

**APhA2022**

APhA Academy of Student Pharmacists

# Membership Vice President Workshop

March 18<sup>th</sup>, 2022  
San Antonio, TX

# WELCOME!



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## Today's Agenda

- All About Membership VP!
- Membership Benefits
- Membership Drives 101
- Membership Dues Update
- Membership Engagement
- Event Planning
- Resources

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# **All About Membership VP!**

## Purpose of Position

- To **address the needs of the membership** and the community by actively engaging members in chapter events throughout the year.
- To develop strategies to **increase member participation** in APhA-ASP national, regional, and chapter projects and programs.
- To work with chapter members, officers, and advisors to **develop a strategic plan** for membership recruitment and retention.

# Roles and Responsibilities

- **Organize the Membership Drives!**
- Learn membership benefits
- Engage members
- Manage chapter administrator accounts
- Review chapter bylaws and Chapter Operations Manual
- Meet with chapter advisor and new practitioners

## Membership Structure

List the goal number of chapter members for the reporting cycle. (e.g 153) \*

List the total number of chapter members for the reporting cycle. (e.g 153) \*

Did your chapter conduct and promote membership during the following campaigns? (Select all that apply.) \*

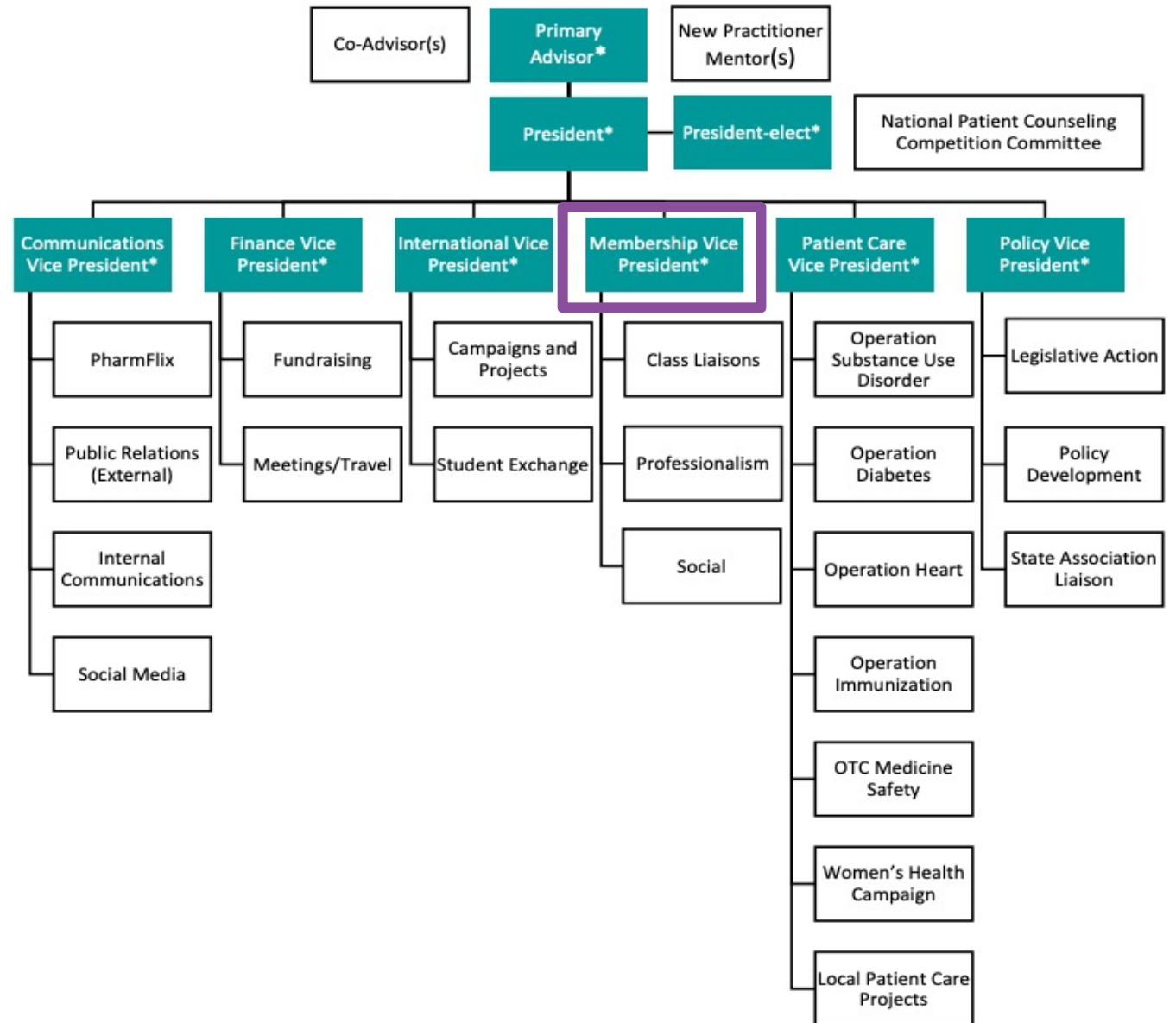
- ☐ Fall Membership Drive
- ☐ Fall Membership Drive for final-year student pharmacists
- ☐ Spring / Transitioning Membership Drive
- ☐ Other

Describe the planning, execution, and innovation for APhA-ASP fall membership drive. \*

0/300 words

Describe the planning, execution, and innovation for APhA-ASP spring membership drive. \*

## Committee Structure



## Communications

Outgoing MVP

MVP Chairs

Chapter President

Communications &  
Finance Vice  
President

Chapter Advisor

Experiential  
Learning  
Coordinator

Community  
Connections/Local  
Organizations

MVP Chairs  
Nationwide

National  
Membership  
Engagement  
Standing Committee

Local

National

Local, Regional, or National



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# **APhA-ASP Membership Benefits**

## Benefits of APhA-ASP Membership

- Scholarships
- Awards
- Conferences
- Leadership opportunities
- Patient care
- Advocacy
- Networking
- Professional/Career Development

# **Membership Drives 101**

## Membership Drives – TLDR!

### Oversee the APhA-ASP Membership Drives

- Create and manage a committee

#### Fall

**Goal:** Recruit new members and maintain current members

#### Spring

**Goal:** Renew third-year student pharmacists' membership (transitioning membership enrollment)

## 2022 Fall Membership Drive Overview

### Fall Membership Drive Boxes

The content will include:

- Posters for display around campus
- Student membership brochure
- Event **Save the Date** place cards
- A quick reference guide for leaders
- Membership flyers (i.e. transitioning membership)...and more!

*More information regarding Fall Membership Drive Boxes will be shared closer to the Fall Membership Drive!*

## 2022 Membership Goals

- Establishing this membership goal is key to your chapter's success.
- A recommended goal will be set for your chapter's Fall Membership drive. This goal is established by looking at overall membership trends for the last few years.
- APhA will email you the chapter's goal form and trends report!

## Elevator Pitch

- One minute pitch to tell your WHY!



## Themes

- Olympics
- Under the Sea
- Pop-Art
- Friends
- Luau
- Candy
- Sports





## Tabling

- Make it interactive
- Raffle off free membership
- Photo Booth



## From "No" to "Yes!" in 60 Seconds

- "I'm already involved in another organization."
- "The price of dues is too expensive."
- "I'm not really interested."
- "I'm too busy."



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# **Membership Dues Update**

# Speakers



**Keith Marciniak, RPh**  
Vice President, Member Relations



**Drew Register, PharmD**  
Associate Director, Membership Engagement and  
Communications

## Simplify & Focus Membership

- **Phase 1 – Association-wide New Membership Model & Simple Form**
  - Rebuilding the Previous Membership Model
    - Launched in November with New Dues for Pharmacist and New Practitioner Membership Categories
  - Modify Student Chapter and State Pharmacy Association Dues (not collecting)
  - Simplify chapter rebate program (\$3.00 & \$1.00 incentives)
  - Enhanced Transitioning Student member benefits

## Student Dues Program

- **National Dues Collected** – \$45 (PY1-PY3) & \$120 (PY4)
- **State Dues Collected** – 53 Chapters (21 States) \$5 - \$25
- **Chapter Dues Collected** – 117 Chapters \$5 - \$110
- **Total Dues Collected** – \$50 - \$165
  
- **2022 Spring Membership Drive**
  - \$110.00 National Dues
  - + \$10.00 Chapter Dues (sent back to the chapters in December)
  - \$120.00 Total Paid by a Student Member
  
- **2022 Fall Membership Drive**
  - \$39.00 National Dues
  - + \$10.00 Chapter Dues (sent back to the chapters in December)
  - \$49.00 Total Paid by a Student Member

## Financial Implications

- **National Dues** – \$45.00 vs. \$39.00
- **Chapter Rebates** – Eliminate the chapter rebate/incentive program that provides a \$3 rebate and \$1 rebate for chapters
- **Membership Dues Deadline – October 31 (Annually)**
  - Chapters receive a check or electronic funds transfer in December (annually)
- **State Pharmacy Association Collaboration and Supplemental Dues**
  - Chapters are still encouraged to work with state pharmacy associations, collect supplemental dues for meetings, programming, and activities

# APhA-ASP Student Member Dues

Student Dues (Transactions)	2021 Student Payment	2022 Student Payment
<b>Total Student Dues Payment to APhA</b>	<b>\$70.00</b>	<b>\$49.00</b>
APhA Revenue (National Dues)	\$45.00	\$39.00
Refund Sent Back to Chapter	-\$15.00	-\$10.00
Refund Sent Directly to State Association	-\$10.00	\$0.00
<b>Net Revenue to APhA</b>	<b>\$45.00</b>	<b>\$39.00</b>



# **Membership Engagement**

What challenges are you  
facing with membership  
engagement?



# Membership Engagement

## **Tip #1: Know your audience!**

Consider the following:

- What audience is this event intended to reach?
- What value does this event have to said audience?
- How can I successfully reach said audience?

# Membership Engagement

## **Tip #2: Build a Community**

Consider the following:

- What attributes are APhA members looking for in a community of their peers?
- How are you connecting with chapter members? Chapter leaders?
- What common activities or experiences would help to foster these connections?
- How do you recognize those who contribute greatly to the community?

## Membership Engagement

### **Tip #3: Establish a common goal**

Consider the following:

- What are your chapter goals for the year?
- How does your Operation Diabetes programming support these goals?
- What additional, Operation Diabetes-specific goals do you have?
- How can student members get involved in achieving these goals?

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# Event Planning

## Resources

### Event Checklist and Timeline



#### 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> </ul>

#### 7 weeks before the event: Determine the details

Site Selection	<input type="checkbox"/> On-campus: <input type="checkbox"/> Off-campus:
Who are some potential partners?	Potential Collaborators:
Are you contracting with a performer or a speaker for the event?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Expenses	<input type="checkbox"/> Performer/Speaker Fee: <input type="checkbox"/> Food: <input type="checkbox"/> Decorations and set-up supplies: <input type="checkbox"/> Transportation: <input type="checkbox"/> Advertisement:
Funding Sources	• Are you selling tickets? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how much are you going to bring in? \$ _____

	• Do you have fundraised dollars? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how much are you contributing? \$ _____ • Are you asking for funds from the Student Government Association (SGA) on-campus? <input type="checkbox"/> Yes <input type="checkbox"/> No
Total budget	Expenses: \$ _____ - Ticket Sales: \$ _____ - Previously Fundraised Dollars: \$ _____ = Amount needed to ask from SGA

## Resources

### Event Checklist and Timeline

**3-6 weeks before the event:** Determine the agenda

Order and length of time for all events	
Event Logistics	<input type="checkbox"/> Fill out a required event proposal form or funding form to the Student Government Association (SGA) on-campus <input type="checkbox"/> Confirm a selected site is reserved <input type="checkbox"/> Confirm food is ordered <input type="checkbox"/> Confirm chapter advisors or other chaperone (licensed pharmacists) are available for the event
Advertisement	<input type="checkbox"/> Make flyers and table tents <input type="checkbox"/> Advertise on social media (Facebook event, Instagram post) <input type="checkbox"/> Contact target audiences
Collaborators and Performer/Speaker	<input type="checkbox"/> Meet and plan out the collaborative elements <input type="checkbox"/> Provide any resources/directions that they need

Ticket Sales and Tabling	<input type="checkbox"/> Reserve a table and tablecloth to sell tickets or to promote the event <input type="checkbox"/> Recruit volunteers to staff the table
Event Staff and Volunteers	<ul style="list-style-type: none"> <li>• How many volunteers needed for the event set-up? _____</li> <li>• At what time are volunteers needed for the event set-up?</li> <li>• How many volunteers needed during the event? _____</li> </ul>
	<ul style="list-style-type: none"> <li>• How many volunteers needed for the event clean-up? _____</li> <li>• At what time are volunteers needed for the event clean-up?</li> <li>• What will the volunteers wear? Are white coats needed for student pharmacists?</li> </ul>



## Resources

### Event Checklist and Timeline

#### **1 week before the event:** Confirm last minute tasks

- ☐ Finalize the event schedule. Do you have an event script?
- ☐ Purchase all supplies and decorations for the event. Create any signs needed for the event, such as welcome signs and directional signs.
- ☐ Ensure all event registration and financial paperwork have been submitted.
- ☐ Send an email reminder to all event volunteers with details, expected tasks, and required attire.
- ☐ Confirm with your collaborators and performer/speaker. Prepare a speaker bio and introduction.
- ☐ Confirm with your advisor/chaperone. If needed, get emergency contact information for your advisor/chaperone.
- ☐ Last push for marketing. Advertise again on social media, hang more flyers, and place table tents.

#### **Day of the event**

- ☐ Arrive early to set-up the room and give direction to volunteers.
- ☐ Secure cash-box for at door ticket sales or money collection.
- ☐ Pick up or greet performer/speaker.

#### **Post-Event:** Event evaluation

- ☐ Send thank you letters or emails to your collaborators, performer/speaker, advisor/chaperone, and all event volunteers.
- ☐ Evaluate within the chapter executive board or committee if you met the event goals. Discuss what went well and what can be improved.

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# Resources

## Resources

Pharmacist.com

Chapter  
Operations  
Manual (COM)

Transition Guide

Event Check List

MVPs

Chapter  
Advisors

APhA-ASP  
Social Media

New Practitioner  
Network

Email  
Communications  
from SPC &  
CEU

Membership  
Toolkit

Local and  
Community  
Resources

## Resources

### Pharmacist.com



Student Pharmacist Magazine



Policy & Advocacy



Leadership Opportunities



Projects



Awards & Scholarships



Meetings & Networking



Officer Resources



Advisor Resources

## Additional Resources For Chapter Vice Presidents And Chairs

### Leadership And Project Management Resources

Summer Leadership Institute 2020 Project Management Session

Patrick Lencioni Five Dysfunctions of a Team Video

Successful Delegation Article

How Great Leaders Inspire Action

### Communications Vice Presidents

Communications Vice President Toolkit

Summer Leadership Institute 2020 Communications Vice President Session

A<sub>Ph</sub>A2017 Communications Vice President Workshop

### Finance Vice Presidents

Budgeting

Sample Budgets

Fundraising

Chapter Tax Information (IRS)

Chapter Banking Information Update Form

A<sub>Ph</sub>A2017 Finance Vice President Workshop

### International Vice Presidents

International Vice President Toolkit, and IPSF Campaign, Project and Student Exchange Resources

Summer Leadership Institute 2020 International Vice President Session

### Membership Vice Presidents

Resources, Promotional Materials, and Membership Vice President Toolkit

Virtual Membership Box

Member Benefit Presentation

Sample Membership Activities Calendar

Member Brochure

### Patient Care Vice Presidents And Program Chairs

Guidelines

A<sub>Ph</sub>A2017 Patient Care Vice President Workshop

### Policy Vice Presidents

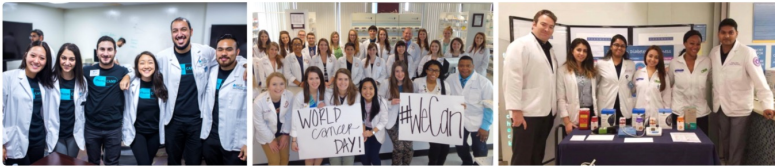
Policy Toolkit  
Policy Resources

Summer Leadership Institute 2020 Policy Vice President Session

## Resources

### Pharmacist.com

#### APhA-ASP Membership Resources



#### [Chapter Operations Manual](#)

Gain a foundational knowledge of APhA-ASP with the Chapter Operations Manual (COM). It provides the essential tools and resources you will need to succeed in your APhA-ASP leadership position. Use the table of contents to guide you through the searchable PDF. What you will find:

Official acronyms and terms

General information about the APhA Academy of Student Pharmacists

Membership information

Recommended chapter structure

Essential chapter activities and operations

Chapter Officer roles and responsibilities

Chapter Officer transitions information

Chapter timeline

And much more!

#### MVP Responsibilities and Timelines

[Chapter Membership Vice President Position Description](#)

[APhA-ASP Membership Calendar](#)

#### Accessing Chapter Reports

[Chapter Administrator Login Instructions](#)

[Update Chapter Executive Committee Members](#)

[Update Chapter Executive Committee Members Video Tutorial](#)

[Access Chapter Reports and Rosters](#)

[Access Chapter Reports and Rosters Video Tutorial](#)

#### Membership Eligibility, Dues, and Benefits

[Eligibility, Dues \(National, State and Chapter\) and Why Chapters?](#)

[List of APhA-ASP Membership Benefits](#)

[2022 Spring Membership Drive Kick-Off Recording](#)

[Answers to Frequently Asked Questions](#)

#### Incentives and Awards for Chapters

[Chapter Administrative Allowance](#)

[Membership Bonus Goals and Annual Meeting Complimentary Registration for Advisors](#)

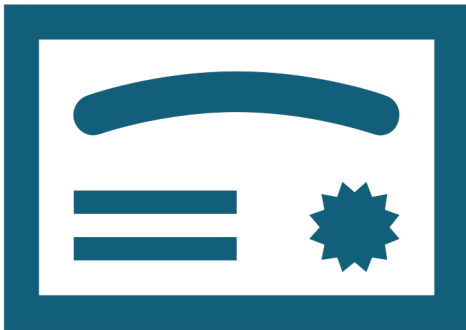
[APhA-ASP Membership Bonus Goal Award Winning Chapters](#)

## Resources

### Previous Chapter Achievement Report (CAR)



- Goal number of members
- Describe planning, execution, and innovation for the Fall and Spring Membership Drives
- Numbers and trends



## Resources

### Transition Guide

#### Purpose

- Aids in leadership transition between incoming and outgoing OSUD chair
- Provides essential tools and resources to understand position

#### Content

- Position specifics including roles and responsibilities
- Proposed timeline for the position
- Expansion on key events

#### Considerations

- Essential discussion points
- Ideas for the next year
- References and links including specific community resources

**Thank you for joining!**



## Membership Vice Presidents Meet-up

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