



APhA Academy of Student Pharmacists

# Webinar Week

Connect.  
Share.  
Learn.



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# Webinar Week

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**Membership  
Vice President  
(MVP)**

# Speakers



Alex Cochran

National Member-a-large




Leeann Williamson

Member Engagement

Standing Committee Member

# Agenda



- 
- Meet your APhA Team
  - What is your why?
  - Roles & Responsibilities
  - Fall Membership Drive
  - Turning a No into a YES
  - Event Planning
  - Announcements and Reminders
  - Q&A



# We are so excited you're here!

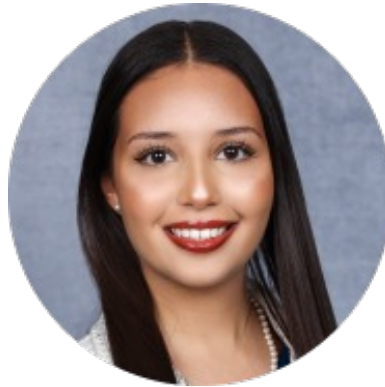
## **A few housekeeping items for the night:**

- Add your Chapter to your name so we know where you're joining from
- Utilize chat or the raise hand feature to submit your questions
- We'd love to see your face!
- Discussion Opportunities – please mute your mic when not speaking
- All slides, recordings and notes from webinar week will be made available on the Webinar Week home page

# Member Engagement Standing Committee



**Danny Schreiber**  
Chair  
OTC Medicine Safety



**Annajita Rubio**  
Operation Diabetes



**Heather Faulkner**  
Operation Immunization



**Leeann Williamson**  
Operation Substance Use  
Disorders



**Jennifer Estrellado**  
Operation Reproductive  
Health



**Ellie Balken**  
Operation Heart



# National Executive Committee



**Victoria Lyle**  
National President  
APhA Board of Trustees



**Miranda Montoya**  
National President-Elect  
Awards and International Liaison



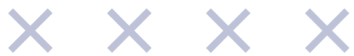
**Alexander Spanenberg**  
Speaker of the House  
Policy/GAC/PAC Liaison



**Grant Smith**  
National Member-at-large  
Communications Liaison



**Alexandra Cochran**  
National Member-at-large  
Member Engagement Liaison



# APhA-ASP Staff



**Crystal Atwell, PharmD**

*Senior Director, Student & New Practitioner Development*



**Lynette Plowden**

*Senior Manager, Student & New Practitioner Meetings and Operations*



**Elise Damman, PharmD, CHWC**

*Associate Director, Student Development*



**Tom English, MS**

*Senior Director, Member Relations & Communications  
Editor-in-Chief, Student Pharmacist Magazine*



**Nne-Nne Abanobi**

*Senior Manager, Student Membership*

**What inspired you to become  
the Membership Vice  
President of your Chapter?**

**What event or responsibility  
are you most excited for in  
your new role?**

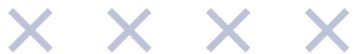
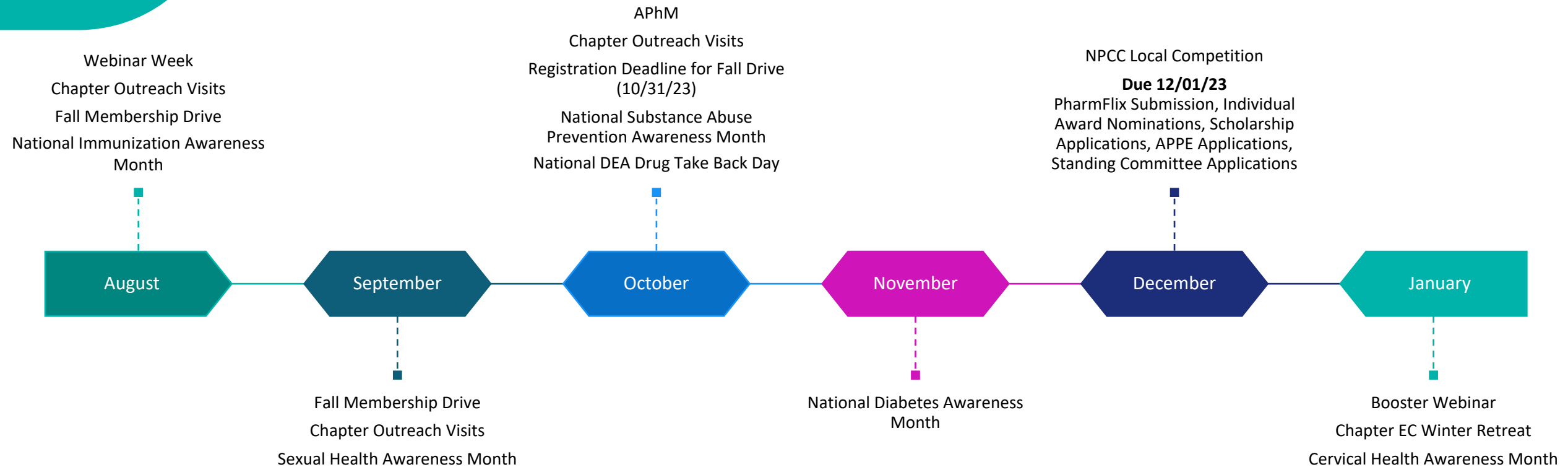
# **Roles and Responsibilities**



# ••• Roles & Responsibilities

- Fall Membership Drive
- Spring Membership Drive (Transitioning Members)
- Promote event attendance
- Organize Social Events
- Engage Student Pharmacists!
  - Always remember your WHY!
  - Membership is the responsibility of the entire chapter, not just you!
- Be a resource on all things APhA-ASP

# Timeline



# **Fall Membership Drive Reminders**

# Webinar Recording

"The Real MVP" Training for All Chapter Leaders

Slides available in the  
Virtual Membership Box



Recording Available Here



# ●●● Goals and Incentives Review

## **Chapter Goals**

- Tier 1: 40% of total enrollment for on-campus student pharmacists
  - Includes any professional student pharmacist not in their final-year of the program
- Tier 2: 60% of total enrollment for on-campus student pharmacists
  - Includes any professional student pharmacist not in their final-year of the program

## **Registration Deadline:**

- October 31st

## **How are Fall Membership goals determined?**

- Based on enrollment of professional students for Fall 2023 Semester
  - If chapter does not submit enrollment data, then 2022 data from AACCP will be used
  - For schools with satellite campuses, membership goals will be based off total enrollment across all locations

# Goals and Incentives Review

- Chapters who, at minimum, reach their **40% enrollment goals** by October 31st will:
  - Receive a discount on the 2024 APhA Annual Meeting and Exposition registration for all active chapter members (\$39 per person value)
  - Be entered for a drawing to win \$750
    - Cash prize to be used at the chapter's discretion
  - Have all chapter members entered into a nationwide cash drawing
    - 1 individual will win \$500
    - 3 individuals will win \$250
    - 10 individuals will win \$100

*\*individuals must have an active membership at the time of drawing to be eligible for individual prizes*

# Goals and Incentives Review

- Chapters who, at minimum, reach their **60% enrollment goals** by October 31st will:
  - Receive a discount on the 2024 APhA Annual Meeting and Exposition registration for all active chapter members
    - \$39 per person value
  - Receive half-off registration to the 2024 APhA Annual Meeting and Exposition for up to 10 chapter Executive Committee Members
    - \$150 per person value
  - Be entered for a drawing to win \$1500
    - Cash prize to be used at the chapter's discretion
  - Have all chapter members entered into a nationwide cash drawing
    - 1 individual will win \$500
    - 3 individuals will win \$250
    - 10 individuals will win \$100

*\*individuals must have an active membership at the time of drawing to be eligible for individual prizes*



# Tactics for Hosting a Successful Membership Drive

Focus on the incoming class – get them engaged!

Host a Chapter Outreach Visit

Prepare an elevator pitch and highlight the incentives

Work with the Communications VP on a communications strategy

Preparing for FAQs and concerns

Be the connector/catalyst for someone's APhA-ASP journey!

# ● ● ● Recruitment is Everyone's Job

- **Tips and Tricks for Success**

- Happy members tell other members – your energy is contagious!
- Engage your faculty and staff
- Create consistency with annual, monthly, or weekly events
- Collect contact info at events to follow up with potential members
- Personal connections make a difference in creating a sense of belonging in APhA-ASP
- Find fun and exciting ways to incorporate the APhA-ASP theme
- Be willing to speak about your **WHY**
- Consider ways you and your team can help turn a no/maybe into a **YES!**

# Value Proposition



**Turning a No  
into a YES!**



# Turning a No into a YES

“It’s too much money.”

“APhA offers many opportunities to grow professionally and as a leader. There are also many scholarship opportunities that you can apply for. You’ll also make many connections through networking opportunities that may lead to a future job.”

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# Turning a No into a YES

“I am already a part of other organizations.”

“Though all organizations have their specific advantages, APhA is for every pharmacist and truly serves as the home for all types of pharmacy. This offers you great networking and programming opportunities to take advantage of as you find your passions in pharmacy!.”

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# Turning a No into a YES

“I don't have the time.”

“You will get out of APhA-ASP what you put into it. We have opportunities that are available to you no matter how much or how little time you have in your schedule.”

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# Example Elevator Pitch

- Introduction
  - Name
  - Position in APhA-ASP
  - Professional Year
- Why you are a member of APhA-ASP
  - Share your why!
  - Benefits
  - Professional and Personal
- Conclusion
  - Bring it all together!

x x x x

x x x x

x x x x

# **How to Host a Successful Event**

# Event Planning

- Plan ahead!
  - Be sure to work with other organizations for planning if your school requires it
  - Have a feel for who will be involved and who you need to be in communication with throughout the process
- Be the first organization to have a general body meeting (GBM)
- Always take feedback after events!
- Make **CONNECTIONS** with other students. People join people, not organizations!

### APhA-ASP Event Planning Checklist & Timeline

Proposed Event Title:	
Proposed Event Date:	
Proposed Event Description:	

#### 8 weeks before the event: Determine the goals

Event Type	<ul style="list-style-type: none"> <li>• Patient-care project</li> <li>• Educational</li> <li>• Fundraiser</li> <li>• Professional/leadership training</li> <li>• Social gathering (networking)</li> </ul>
Main goals	
Target Audience	<ul style="list-style-type: none"> <li>• Student pharmacists on-campus</li> <li>• Student pharmacists outside of campus</li> <li>• Faculty members on-campus</li> <li>• Community members</li> </ul>
Event Date	<ul style="list-style-type: none"> <li>• Check University calendar for potential conflicts</li> <li>• If the event is targeted for student pharmacists, check their class and exam schedules for potential conflicts</li> </ul>
Is there a duplication of another campus event?	<ul style="list-style-type: none"> <li>• Yes   • No   • Potential</li> </ul>



## Event Checklist & Timeline

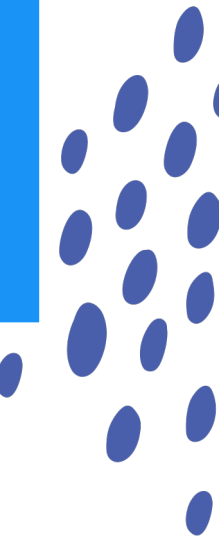
- Create a plan
- Develop a timeline
- Identify who will be involved
- Outline a communications plan
- Record the impact and outcomes

# Membership Drive Event Ideas

Membership  
Picnic

Around the  
World of  
APhA-ASP

Get to Know  
Your EC Event



**What are some  
membership drive  
events you're  
planning?**

# Questions and Conversations



# **Announcements & Reminders**

# Important Resources

- Fall Membership Drive Box
  - Promotional materials and giveaways included
  - Email [NAbanobi@aphanet.org](mailto:NAbanobi@aphanet.org) if you have specific questions for your chapter's membership box for this year
- Virtual Fall Membership Drive Box
  - <https://www.dropbox.com/sh/htun15dh36m5lon/AADE1HoSKBDwpd3Nz0jRT-bLa?dl=0>
- Webinar Week
  - <https://www.pharmacist.com/apha-asp-webinar-week>

# Important Dates & Deadlines

Date	Event
August – October	Chapter Outreach Visits
August 29, 2023	MRM2023 Kick-off Webinar
August 30, 2023	Meet the APhA CEO Webinar
September 13, 2023	PharmFlix Informational Webinar
October	American Pharmacists Month
October 31, 2023	Fall Membership Drive Registration Deadline
November 3-5, 2023	Midyear Regional Meeting – It's On!
December 1, 2023	Individual Award Submissions Due APhA Foundation Scholarship Applications Due PharmFlix Submissions Due APhA Experiential Program Applications Due Standing Committee Applications Due



# Outreach Visits



Submission Deadline  
August 25, 2023



November 3-5  
»»»»»



## ONSITE

Washington, DC - \$149.00



## ON-CAMPUS

With your APhA-ASP Chapter - \$300.00



## ONLINE

Where you are – \$39.00



**APhA**

American Pharmacists  
Association

MRM2023  
IT'S ON!

REGISTER NOW:  
MRM2023 Kick-off!  
More details on  
what to expect.





# Meet the APhA CEO

August 30, 2023  
8-9 pm ET



Michael Hogue, PharmD, FAPhA, FNAP, FFIP

# Webinar Week

Monday	Tuesday	Wednesday	Thursday	Friday
August 7 <sup>th</sup>	August 8 <sup>th</sup>	August 9 <sup>th</sup>	August 10 <sup>th</sup>	August 11 <sup>th</sup>
Webinar Week Kick-off (9-10 pm ET)	<p>Advisors Meet-up (1-2 pm ET)</p> <p>Presidents/ Presidents-elect (9-10:30 pm ET)</p>	Membership VPs (9-10 pm ET)	<p>Communications VPs (8:30-9:30 pm ET)</p> <p>Patient Care VPs (9:30-10:30 pm ET)</p>	
August 14 <sup>th</sup>	August 15 <sup>h</sup>	August 16 <sup>th</sup>	August 17 <sup>th</sup>	August 18 <sup>th</sup>
	<p>Policy VPs (8:30-9:30 pm ET)</p> <p>Finance VPs (9:30-10:30 pm ET)</p>	<p>International VPs (8-9 pm ET)</p> <p>Patient Care Chairs (9-10:30 pm ET)</p>		



# Important Contact Information



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540-529-4622





**Questions?**