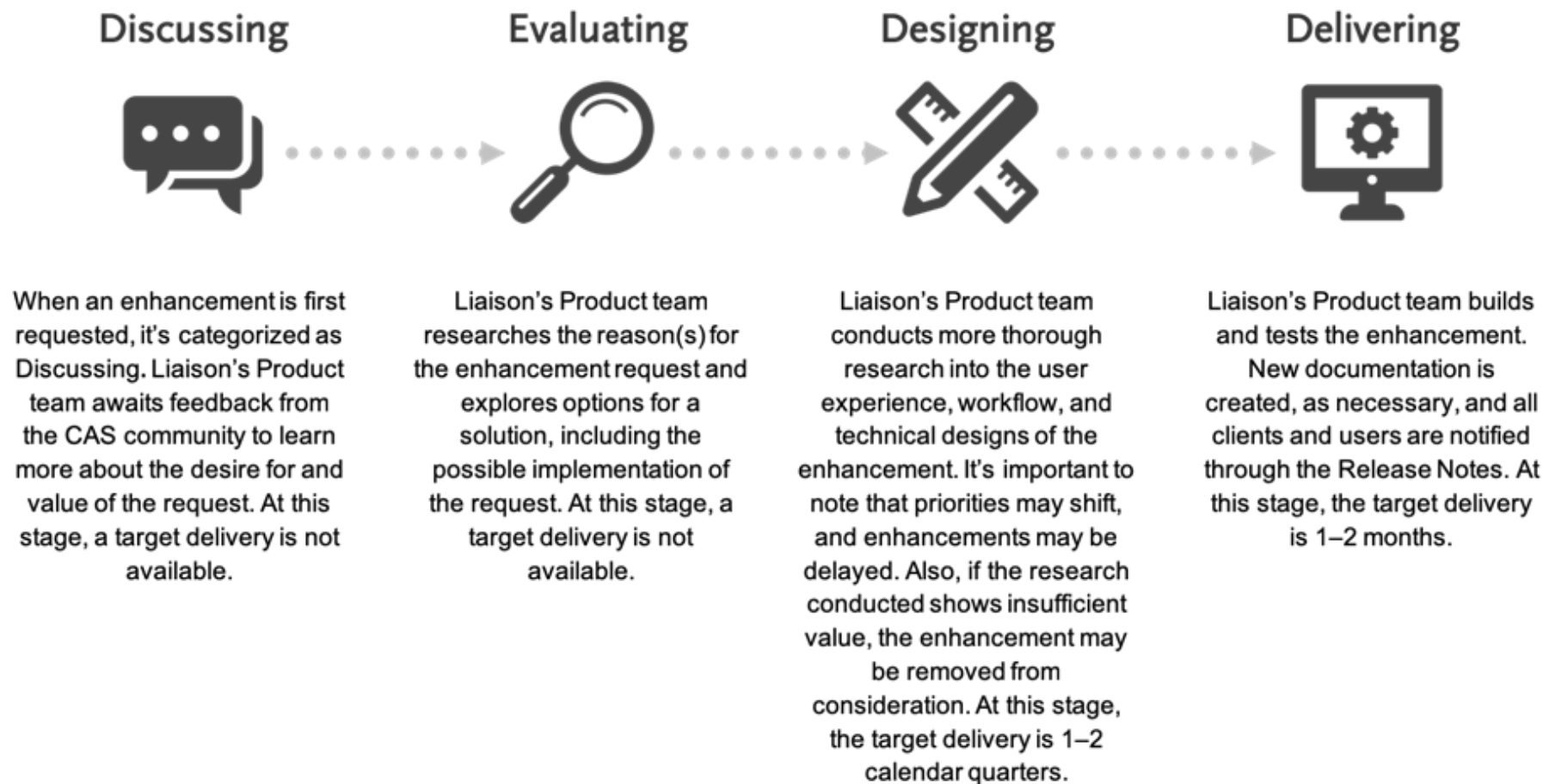
LOCK:

- Offer Accepted
- Offer Made
- Declined Offer
- Deferred
- Matriculated

RELEASE:

- None
- Denied
- Wait List
- Received/Under Review
- Incomplete/Application Not Reviewed
- Withdrew
- Withdrawn after Matriculation
- Rescinded
- Return Early Decision to Regular Pool

Enhancement Process



Criminal Background Check (CBC)

- Only **OFFER ACCEPTED** will trigger Certiphi Screening, Inc. to send an email to the preferred email address of the applicant, as entered in the PharmCAS application.
- Previously OFFER MADE code was trigger.

Criminal Background Check (CBC)

- Applicants will be charged a **\$72.70** fee by Certiphi.
- Financially disadvantaged applicants who were approved for a PharmCAS application fee waiver will also receive a waiver for the Certiphi CBC.

Criminal Background Check (CBC)

- To help applicants, changes were made to the CBC and drug screening email templates to make them easier to understand.
- To help schools, a courtesy reminder will now be sent to anyone who has not completed CBC by the end of the cycle.

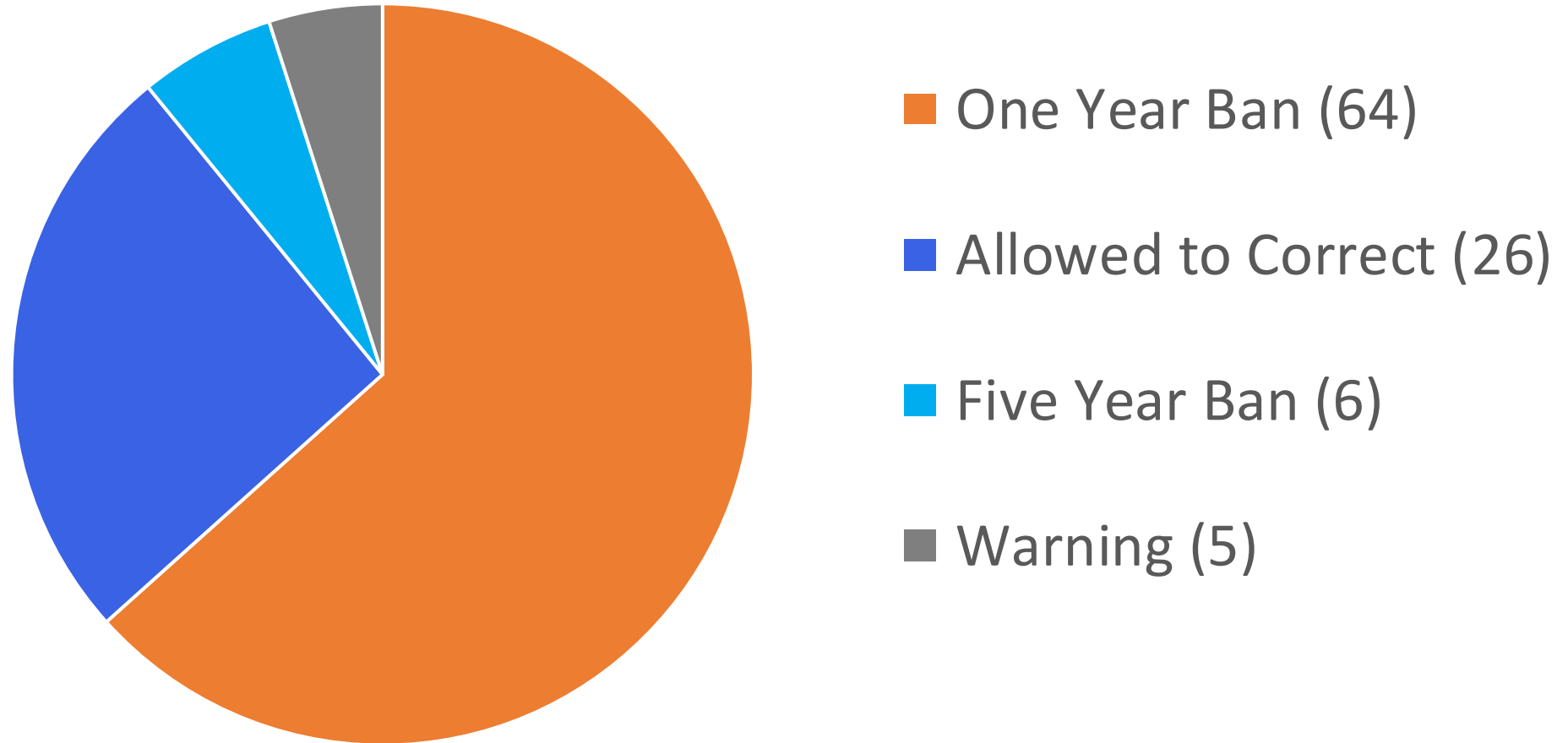
Conduct Process for Plagiarism

- Report any concerns to conduct@aacp.org.
- Reminder! Always check WebAdMIT for On Hold applicants.
- All decisions made by the Conduct Review Committee must be upheld.

Conduct Process for Plagiarism

- Any cases **over 25%** are identified by AACCP via iThenticate.
- Cases **under 25%** are reported by the participating PharmCAS schools.
- Generally, for cases **under 10%**, the applicant will be contacted with a warning about plagiarism and provided with resources about plagiarism prevention.

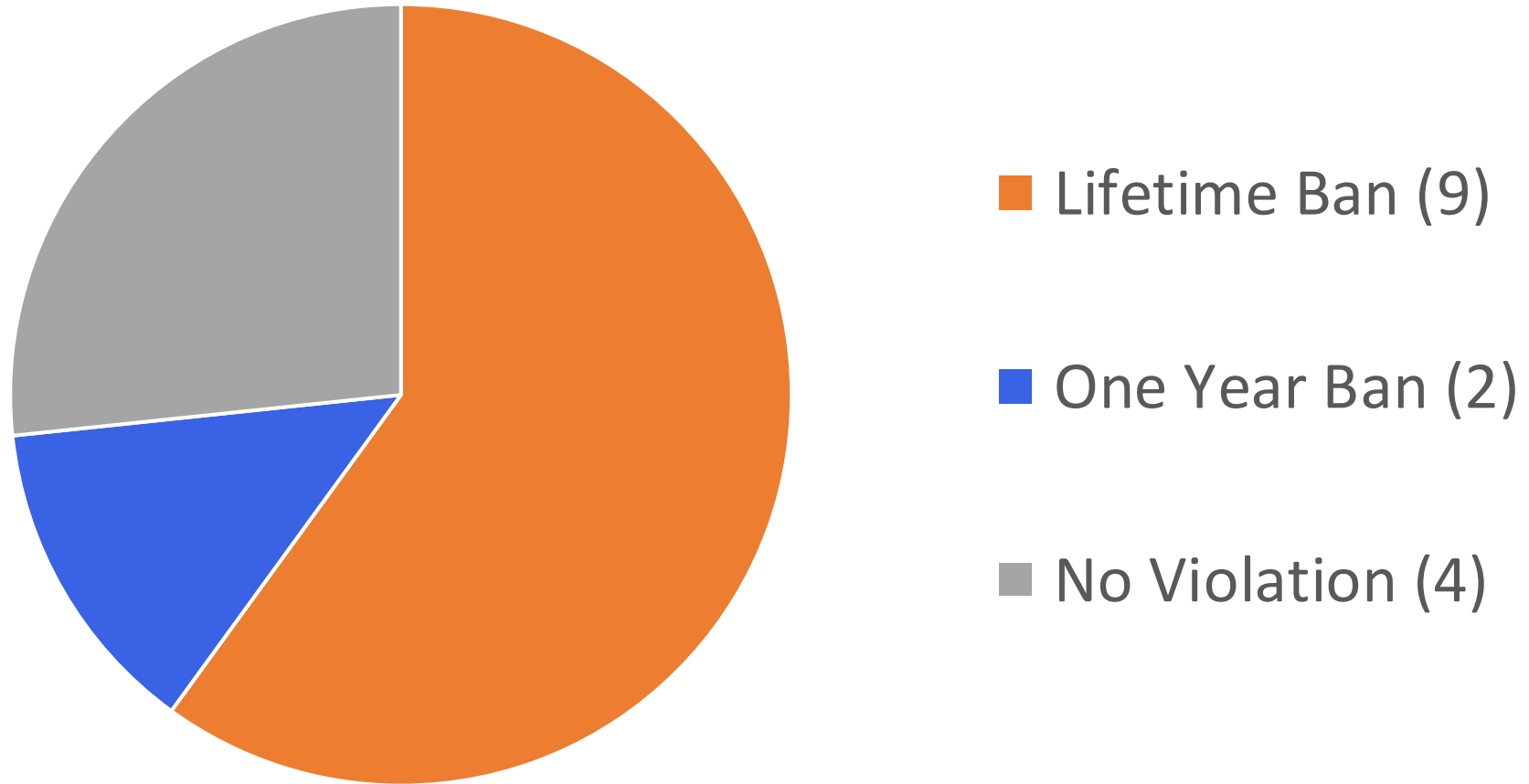
Conduct Process for Plagiarism



Conduct Process for Other Violations

- Purposeful omission of coursework or other relevant information (i.e. academic probation) should be reported to conduct@aacp.org.
- Typically, unprofessional behavior cases should be handled on the college or school level.

Conduct Process for Non-Plagiarism



Interview No-Show Policy

- Applicants, who decide to cancel an interview, must do so two business days prior to the scheduled interview.
- Any late cancellation or no-show will have a note in the PharmCAS system, viewable by all Pharm.D. programs that you have or will apply to, saying “**Unprofessional behavior – Interview No-Show**”.
- Emergency situations are exempt from this policy.

Thank you!



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