

# INvolve

2019 The AACCP  
INterim Meeting

February 23–26 • Tampa, Florida

American Association of  
Colleges of Pharmacy AACCP

@AACPharmacy #INterim19

# Student Affairs Update for the Council of Deans

**February 2019**

Libby J. Ross, MA

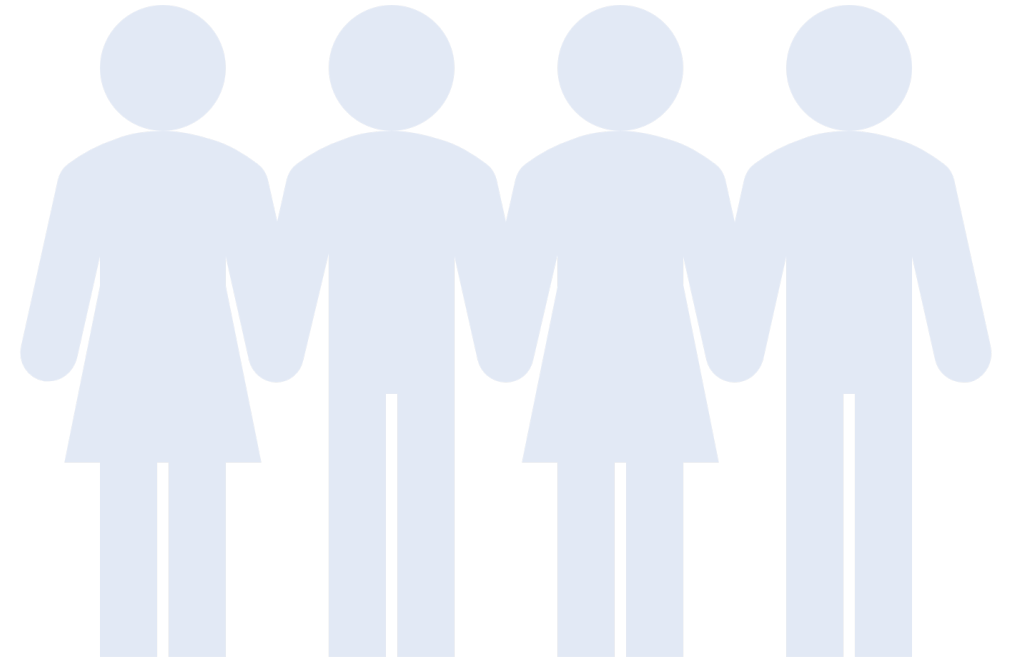
AACP Senior Director for Student Affairs

# Update Topics

- Priority #1
- Diversity Initiatives
- PharmCAS
- Other Health Professions CAS
- PharmCAS Criminal Background Checks
- Cooperative Admissions Guidelines (CAG)

# Student Recruitment

AACP Strategic Priority #1



# Priority #1 Metrics

The AACP **Student Recruitment Metrics Report** was released in January 2019 and provides an overview of national events and activities with measurable outcomes that were implemented between May 2017 and December 2018 in support of the association's Strategic Priority #1 and enriching the applicant pipeline.

The following slides provide an overview of the report. Please visit AACP Connect to download the full report (PDF) and view the metric details, costs, and outcomes for these activities.

View the 2018 [Strategic Student Recruitment Guide](#) for an overview of the association's recruitment activities and opportunities.

# Summary of New Recruitment Activities

The additional dues paid by member institutions contributed to the addition of new student recruitment professional, Rosie Walker, and recruitment activities:

- 41** new email templates in EMP
- 10** new student recruitment fairs
- 10** new digital and social media ads
- 5** new Pharm4Me and application tip videos
- 2** new webinars for applicants
- and more!

# Pharm4Me Digital Ads

AACP has enhanced its ability to promote the profession and reach key stakeholders via new digital and social media advertisements. View the metrics report for details.



- **6** New Digital Ads
- **4** New Social Media Ads
- **2,289,000+** New Impressions
- **6,300+** New Clicks

# Enrollment Marketing Platform (EMP)

EMP is the customer relationship management (CRM) tool developed by Liaison and utilized by AACCP. Emails are sent to prospective students, current applicants, and other stakeholders.

**41** New EMP Message Templates

**511,210** Emails Sent

**223,368** Emails Opened

**47%** Overall Open Rate (vs 21% in higher education industry)





# Onsite Recruitment Events

- 10** New Onsite Events Attended by AACCP
- 19** Total Onsite Events Attended by AACCP (up from 9)
- 390,000+** Event Attendees
- 13,000+** Event Attendees Directly Reached by AACCP



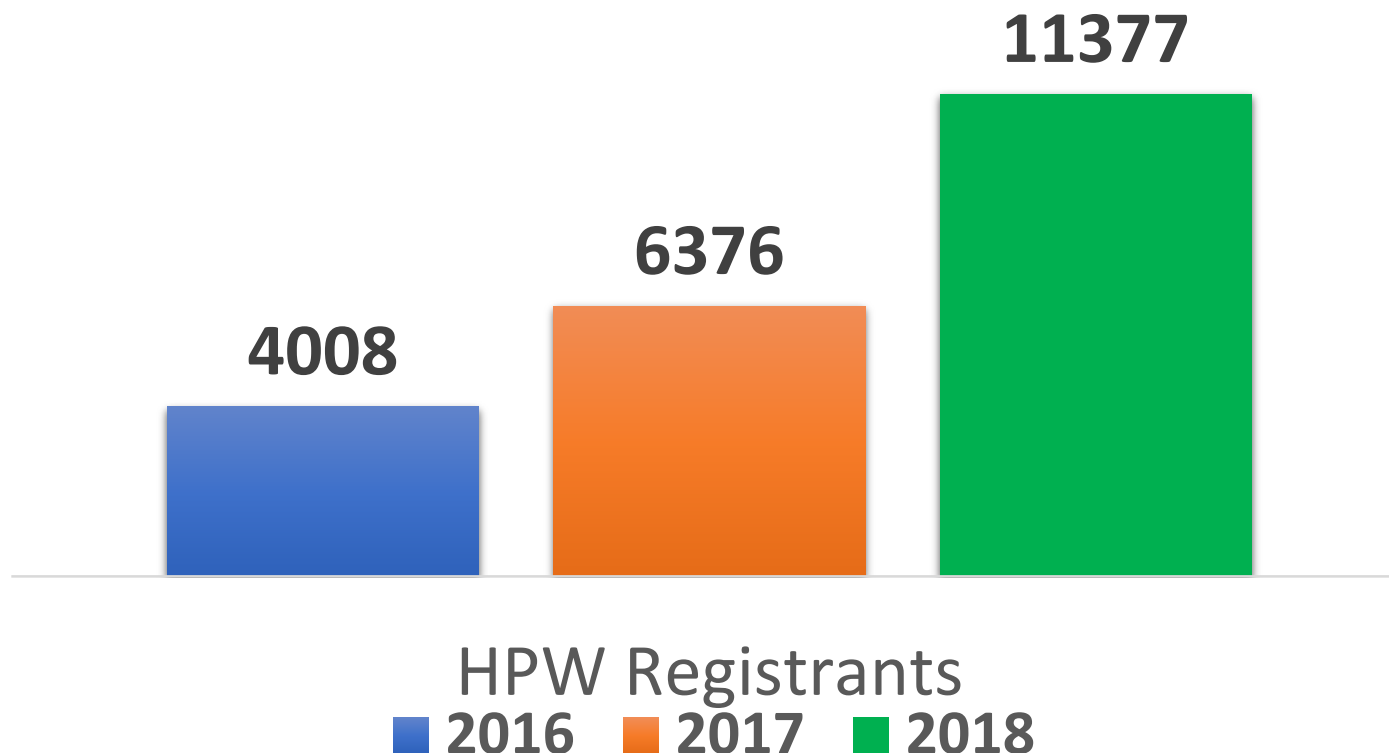
# STEM Premier and Virtual Events

New partnership with STEM Premier (now Tallo) and other promotional efforts resulted in 305 additional student registrants for the Pharmacy School Virtual Fair in 2018 representing a **23%** increase over 2017. The next virtual fair is scheduled on September 25, 2019. Registration details will follow in the spring.

Pharmacy School Virtual Fair	2015	2016	2017	2018
Colleges and Schools in Fair	97	95	99	103
Student Registrants	1,388	1,317	1,347	1,652



AACP has participated in HPW every year since it first launched in 2016 and was among 20 participating organizations in 2018. HPW registrants increased by **78%** as compared to 2017. Next HPW is scheduled on November 18-22, 2019.



# Pharm4Me YouTube Channel

**New** Pharm4Me Channel on YouTube Created in 2018

**4** PharmCAS Tip Videos for Applicants

**1** Pharm4Me Promo Video

**1** Pharmacists for Healthier Lives Video

**10,352** Views as of Jan 2019



# Sponsorships



5,000 Pharm4Me Pens for 2018 HOSA Conference  
9,000 Posters for HOSA Chapters across U.S.

## Outcome

Contributed to HOSA's decision to officially move the new Pharmacy Science competitive event to regular status for 2019.



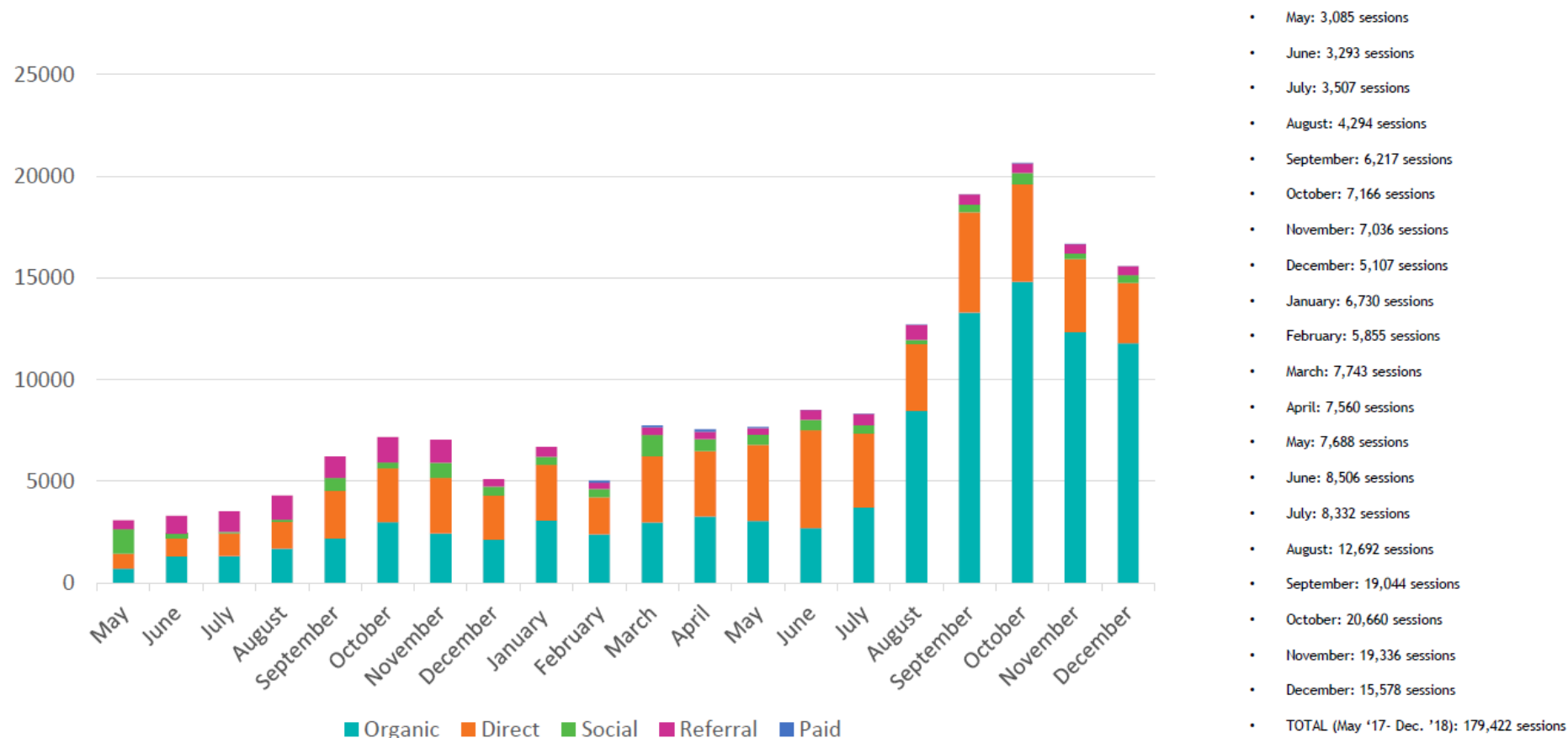
3,000 Bags for 2018 NAAHP Conference (co-sponsored)

## Outcome

Engage pre-health profession advisors about contemporary pharmacy education and careers.

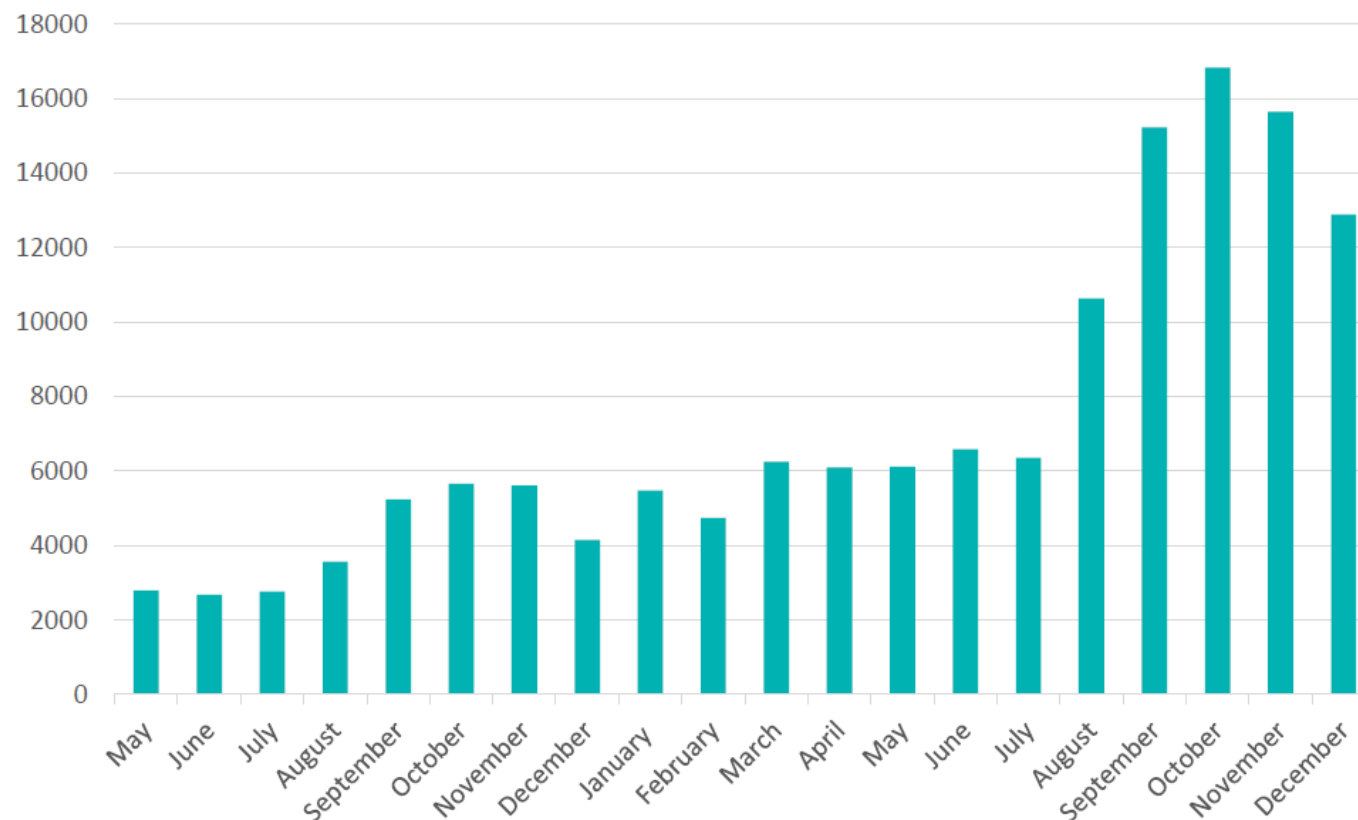
# Pharm4Me Website Sessions

**179,422** new website sessions since May 2017



# Pharm4Me Website New Users

**145,241** new website visitors since May 2017



- May: 2,787 new users
- June: 2,672 new users
- July: 2,760 new users
- August: 3,562 new users
- September: 5,232 new users
- October: 5,626 new users
- November: 5,611 new users
- December: 4,148 new users
- January: 5,470 new users
- February: 4,734 new users
- March: 6,248 new users
- April: 6,096 new users
- May: 6,116 new users
- June: 6,577 new users
- July: 6,352 new users
- August: 10,633 new users
- September: 15,232 new users
- October: 16,827 new users
- November: 15,649 new users
- December: 12,879 new users
- TOTAL (May '17- Dec. '18): 145,241 new users

# Pharm4Me Social Media Followers

View full report in Connect for more Pharm4Me website and social media metrics.



128% increase



22% increase



830% increase



# Pharm4Me Champions

## Champions Engagement Survey

- Released on 2/7/19
- Responses due by 2/20/19

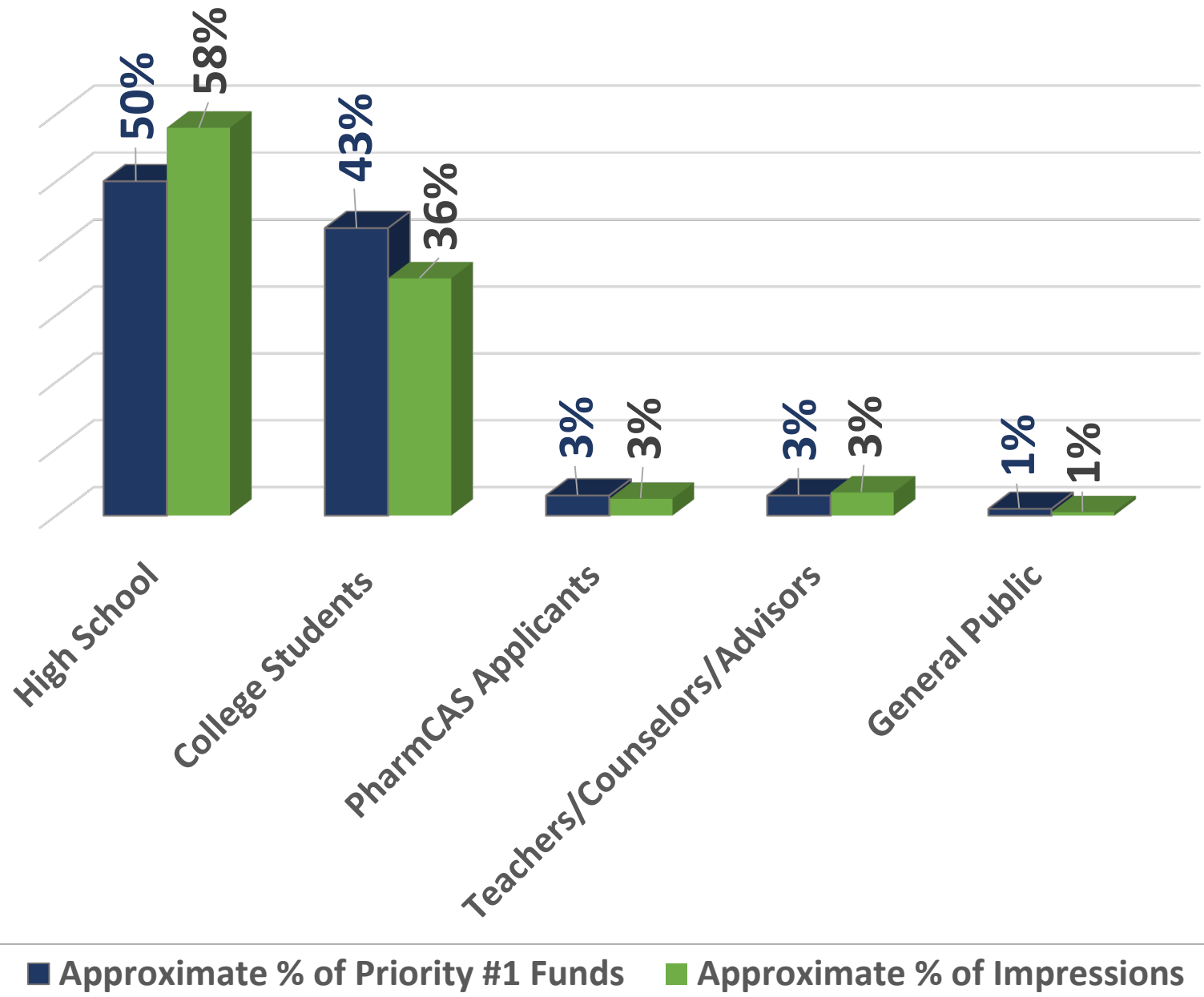
Contact Rosie Walker to sign up!

Pharm4Me Champions	2017	2018	% Change
# of Member Schools with a Champion	<b>102</b> (73%)	<b>112</b> (78%)	+9.8%
Total # of Champions	<b>126</b>	<b>187</b>	+48.4%

## Champions Advisory Cmte.

- Cathy Jarvis
- Darnae Parks
- Erik Maki
- Heidi Fuchs
- Miriam Purnell
- Shaun Keating
- Hetty Ha (advisor)
- Rosie Walker (staff)

## Priority #1 Outreach by Audience



*View the AACP Student Recruitment Metrics Report in AACP Connect to view additional activities details, including cost and plans for 2019.*

# What's Ahead for Pharm4Me?



## “WHAT TYPE OF PHARMACIST ARE YOU?”

Infotainment quiz will introduce prospective students to various career options available in pharmacy in a fun, interactive way. Release will be in late-March 2019.

- New **pharmacist profiles** on Pharm4Me
- More **career transition stories** (e.g., computer science to pharmacy)
- New **Kids Corner** - resources for parents and teachers of K-8 students
- More opportunities to **promote member institutions** on Pharm4Me
- More strategic, **paid social media** to increase followers and impressions
- More related **programming** via webinar and 2019 Admissions Workshop
- Toolkit featuring **interactive activities** for HS students (send your ideas!)

# 2018-19 Student Affairs Standing Committee

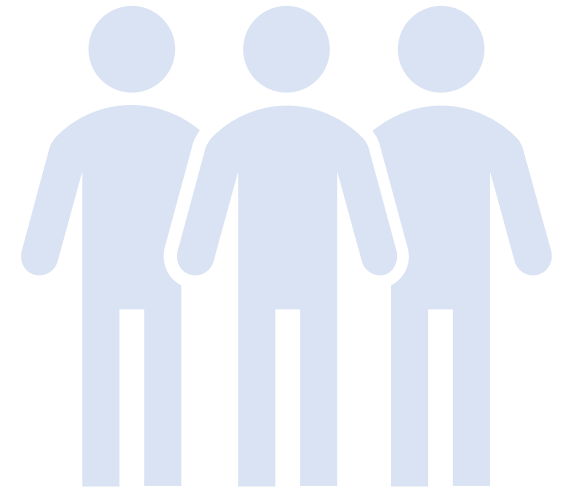
**CHARGE:** Examine institutional leadership models (assistant/associate deans, professional staff) and professional development needs to optimize achievement of AACP Strategic Priority #1 on the applicant pipeline.

Committee's 2018 survey results and report recommendations will be announced at the 2019 AACP Annual Meeting.

## **Committee Members:**

Dale E. English  
Donald A. Godwin  
Lauren Hammond (student)  
Holly L. Mason  
Heather M. Petrelli  
Monzurul A. Roni  
Kyle Sousa  
Jenny A. Van Amburgh  
Jennifer S. Williams (chair)

# Latest Diversity Initiatives



# New EO Indicator for SES Status

- New parental education and occupation (EO) as an indicator of socioeconomic status (SES) for pharmacy students
- **Purpose**: Assist schools in identifying a diverse and qualified applicant pool and achieve diversity goals
- Tentatively scheduled to be added to the 2019-2020 PharmCAS application and WebAdMIT.
- Nohria R, Adams J, Garrison G. "Inclusion of Socioeconomic Status (SES) as an Additional Criterion in Holistic Pharmacy School Admission Processes." [\*AJPE\*](#) (2018)

# CVS Health Minority Scholarship for Pharmacy Students

**GOAL:** Promote and support a diverse population of student pharmacists who will care for an increasingly diverse population of patients as part of a health care team.

- Scholarship for underrepresented minority (URM) students:
  - Accepted to PharmD program for 2019-2020 academic year
  - P1 students for current 2018-2019 academic year
- May 1 deadline
- CVS Health will consider whether to renew program in 2020





# PHARMCAS

Pharmacy College Application Service



# PharmCAS-specific Changes in 2018-19

- Refreshed PharmCAS School **Directory** format
- Released new PharmCAS Applicant Data **Report**
- Revised PharmCAS School **Manual** and Application **Instructions** to make the content easier to navigate
- Improved **Early Decision button** on the application, so it was not inadvertently missed by applicants
- Developed new “[Application Pool Survey](#)” for schools to assist in reporting of student data to AACCP institutional research staff

# PharmCAS-specific Changes in 2018-19

- Removed **pre-submission release** statement in the application, so that all in-progress applicants are now visible to schools
- Ability to pull selected data for **deferred applicants** pulled forward into new cycle
- Added April, May, and June as official **deadline options**
- Revitalized PharmCAS **social media** accounts

# Recent CAS-wide Changes in 2018-19

- WebAdMIT users can send **email attachments**
- **Visa status** item on application can be edited post-submission
- Application platform verified as **508 Compliant**, and thus, compatible with assistive technology, such as speech recognition software and screen readers
- New **Liaison Academy** to assist all CAS institutions with training and troubleshooting needs.

# Coming Soon in PharmCAS

- Ability to add **conditionally-required questions** to the program-specific section of the application
- Ability to further **personalize email templates** in WebAdMIT to better communicate with applicants
- Allow **transfer settings** of the PDF Manager Templates
- Ability to **re-order** documents and prerequisites in the CAS Configuration Portal
- GDPR authorization
- **“Matriculated Elsewhere report”** will be enabled in late spring 2019

# ●●●● Liaison's Product Priorities for All CAS in 2019

## Reduce Complexity for School Configuration

- Org & Program Level Questions
- Reduce # of Designations Needed
- Enhance Extended Profile Concept

## Streamlined CAS and School Cycle Rollovers

- Better Cross-Cycle Question Mapping
- Additional App Builder Development
- Re-Applicant & Transfer Settings Enhancements

## Better Configuration Portal Experience

- Config Portal Performance Tuning
- Config Portal UX Improvements
- Pre-launch environment efficiencies & simplification

## Create an Even Stronger Applicant UX

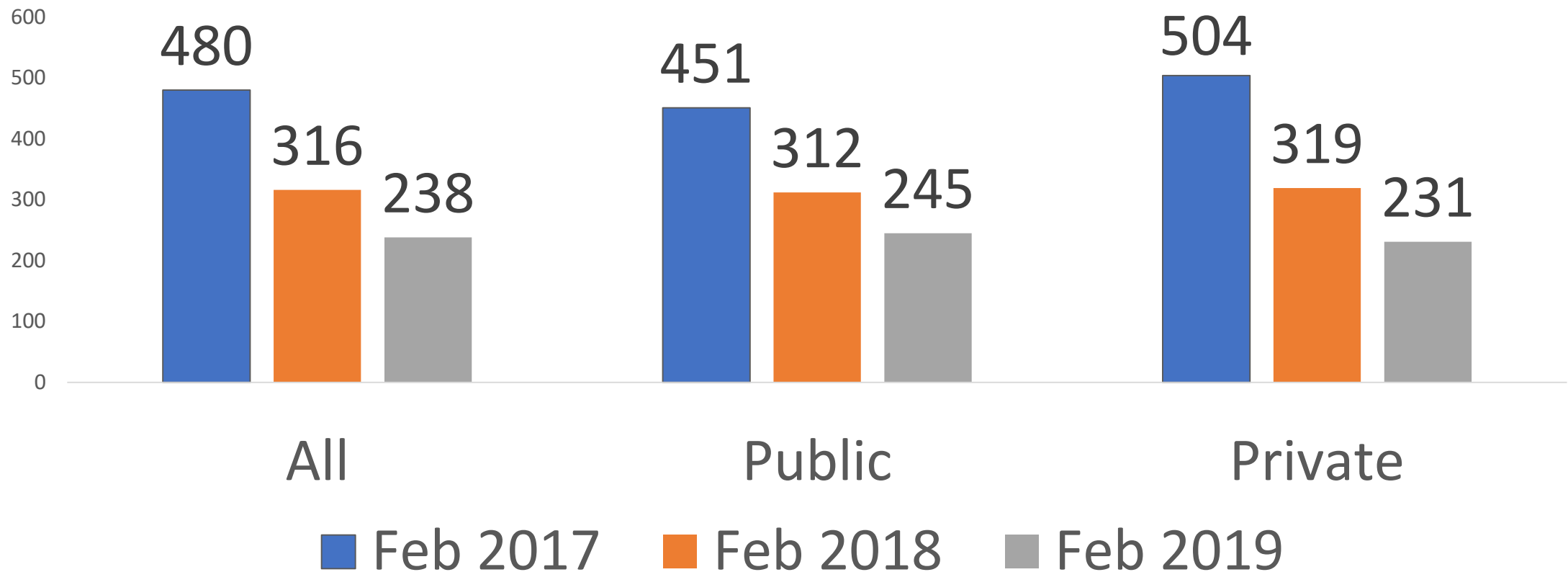
- Track Applicants Better Throughout Application
- Lead / Source / Conversion Tracking
- Improved Transcript Workflows / Instructions
- Better Program Search UX

# PharmCAS Volume for 2018-2019 to Date

	3-Feb-2018	3-Feb-2019	% Change
<b>PharmCAS APPLICANTS</b>			
In-progress Applicants	9725	10289	5.80%
<b>Verified</b> Applicants	11450	11470	0.20%
Submitted Applicants	13362	12553	-6.10%
All PharmCAS Applicant Accounts	23087	22842	-1.10%
<b>PharmCAS APPLICATIONS</b>			
Submitted Applications	40010	32537	-18.70%
Mean # of Applications per Applicant	2.88	2.59	-10.10%

*\*Next update for the 2018-2019 cycle is scheduled on March 4, 2019. Final PharmCAS data for cycle will be based on applicants with “verified” status.*

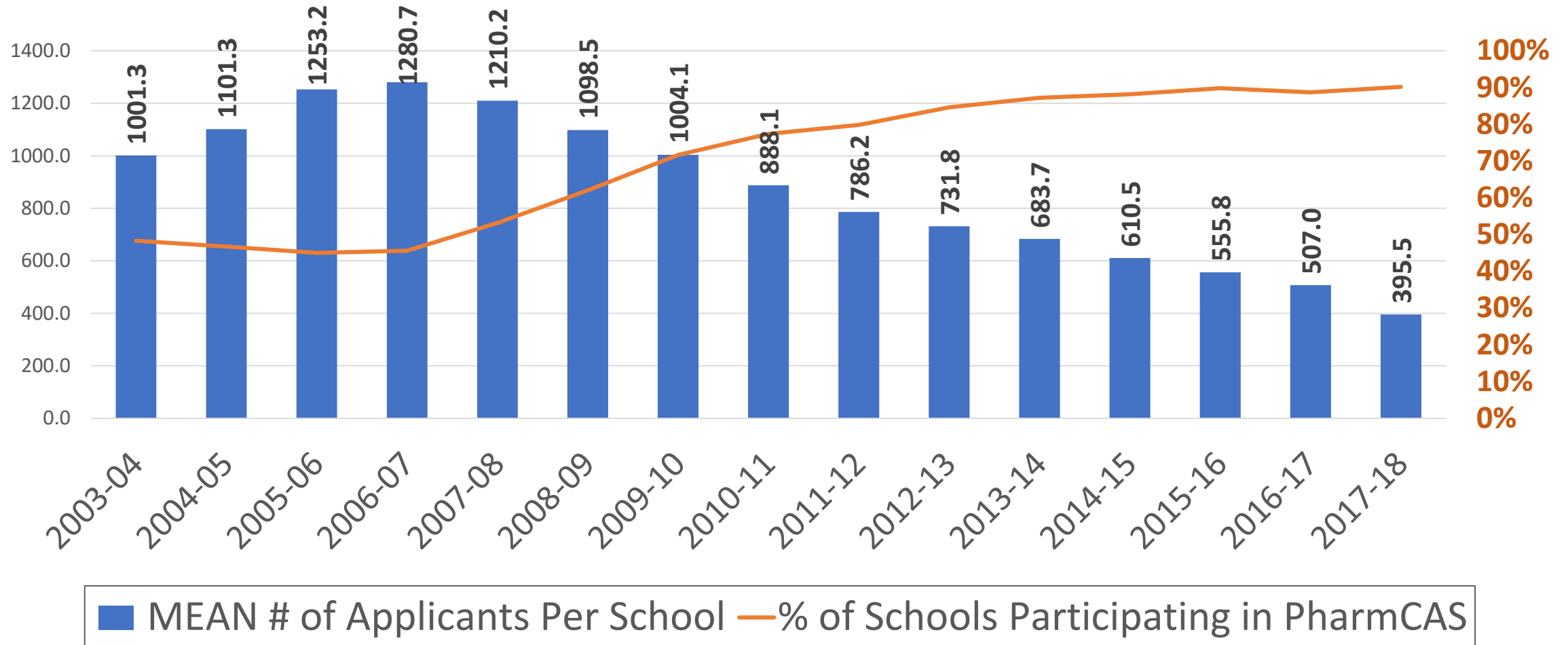
# Mean # of PharmCAS Applicants per School as of February Each Year



*Data reflects the mean number of PharmCAS applicants as of the beginning of February in 2017, 2018, and 2019. (The date the data was pulled varies slightly per year). Programs new to PharmCAS during each cycle are excluded from the calculations in this graph. Table reflects applicants with "submitted" status. Preliminary final data for the 2018-2019 cycle will be provided in July 2019 following the end of the cycle in June 2019.*

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# Final Mean # of PharmCAS Applicants per School and % of Schools in PharmCAS (2004-2018)





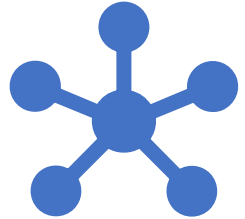
# PharmCAS Early Decision Trends

PharmCAS Application Cycle	# of ED Schools	Total # of ED Applicants	Total # of Applicants*	ED% of Total Applicant Pool
2010-11	21	480	17451	2.8%
2012-13	34	528	17630	3.0%
2013-14	42	658	17364	3.8%
2014-15	59	952	16858	5.60
2015-16	84	1773	16661	10.6%
2016-17	101	2022	16176	12.5%
2017-18	111	2408	15886	15.2%
2018-19	113	2851		

# School Deadline Changes in 2018-2019

2018-2019 Application Deadline Month	# of PharmCAS Schools with Deadline as of Nov 1, 2018	# of PharmCAS Schools with Deadline as of Feb 3, 2019
November 2018	5	4
December 2018	9	5
January 2019	11	9
February 2019	23	12
March 2019	43	54
April 2019	4	7
May 2019	6	7
June 2019	29	32

*Programs new to PharmCAS in 2018-2019 are excluded. A total of 27 PharmCAS institutions have selected a later application deadline since November 2018.*



## Trends in Other Centralized Application Services (CAS)

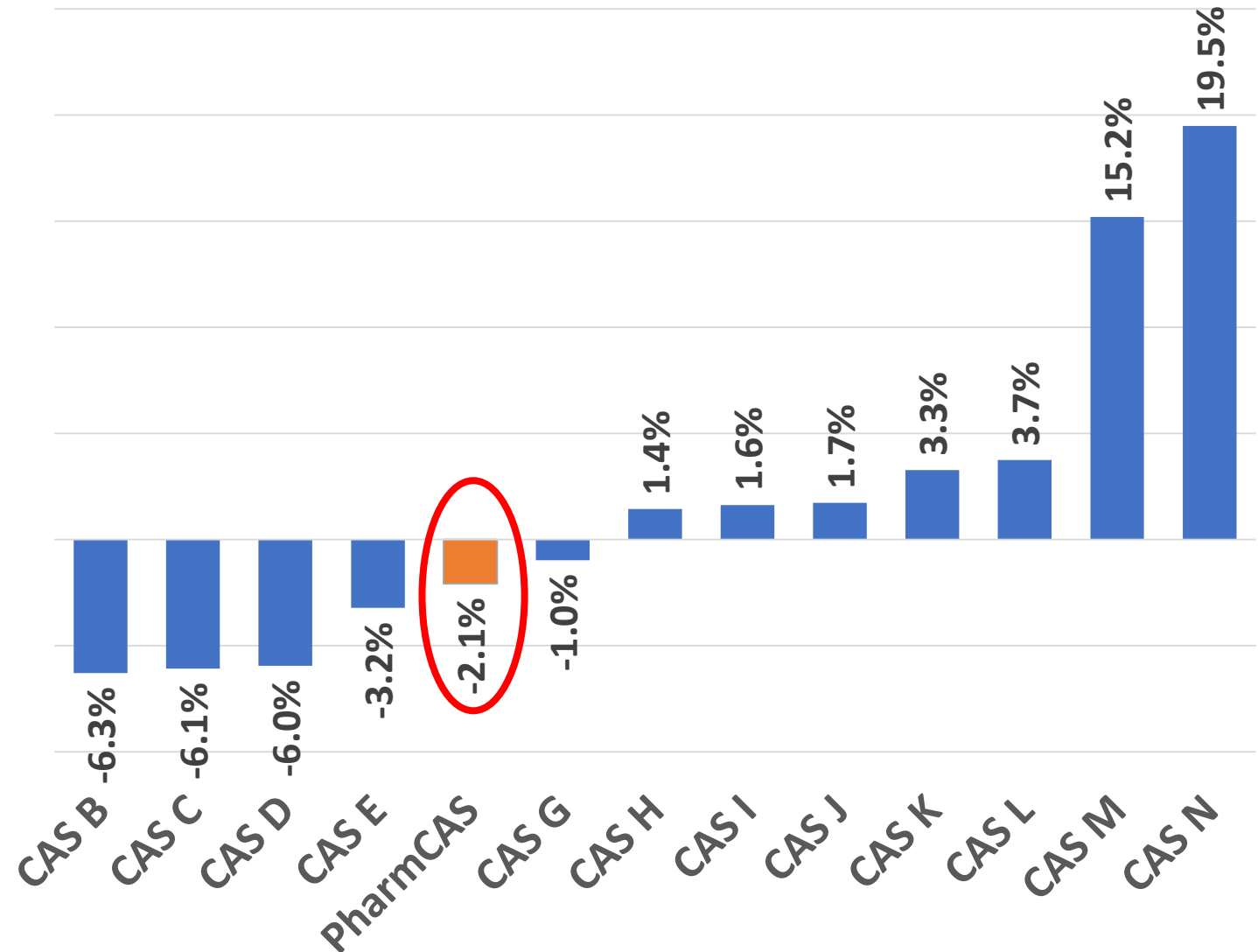


### List of Professions Represented:

Allopathic Medicine  
Dentistry  
Nursing  
Occupational Therapy  
Optometry  
Osteopathic Medicine  
Pharmacy  
Physical Therapy  
Physician Assistant  
Podiatry  
Public Health  
Social Work  
Veterinary Medicine

*The order of professions in the list does not reflect the order in the 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 an increase or decrease in the number of participating programs for a particular CAS or other extenuating circumstances.*

## 2017-2018: Percent Change in CAS Applicants (Final)

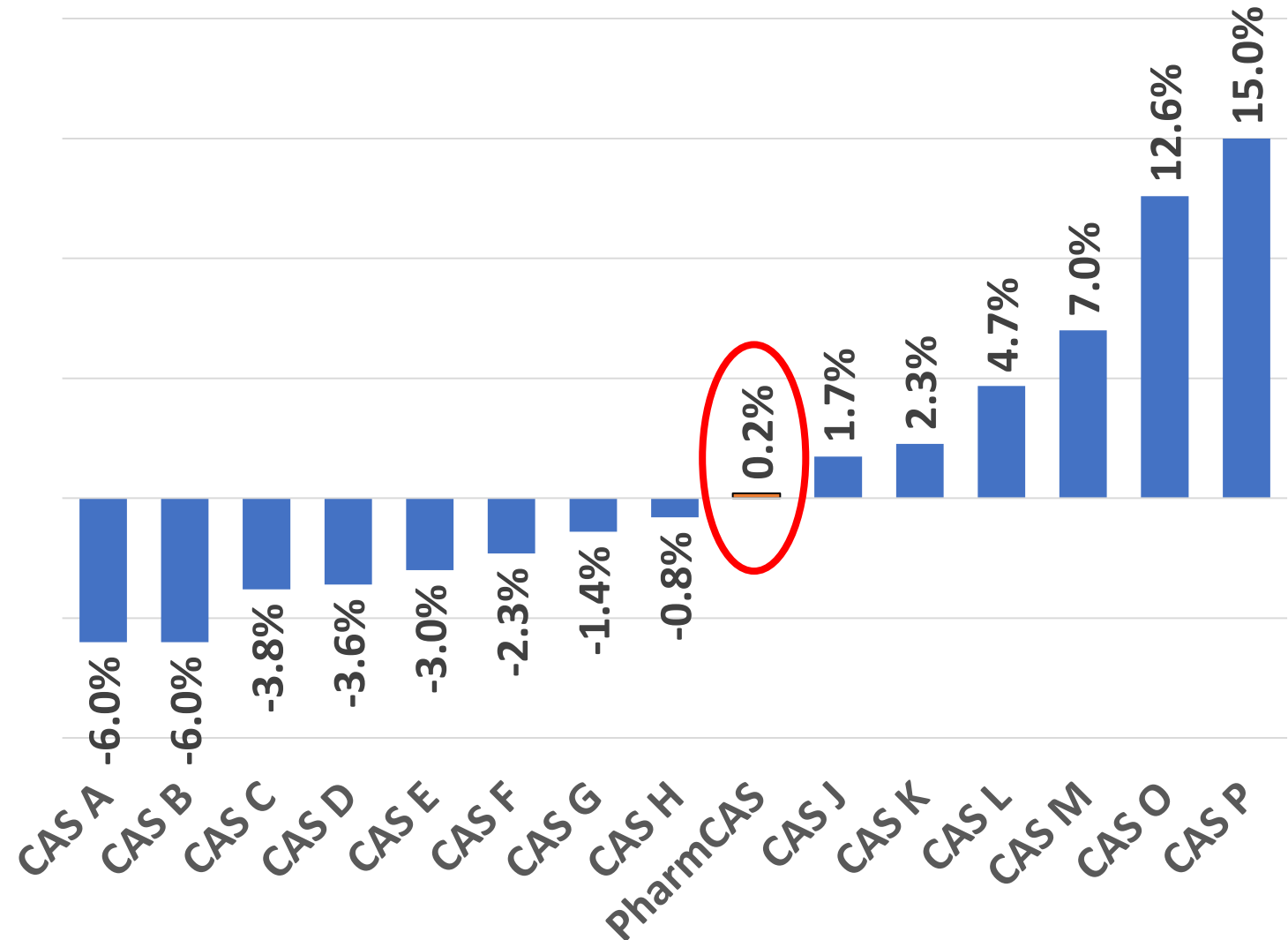


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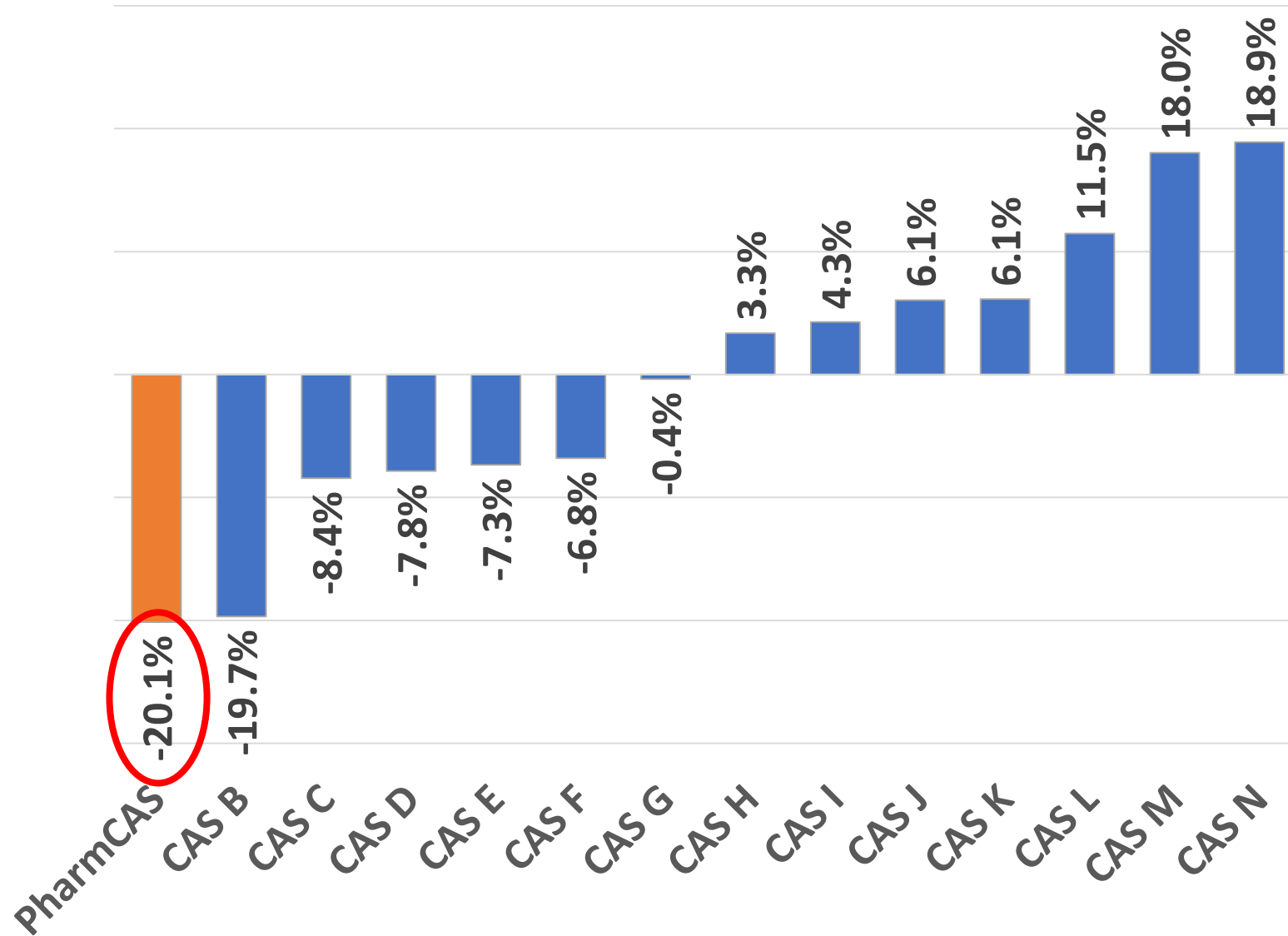
Allopathic Medicine  
Communication Disorders  
Dentistry  
Nursing  
Occupational Therapy  
Optometry  
Orthotic & Prosthetic  
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### 2018-2019: Percent Change in CAS Applicants to Date (Jan 2018 vs Jan 2019)



## 2017-2018 Cycle: Percent Change in CAS Applications (Final)

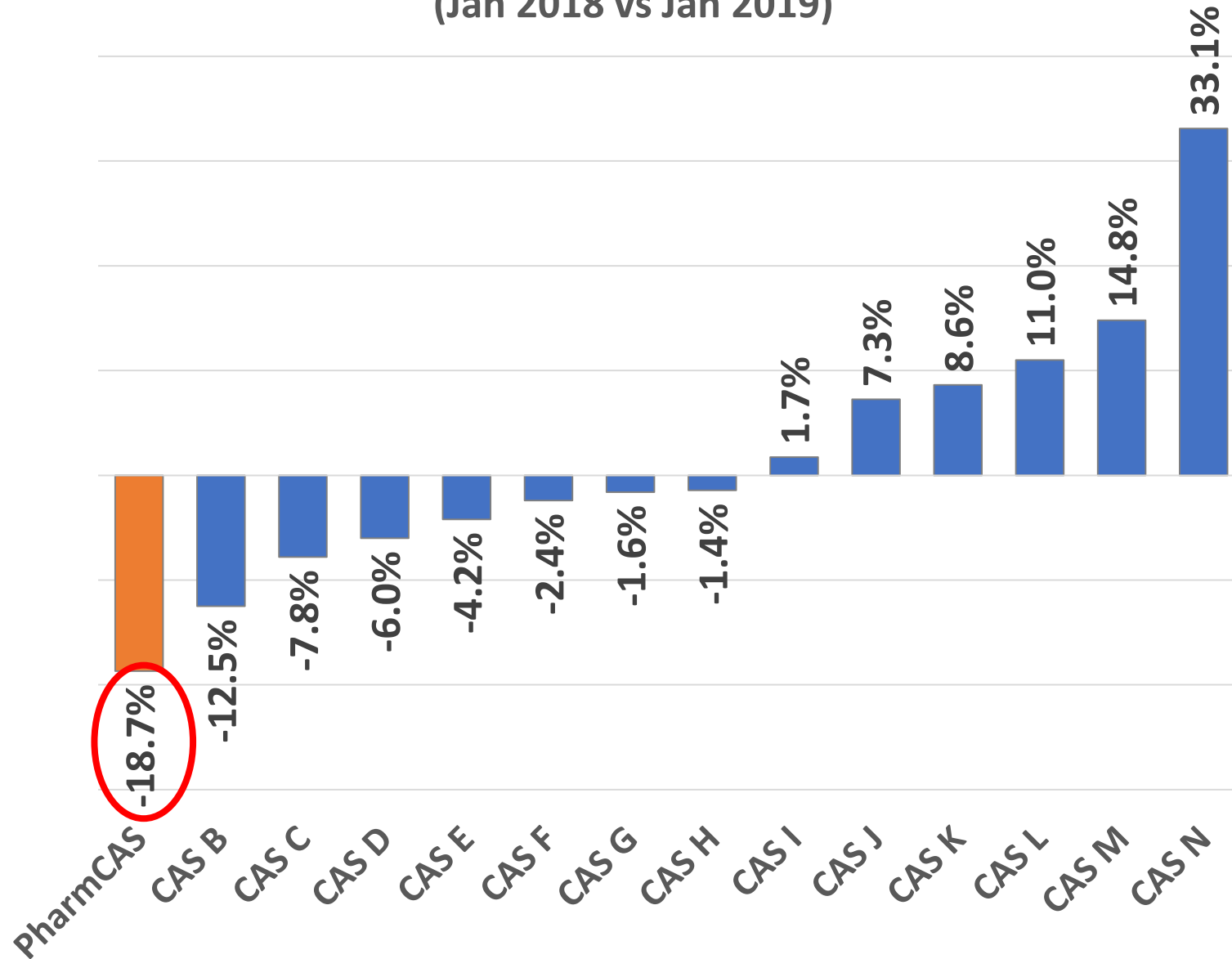


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## 2018-2019: Percent Change in CAS Applications to Date (Jan 2018 vs Jan 2019)



### List of Professions Represented:

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# Pre-Pharmacy Students & Seat Survey

- AACCP survey is intended to capture the number of known pre-pharmacy students in the pipeline and number of seats available and filled during the most recent admission cycles.
- Survey will be released to the COD, Student Service SIG, CEO deans, and COD communities via Connect following IN19
- Arrange for only one response per ACPE-accredited institution.
- Responses due by **March 8**.
- Contact Libby Ross, if questions.



# Changes to PharmCAS Criminal Background Check (CBC)

## 2018-2019 (Current) Cycle

- Applicants pay a flat \$70 fee for PharmCAS CBC report.
- New CBC fee waiver implemented for financially disadvantaged applicants.
- Both “Offer Made” and “Offer Accepted” decision codes by participating schools currently trigger a CBC email to applicants.

## 2019-2020 (Next) Cycle

- **Only an “Offer Accepted”** decision code by a participating school will trigger CBC email to applicants.
- CBC email text will be revised to minimize confusion among applicants.

# Cooperative Admissions Guidelines

**58** CAG Schools in 2018-2019

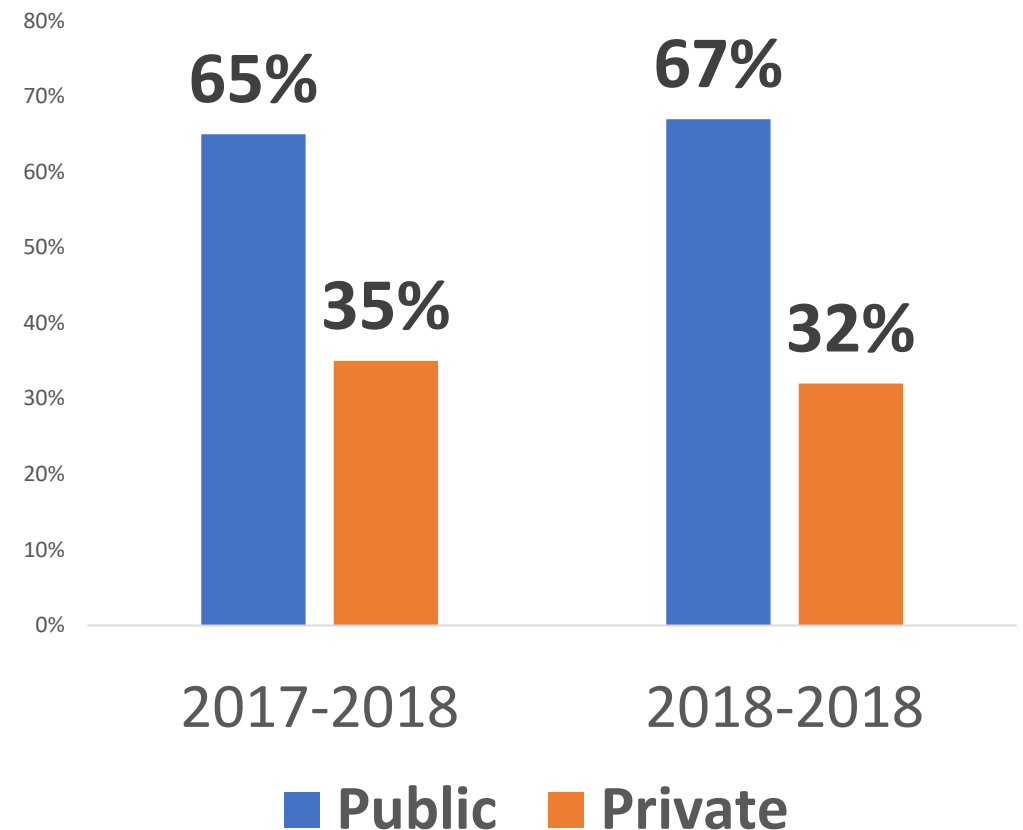
**55** CAG Schools in 2017-2018

**New** CAG email for applicants

Schools may change their CAG status for 2019-2020 via the School Directory beginning on **May 1**

2018-2019 PharmCAS school and applicant surveys will include CAG-related questions

**% of CAG Schools by Type**



# PCAT Prep for Remediation

- Consider using Kaplan's PCAT Test Prep as a remediation tool for incoming and current students at-risk for academic challenges.
- Potential value for all schools, regardless PCAT requirement.
- Prep course can help students better understand:
  - Fundamental science and math needed in the PharmD curriculum
  - Critical thinking skills
  - Enhanced study skills beyond the scope of the exam
- AACCP and Kaplan will share new resources later in 2019 regarding how other schools have used PCAT Prep for remediation.
- Contact Libby Ross, if interested in learning more.

# Latest on PharmGrad

5 new institutions joined PharmGrad in 2018 for a total of 10.

## New features in 2018-2019:

- **Lower Fee:** Flat \$50 fee per designation
- **Coupon Codes:** Schools can use codes to cover PharmGrad fee.
- **Extended Cycle Dates:** The application now opens in August, a month earlier than in past cycles, and closes in July.
- **Flexibility:** Programs can now accept applications outside of the service between cycles.

Contact Katie Bruce or Kirsten Block, to learn more!

# AACP Student Affairs Team

Please contact us with your questions, ideas, and feedback.

**Libby Ross, MA,**  
Senior Director for Student Affairs  
703.739.2330 x1009  
[Lross@aacp.org](mailto:Lross@aacp.org)

**Katie Owings Bruce, BA**  
Associate Director of Student Affairs  
703.739.2330 x1026  
[kbruce@aacp.org](mailto:kbruce@aacp.org)

**Emily Riley, MM**  
Student Affairs Coordinator  
703.739.2330 x1040  
[eriley@aacp.org](mailto:eriley@aacp.org)

**Rosie Walker, MA**  
Director of Recruitment and Diversity  
703.739.2330 x1033  
[rwalker@aacp.org](mailto:rwalker@aacp.org)