

Recruitment Update

*AACP Admissions Workshop
July 2018*

Libby J. Ross, MA

Senior Director, Student Affairs

Rosie L. Walker, MA

Director, Recruitment and Diversity

Strategic Priority 1

Student Recruitment

Enriching the Applicant Pipeline

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.

Priority 1 Goals

- 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.

What's New with Priority #1?

Strategic Student Recruitment Guide

Components:

- Diversity Outreach
- Promotional Materials
- Nurturing Campaigns
- Social Media
- Strategic Partnerships
- Enhanced Applicant Data
- Live & Virtual Recruitment Events
- School and Student Engagement

Revised Guide
(version 2.0) is now
available for
download via
AACP Connect

New Dedicated Recruitment Staff

AACP hired a new director of recruitment and diversity, Rosie Walker, to advance the goals and objectives of Priority 1.



Pharmacy Is for Me Website



<http://pharmacyforme.org/>



@Pharm4Me



AACP

Pharm4Me Metrics

May 2017 to May 2018



149% increase in website traffic



105% increase in followers



16% increase in followers



389% increase in followers

Google Ad Grants
AdWords for nonprofits

\$10K of complimentary ads to promote the
Pharm4Me website in Google searches

New Recruitment Resources

- Pre-Pharmacy Student Club List
- Events Page on Pharm4Me Website
- EMP Inquiry Form on Pharm4Me Website
- Monthly Newsletter for Pharm4Me Subscribers
- Pharmacy Jeopardy Slides

Innovation Challenge

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



University at Buffalo – 1st Place



AACP Recruitment Webinar Series

- Inspiring Future Pharmacists – Pharmacy Career Exploration Program for High School Students
 - Allison Stephens (U of Washington)
- Tap into the Pharmacy Pipeline through HOSA
 - Cathy Jarvis (U of Colorado)
- Use of Text Messaging and Relational Recruiting to Build Better Outcomes with Students
 - Jason Mitchell (U of Kentucky)

Contact AACP to suggest new webinar topics or speakers



National Association of Advisors of Health Professions (NAAHP)

- Pharmacy issue of *The Advisor* in Dec 2017.
- Pharmacy sessions at NAAHP National Meeting in DC in June 2018.
- AACCP sponsorship of NAAHP Meeting



The **ADVISOR**

THE JOURNAL OF THE NATIONAL ASSOCIATION OF ADVISORS FOR THE HEALTH PROFESSIONS

AACP

Branding Campaign

- Pharmacist National Awareness Campaign will be repacked by AACCP and YMC for youth audiences as part of Pharm4Me “phase 2”.
- Campaign will officially launch at AM18!
- New tool kits will be developed for Pharm4Me Recruitment Champions and Brand Ambassadors
- Public push during American Pharmacists Month in October 2018

PharmCAS Changes

- Revised instructions to simplify & better align with 3X
- PharmCAS “Tips and Tricks” webinar for applicants
- PharmCAS 30-second “Tuesday Tips” videos (4)
- New PharmCAS settings
- PharmCAS emails to in-progress applicants in 17-18
- Program Materials section reviewed to reduce barriers
- Released 2017-18 survey to schools and applicants



What Can Your School to Promote Pharmacy Education and Careers?

- Review and contribute to the AACCP Strategic Student Recruitment Guide (v2)
- Volunteer to serve as a webinar speaker
- Review your course prerequisites and other admission requirements for potential barriers
- Hire dedicated recruitment staff

Pharm4Me Recruitment Champions

- Host 1-2 events per year for high school students to promote pharmacy
- Share contact information of event participants with AACCP
- Share recruitment strategies with other Champions

Pharm4Me Advisory Committee

- Deadline: August 1
- Monthly 1-hour virtual meetings starting in September
- Stakeholders
 - Faculty
 - Admissions
 - Program Director
 - Staff

STEM Premier

AACP signed a partnership agreement with STEM Premier, a digital student recruitment company, to connect with up to 325,000 high school students and promote diverse pharmacy career pathways.



STEMPremier®

HOSA – Future Health Professionals

- Sponsor of HOSA International Conference
- Sponsored Pharm4Me Branded Pens
- HOSA Posters Sent to 9000 High Schools
- HOSA Webinar for Pharmacy Schools
- HOSA Tool Kit by Cathy Jarvis (Colorado)



National Recruitment Events

A new Pharm4Me selfie station and Instagram frame were added to engage students in a new way at national recruitment events, including the HOSA Conference, USA Science and Engineering Festival, NAAHP National Meeting, and American School Counselor Association Conference!



3rd Annual Health Professions Week

November 5-9, 2018

- Monday, November 5: *Keynote Speakers*
- Tuesday, November 6: *Twitter Chat*
 - #HPWChat @HealthProfWeek
- Wednesday, November 7: 1:00-8:00pm ET
 - *College Student Virtual Fair*
- Thursday, November 8: 11:00am-3:00pm ET
 - *High School Virtual Fair*
- Friday, November 9: “*Money Matters*” live videocast



Virtual Career Fairs

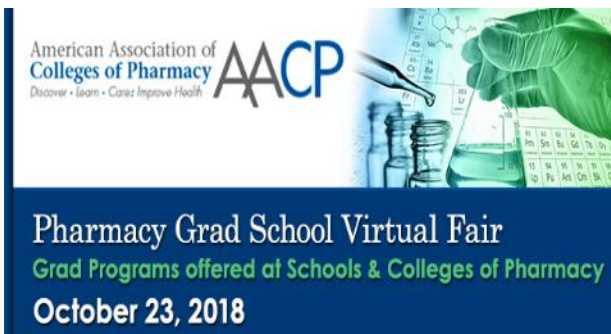
- PharmD: **Sep 12, 2018**

- 9:00am-9:00pm ET
- \$450
- Deadline, September 5th



- Pharmacy Graduate: **Oct 23, 2018**

- 9:00 am-9:00pm ET
- \$450
- Deadline, October 16th



Explore Health Careers

ExploreHealthCareers.org

- Pharmacy Newsletter
- Advertising

Pharmacists Help People Live Healthier, Better Lives.



Explore the *Pharmacy Is Right for Me* website for a wealth of resources and inspirational stories for future pharmacists.

PHARMACY Is Right For Me

www.pharmacyforme.org



June 2018 Newsletter

According to the Bureau of Labor Statistics, employment of pharmacists is projected to grow 6% from 2016 to 2026 and demand for pharmacists in hospitals and clinics is also expected to increase. If you're considering pharmacy school, know that the 2018-2019 PharmCAS application cycle *opens July 15*. The deadline is just around the corner, but fear not, this month's newsletter is focused on helping you take the stress out of the application process.

Questions to Ask Pharmacy Schools



As an applicant, you'll have to answer a lot of questions about your background and why you want to become a pharmacist, but it's equally important that you ask questions. We list some of the must ask questions for your future pharmacy school.

[READ MORE](#)

PharmCAS Tips and Tricks



If you're worried about starting your PharmCAS application, review our to have your process go smoothly. From grades to letters of recommendation, we'll help you make sure all of your materials are in order and ready for review.

[READ MORE](#)

What Pharmacy School Admissions Offices Wish You Knew



We've got the inside scoop! In this article, Mercer University College of Pharmacy's Director of Admissions, Jordana Berry, shares five things she wishes PharmCAS applicants knew before applying.

[READ MORE](#)

Planning a Pharmacy Career Path



Discover how you can make the career move from pharmacy technician to pharmacist. Hear the

Swag



Ingredients: Benzalkonium Chloride, Aqua, Propylene Glycol, Triclosan, Triclosan Acetate, Polysorbate 20.

Warnings: For external use only. Avoid contact with eyes. Discontinue use immediately if redness, irritation, or rash appears. Keep out of reach of children. Do not use if seal is broken. Do not use if product is expired. Do not use if product is expired. Do not use if product is expired. Do not use if product is expired.

Uses: Hand sanitizer to decrease bacteria on skin.

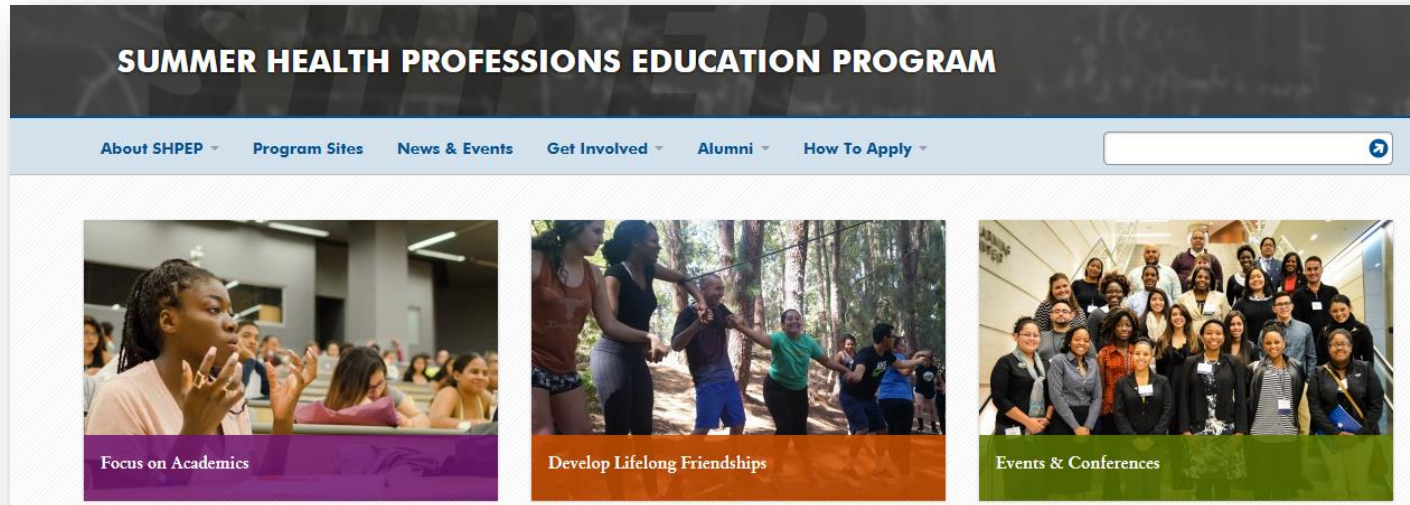
Drug Questions: 877-254-2281

Distributed by: 80807

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Diversity Recruitment



AACP Collaborated with AAMC to promote the pharmacy tracks in the Summer Health Professions Education Program (**SHPEP**)

The January 2018 issue of *Insight into Diversity* featured innovative ways pharmacy colleges and schools recruit underrepresented students and faculty.

Potential Diversity Initiatives

- Playbook for Success
- Virtual mentoring
- Viral video
- Summer academic bootcamp
- Visiting faculty program

What Can Your School to Promote Pharmacy Education and Careers?

- Share your pre-pharmacy contact lists with AACCP
- Share pre-pharmacy events list with Pharm4Me
- Promote the Pharm4Me website and social media
- Engage and expand your Pharm4Me Champions
- Involve your students and new graduates
- Collaborate with AACCP at national recruitment events

Staff Contacts

- **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 Owings Bruce, BA**
 - Associate Director of Student Affairs
 - 703.739.2330 x1026, kowings@aacp.org
- **Emily Riley, MM**
 - Student Affairs Coordinator
 - 703.739.2330 x1040, eriley@aacp.org