

2022 AACP Admissions Workshop Recruitment and Admissions for Future Generations

July 22-23, 2022
Grapevine, Texas

Join us for the 2022 AACP Admissions Workshop: Recruitment and Admissions for Future Generations! We look forward to welcoming administrators, faculty, and staff who are involved in recruiting, enrolling, and retaining pharmacy students from diverse backgrounds to this 2-day, in-person event. The goal of the Workshop is to provide attendees with the opportunity to learn and network, so the academy can collectively promote the profession and respond to the ongoing enrollment challenges facing pharmacy education.

The opening keynote presentation will feature Scott Van Pelt, co-author of the book, "The Great Upheaval: Higher Education's Past, Present, and Uncertain Future," who will help attendees gain a stronger understanding of the forces shaping the higher education landscape, the ways in which these forces may impact pharmacy education, and strategies for meeting the needs of the next generation of pharmacy students.

Additional speakers will address topics aligned with the AACP Strategic Plan and the needs of member schools, including minority student recruitment, digital tools, holistic admissions, legal considerations in enrollment management, situational judgement tests, wellbeing of admissions personnel, and more. All attendees will also have the opportunity to learn WebAdMIT and other Liaison-based admission tools, and are encouraged to bring their laptops, tablets or smart phones.

Full Workshop Fee: \$375 (stand-alone); \$325 (with full conference registration)

Fee includes two continental breakfasts, two lunches, a networking event on Friday, and beverage breaks.

Registration: [Register today!](#) Members and non-members at colleges and schools of pharmacy are invited to attend, including professional and graduate students. Pre-registration recommended; space is limited. Registration for the 2022 Annual Meeting and corresponding events is separate. For more information, see the [AACP Annual Meeting page](#).

Questions: For general questions about the Admissions Workshop, please contact us at cas@aacp.org.

7:00 am Registration Desk Opens

7:00-8:00 am *Continental Breakfast*

8:00-8:15 am **Opening Remarks and Welcome**

- Speaker: [Donald Godwin \(University of New Mexico\)](#)

8:15-9:30 am Keynote Address

Higher Education's Great Upheaval: Implications and Strategies for Pharmacy Education

The U.S. is in the midst of a profound transformation. As the world shifts to an increasingly interconnected knowledge economy, the forces of technological innovation, globalization, and demographic change create vast new challenges, opportunities, and uncertainties. In this great upheaval, institutions are at a crossroads. Scott Van Pelt will highlight the key findings from his book, "The Great Upheaval: Higher Education's Past, Present, and Uncertain Future," focusing on the implications for pharmacy education.

- Guest Speaker: [Scott Van Pelt \(University of Pennsylvania\)](#)

9:30-9:45 am *Break*

9:45-10:15 am Panel Discussion

Promoting the Profession to Generation Z and Beyond

This session will provide a brief overview of the recruitment challenges faced in recent years and focus on strategies to effectively recruit applicants. As a profession, we must adapt to generational changes and optimize recruiting while adjusting to the ever-changing landscape created by the pandemic and other unforeseen future challenges. The panel will highlight strategies preferred by Gen Z students including messaging, appealing means of contact, effective methods of outreach, and promotion of the profession.

- Moderator: [Dale English \(Sullivan University\)](#)

- Speakers:

1. [Julie Olenak \(Wilkes University\)](#)
2. [Cameron Chock \(Resident, University of North Texas Health Science Center\)](#)
3. [Jaccie Hisashima \(Student Pharmacist, University of Pittsburgh\)](#)
4. [Mi Lam \(Student Pharmacist, University of North Texas Health Science Center\)](#)

10:15-10:45 am Roundtable Discussion


Best Practices for Promoting Pharm4Me to Current and Future Generations

Pharmacy is Right for Me (Pharm4Me) is an educational campaign promoting the profession of pharmacy through a website and social media platforms. The website hosts a number of resources for students to independently access and recruitment tools for schools of pharmacy to utilize. This roundtable session will seek examples of best practices to optimize the use of Pharm4Me as a recruiting tool and to promote the profession of pharmacy.

- Moderator: [Julie Olenak \(Wilkes University\)](#)

10:45-11:00 am *Break*

- 11:00 am -12:00 pm *Micro-sessions*
- Recruitment Strategies to Build a Diverse Pipeline**
 Presentations will briefly describe innovative pipeline development programs designed to recruit students from diverse backgrounds.
- **Moderator:** [Susan Vos \(University of Iowa\)](#)
 - **Speakers and Topics:**
 1. [Patricia Darbishire \(Purdue University\)](#): Creating excitement about the pharmacy profession through a peer-mentored online course for diverse student populations
 2. [Jason McDowell \(California Northstate University\)](#): Partnering with Pre-Health Careers High School Programs
 3. [Amanda Galindo \(Texas A&M University\)](#): Longitudinal culture of support through ASPIR2E: A recruitment and retention initiative focused on diverse populations
 4. [Paul Jungnickel \(Auburn University\)](#): Using Holistic Admissions Processes to Help Meet Diversity Goals
 5. [Krystal Ward \(University of New Mexico\)](#): Using Holistic Admissions Processes in Admitting a Diverse Cohort
- 12:00-1:30 pm *Lunch*
- 1:30-2:10 pm *Concurrent Sessions*
- Student Pharmacists in Game Development for Middle Schoolers to Inspire a Pharmacy Career**
 Pharmacists offer a distinct value to the development of technology related to healthcare. In this presentation, we will review how student pharmacists from the University of Pittsburgh School of Pharmacy engaged in the development of a virtual pharmacy-based game to recruit future generations of student pharmacists.
- **Speakers:**
 1. [Ravi Patel \(University of Pittsburgh\)](#)
 2. [Benjamin Johnson \(Student Pharmacist, University of Pittsburgh\)](#)
- An Inclusive Process for the Development of Standardized Admissions Interview Questions**
 Holistic admission is a strategy to assess the unique characteristics and experiences, plus traditional metrics, to identify applicants who will succeed in the program and profession. This presentation will focus on a process to develop standardized interview questions to strengthen the holistic admissions process, promote inclusion, and emphasize the institution's commitment to diversity. This consensus-driven approach was assessed for appropriateness and inclusivity and engaged faculty to identify the important characteristics needed for future pharmacists.
- **Speakers:**
 1. [Teresa Cavanaugh \(University of Florida\)](#)
 2. [Tyisha Hathorn \(University of Florida\)](#)
 3. [Jessica Huston \(University of Florida\)](#)
- 2:10-2:20 pm *Switch to next sessions*
- 2:20-3:00 pm **Triangulating Best Practices to Advance Diverse Admissions Outcomes**
 Participants will be able to identify intentionally inclusive strategies across outreach and recruitment, admissions, and retention that effectively advance outcomes for more a diverse admissions model.
- **Moderator:** [Dale English \(Sullivan University\)](#)
 - **Speaker:** [Syller Walkes \(The University of Texas at Austin\)](#)
- 3:00-3:20 pm *Break*

- 3:20-4:00 pm **Measuring Success in Holistic Pharmacy School Admissions**
 Holistic admissions review involves the consideration of an applicant’s unique experiences in addition to the traditional measurements of academic achievements. Many schools have developed methods that quantify or incorporate non-traditional variables to fairly and equitably weigh these various components. Studies have examined the correlation between objective variables and first-year success. However, success can extend beyond GPAs. The presentation will consider traditional and unique ways to measure success and the factors that contribute to it.
- **Speakers:**
 1. [Steven Stoner \(University of Missouri-Kansas City\)](#)
 2. [Thomas TenHoeve \(University of Illinois Chicago\)](#)
 3. [Susan Vos \(University of Iowa\)](#)
- 4:00-5:00 pm **Admission Roundtable Discussion**
 Attendees will participate in roundtable discussions on the topics of (1) priority application deadlines and the absence of early decision, (2) measuring the quality of applicants in the absence of the PCAT, and (3) determining the impact of COVID-19 on admissions yield. The purpose of the session is to give attendees the opportunity to discuss and share ideas on these selected topics.
- **Moderator:** [Steven Stoner \(University of Missouri-Kansas City\)](#)
- 5:00-5:15 pm **Day #1 Wrap-up**
- **Speaker:** [Donald Godwin \(University of New Mexico\)](#)
- 5:15-6:15 pm **Networking Event** – Sponsored by **LIAISON** 

SATURDAY, JULY 23, 2022

- 7:00-8:00 am *Continental Breakfast*
- 8:00-8:15 am **Welcome Back**
- **Speaker:** [Donald Godwin \(University of New Mexico\)](#)
- 8:15-9:15 am **Plenary: Reasonable Accommodations and Technical Standards in Pharmacy Education**
 The session will describe the legal issues associated with providing reasonable accommodations to pharmacy students with physical, cognitive, psychiatric, or other disabilities. The speaker will discuss the importance of technical standards in ensuring equal access to the program, student success, and patient safety. Attendees will engage in case study discussions and learn about best practices to inform the institution’s responses to ADA disclosures and accommodation requests.
- **Moderator:** [Thomas TenHoeve \(University of Illinois Chicago\)](#)
 - **Speaker:** [Diane B. Ginsburg \(The University of Texas at Austin\)](#)
- 9:15-9:30 am *Break*

9:30-10:10 am

Concurrent Sessions

Prospective Student Behavior Regarding Pharm.D. Program Selection

As prospective student cohorts apply to fewer Pharm.D. programs per year, institutions must match their messaging to applicant behavior and consider what motivates future students when choosing which Pharm.D. programs. We will explore the usual intentions of prospective students during this high-stakes decision-making process. Special attention will be paid to the nuanced needs of diverse populations when developing admissions pipelines. Attendees will learn to differentiate their program by enhancing specific parts of their recruitment strategy.

- Speaker: [Shane Pruitt \(University of Georgia\)](#)

Refilling the Pool: Experience Recruiting Applicants from Outside of the Traditional Pharmacy Pipeline

The session will describe the experience of two pilot programs with recruiting applicants outside of PharmCAS via Liaison's new Explore Health Careers Program. The presenters will focus on the practical processes associated with implementation, considerations while identifying applicants to other programs at the same institution, strategies to successfully solicit applications, and approaches to championing this program at your institution. Additionally, the program will address barriers to implementation while highlighting specific examples.

- Speakers:
 1. [Dustin Christensen-Grant \(Roseman University of Health Sciences\)](#)
 2. [Michael Dietrich \(Midwestern University\)](#)

10:10-10:20 am

Switch to next sessions

10:20-11:00 am

Concurrent Sessions

The Promise and Challenges of Situational Judgement Tests in Admissions

Identifying and evaluating non-academic constructs in students applying to health sciences programs are goals of many admissions committees. Situational judgment tests (SJTs) are an emerging assessment strategy in health professions education that overcome the limitations of many assessment methods. SJTs were developed to assess social and behavioral aspects of students. This session will focus on the promise and challenges of SJTs and will include evidence-based experiences related to their use in health professions education.

- Speakers:
 1. [Wendy Cox \(University of North Carolina at Chapel Hill\)](#)
 2. [Jacqueline McLaughlin \(University of North Carolina at Chapel Hill\)](#)
 3. [Michael Wolcott \(High Point University\)](#)

Following Our Own Advice: Applying Student Wellness Strategies to Recruitment and Admission Staff

Recruitment and admission work is not for the faint of heart and often results in higher burnout and turnover rates than other student affairs or administrative roles. Virtual events with low participation, fear of illness, and high pressure to perform are causing a perfect storm for staff. This presentation will provide an overview of the eight dimensions of wellness and actionable strategies to promote resiliency, retention, and job satisfaction that enhance personal and organizational outcomes.

- Speakers:
 1. [Rocke DeMark \(Chapman University\)](#)
 2. [Amy Diepenbrock \(University of the Incarnate Word\)](#)
 3. [Jeremy Hughes \(Chicago State University\)](#)

11:00-11:15 am

Return to main room

- 11:15 am-11:55 am **Micro-sessions: Strategic Partnerships to Promote the Profession**
 Presentations will describe innovative partnerships with institutions and organizations to recruit and enroll students into a professional or graduate program or inspire students about the pharmacy profession.
- **Moderator:** [Julie Olenak \(Wilkes University\)](#)
 - **Speakers and Topics:**
 1. [Julie Olenak \(Wilkes University\)](#): Geisinger Pharmacy Scholars Program: A Strategic Partnership Between Wilkes University and Geisinger
 2. [Katie Leslie \(Sullivan University\)](#): Changing Perceptions of Pharmacy through an Undergraduate Exploratory Course at a Partner Institution
 3. [Tyisha Hathorn \(University of Florida\)](#): Stronger Together: Statewide Initiative to increase the awareness of pharmacy as a career
- 11:55-12:00 pm **Day #2 Wrap Up**
- **Speaker:** [Donald Godwin \(University of New Mexico\)](#)
- 12:00-1:30 pm *Lunch*

LIAISON & WEBADMIT TRAINING

This portion of the Admission Workshop is intended to help attendees maximize their use of WebAdMIT and other Liaison-based tools in support of admissions and recruitment efforts. Liaison staff and pharmacy school representatives will discuss key system features and potential applications for programs. In addition to these sessions, please plan to join the [AACP CAS Updates and Policy Review webinar](#) on July 7 or watch the recording before the Workshop for the latest PharmCAS-specific data and changes for the 2022-2023 admissions cycle.

- 1:30-2:15 pm **CAS Roadmap**
 This session will review both newly released and upcoming CAS features and functions on the Liaison roadmap.
- **Speaker:** [Deborah Erdner \(Liaison International\)](#)
- 2:15-2:30 pm *Break*
- 2:30-3:00 pm Sponsored Concurrent Sessions
- Finding Prospects and Matriculating Applicants Through Advanced Analytics**
 Learn how Liaison’s “Intelligent Names” solution can help you find prospective students with a high propensity for continuing education, and understand how a predictive analytics solution can drive applicants to enrolling in your institution.
- **Speaker:** [Zach Varga \(Liaison International\)](#)
- Engage. Recruit. Enroll. Bringing your Marketing Strategy to Life**
 Pharmacy programs have been forced to re-think their marketing strategies to effectively recruit from a shrinking pool. This session will share how some pharmacy schools have deployed a new marketing platform and services to bring their strategy to life. The result? Increased response and yield rates. Learn the keys to execute an immediate, relevant, automated and trackable marketing strategy, from first interest to first day, to help you build a better class.
- **Speaker:** [Suzanne Sharp \(Liaison International\)](#)

3:00-3:10 pm

Break

3:10-3:40 pm

Concurrent Sessions

Exploring Emails

This session will cover all aspects of emailing applicants in WebAdMIT, including best practices for managing email templates and reviewing applicant receipt.

- Speakers:
 1. [Gwen Chretien \(University of South Florida\)](#)
 2. [Jennifer Raab \(Liaison International\)](#)

Point Tables/Scoring

This session will cover what to do after implementing a review process, including how to expand on that process using WebAdMIT tools such as point tables and scoring.

- Speakers:
 1. [Jennifer Clutter \(West Virginia University\)](#)
 2. [Deborah Erdner \(Liaison International\)](#)
 3. [Nicole Iarossi \(Liaison International\)](#)

3:40-3:50 pm

Break

3:50-4:20 pm

Concurrent Sessions

Lists/List Manager

This session will cover how to group and manage applicants by common criteria using lists. Once you create a list, you can access it as needed and perform various actions. Lists are dynamic and update as your applicant pool changes. The List Manager allows you to create field lists based on data from the application and composite lists based on existing field lists.

- Speakers:
 1. [Krystal Ward \(The University of New Mexico\)](#)
 2. [Jennifer Raab \(Liaison International\)](#)

Working with Prerequisite GPAs

This session will cover the Prerequisite GPAs feature that allows users to create a set of prerequisite courses and match them for each applicant. In this session, both applicant-selected and program-selected prerequisites will be covered.

- Speakers:
 1. [Jonathan Parker \(Samford University\)](#)
 2. [Deborah Erdner \(Liaison International\)](#)
 3. [Nicole Iarossi \(Liaison International\)](#)

4:20-4:30 pm

Break

4:30-5:00 pm

Concurrent Sessions

Analytics by Liaison

This session will highlight Analytics by Liaison, which provides authorized users at colleges and schools of pharmacy with an interactive and visual representation of their local applicant pool for multi-year data analysis and reporting.

- Speakers:
 1. [Amy Diepenbrock \(University of the Incarnate Word\)](#)
 2. [Ashley Rodriguez \(University of the Incarnate Word\)](#)
 3. [Jennifer Raab \(Liaison International\)](#)

Local GPAs

This session will cover Local GPAs, which are customized GPAs from all classes in desired subject areas, classifications, and academic years. Once a Local GPA is configured, each applicant has a GPA calculated based on their applicable classes.

- Speakers:
 1. [Jonathan Parker \(Samford University\)](#)
 2. [Deborah Erdner \(Liaison International\)](#)
 3. [Nicole Iarossi \(Liaison International\)](#)