2012–2013
The APhA-ASP
Membership Toolkit

Everything you need to know about membership!

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Chapter 1  Membership Vice Presidents and What They Do

“There are many elements to a campaign. Leadership is number one. Everything else is number two.”

Bertolt Brecht

Welcome Membership Vice President (MVP)! This APhA-ASP Membership Tool Kit was developed to guide your efforts to increase membership and involvement at your chapter and for APhA. Your role is an important one, as you will be helping student pharmacists at your chapter understand the essential professional development resources available through APhA membership. From student pharmacist to new practitioner and seasoned pharmacist, APhA membership is a vital and rewarding professional opportunity.

Your first step is to understand your responsibilities as MVP. Review the position description below and share it with your chapter officers. Let your chapter officers know that by working together, you and the other chapter leaders can be most effective in promoting APhA-ASP membership.

This chapter of the Tool Kit includes a calendar of projects and administrative deadlines to assist you in scheduling and planning for the entire year. As you will see, it is important to get started early, so that the maximum number of students at your chapter can begin or continue to receive the benefits of APhA membership.

Chapter Membership Vice President (MVP)
Position Description

Purpose of Position: Oversee efforts to increase membership in APhA and your chapter.

Essential Responsibilities to the Chapter:
• Recruit a chapter membership team or committee to evaluate previous membership development efforts and help plan activities and establish measurable goals for membership.

• Ensure that membership development priorities are included in your chapter’s annual goals and objectives, that the chapter budget reflects membership priorities, and that you work with chapter officers and team members to integrate membership into chapter priorities.

• Manage the membership sign-up process during both the fall and spring campaigns; ensure proper collection of enrollment forms and dues; analyze data on chapter
membership renewals, recruitment of new members, and reasons that current members do not continue.

- Ensure that the chapter has a comprehensive orientation program. This includes:
  
  o Presentation at orientation for the incoming first year class
  o Student Outreach Program conducted by a national officer or APhA Student Development Staff Member during the fall campaign for new and renewing members
  o Life on Rotation Program during the spring campaign that allows third-year students to hear from a new practitioner mentor about his or her rotation experience, tips to prepare and what to expect during their rotation.

Make sure that new members are involved as early and as often as possible in patient care projects, chapter meetings, local events, and Midyear Regional Meetings to learn the benefits of APhA.

**Specific Responsibilities to APhA:** Compile and submit APhA membership dues and reports as indicated.

**Time Commitments:** Along with the time necessary to accomplish the above responsibilities, the MVP serves on the chapter executive committee and other committees as assigned. Attendance at a Midyear Regional Meeting and the APhA Annual Meeting is strongly encouraged.

**Working with Your APhA-ASP Chapter Advisor**

The APhA-ASP chapter advisor is the key link between APhA and your chapter.

Chapter advisors are the “constant” from year to year at each chapter, so they are a resource for learning about APhA processes and chapter membership challenges. Advisors also help chapter leaders plan activities and set priorities each school year, and should be informed of all chapter activities.

The APhA-ASP chapter advisor is responsible for the finances of the APhA-ASP chapter. The advisor supervises budget planning for the chapter, approves expenditures involving APhA-ASP revenues, and ensures that required financial reports and tax forms are accurately executed. This is critically important, as there are many laws, regulations, and standards regarding nonprofit finances for which APhA must ensure compliance.

The chapter advisor can also help foster relationships between the chapter and local and state pharmacy associations.
APhA-ASP Membership Calendar

Summer
• Attend APhA Summer Leadership Institute.
• Review files from outgoing MVP.
• Work with chapter officers to get ready for membership recruitment and plan for the upcoming school year.

August – September
• Conduct Student Outreach Visits.
• Hold fall membership drive through the end of September. Chapter membership materials sent to chapter advisor around the third week of August.
• Collect and submit dues to APhA early with appropriate forms to receive the maximum chapter rebates.
• Prepare for fall patient care projects and programs.

October – November
• Conduct Student Outreach Visits.
• Participate in American Pharmacists Month activities (APhM October).
• Attend the APhA-ASP Midyear Regional Meeting.
• Use newsletters, meetings, invoices, phone calls, e-mails, and personal notes to remind members to renew.
• Hold a student orientation event and quickly get new students involved.
• Contact non-renewed and lapsed members to encourage them to renew.
• Submit APhA-ASP Membership Enrollment Forms by Oct. 15 for the $3 rebate and by Nov. 8 for the $1 rebate.

December – January
• Plan to hold a Spring Membership Drive, particularly for your students entering their last year before rotations, and a Life on Rotation Program for those student pharmacists.
• Submit patient care project reports.
• Plan to register prior to the Early Bird Registration deadline for the APhA Annual Meeting.
• Prepare for spring patient care projects and programs.

February
• Register online and make housing reservation for the APhA Annual Meeting and Exposition (2013 Meeting in Los Angeles, CA).
• Contact APhA Staff about the third-year student program, “Life on Rotations”.

March – April
• Attend the APhA Annual Meeting and Exposition, March 1-4, 2013, in Los Angeles, CA. Be sure to attend the APhA-ASP MVP Workshop during the meeting.
• Conduct the APhA-ASP Spring Membership Drive Week, around the second week of April.
May – June Outgoing MVP
• Hold a “Life on Rotation” Program for third-year students, and introduce them to APhA’s Dual Year Membership.
• Meet with the Membership Committee to evaluate your year’s work.
• Meet with incoming membership vice president.

May – June Incoming MVP
• Make sure that your updated contact information is listed with the APhA headquarters, so that you continue all your mailings and emails.
• Meet with outgoing membership vice president.
• Select and meet with membership committee/team.
• Set goals and objectives for the chapter.
Chapter 2  Membership Eligibility, Dues, Chapters, & Benefits

“Furious activity is no substitute for understanding.”

H. H. Williams

Before you start to recruit members, be certain you know who is eligible for student membership, details regarding APhA-ASP dues, the benefits of student membership, and membership in APhA after graduation. In addition, familiarize yourself with APhA and APhA-ASP history as well as answers to the “Commonly Asked Questions,” (Appendices).

Membership Eligibility-Who Can Join?

Student Pharmacist Member of APhA – To be eligible for APhA membership, a student must be regularly enrolled in either a pre-pharmacy or a professional pharmacy practice degree program in a university or college holding membership in the American Association of Colleges of Pharmacy (AACP) or accredited by the American Council on Pharmaceutical Education (ACPE).

Pre-pharmacy students attending a school that is NOT affiliated with a school or college of pharmacy are ineligible for APhA membership. Although APhA appreciates their interest, these individuals should be advised that they will be eligible for membership when regularly enrolled in a college of pharmacy as indicated above. However, pre-pharmacy students attending a school that IS affiliated with a school or college of pharmacy ARE eligible for APhA membership. Ideas for promoting membership to these students are presented in Chapter 4.

Note also that those enrolled in post-BS PharmD programs are not eligible for APhA-ASP membership because they can join as pharmacist members of APhA.

National, Chapter, and State Association Dues

The APhA-ASP membership year is November 1 through October 31. However, it is important for students to join or renew before November 1, so that their membership benefits will begin as soon as possible.

Annual national dues are $45 for student members. The dues for a Dual Year Student Pharmacist membership is $105 for two-years. In order to be considered a student member, you must be enrolled in an accredited school or college of pharmacy in the U.S. (including Puerto Rico).
Many chapters also include chapter dues, which fund chapter activities. Questions about chapter dues are not uncommon, so be prepared to answer. Chapter dues are established by the individual chapters, not by APhA. In addition, these amounts are for the chapter and are not controlled or retained by APhA.

Some chapters collaborate with state pharmacy associations as well. At some chapters, students who want to belong to their state pharmacy association may join that organization at the same time that they join APhA-ASP. This joint enrollment opportunity is not required but is offered as benefit to students and your chapter may choose to collect state pharmacist association dues.

Dues collection is covered in detail in Chapter 5 of this Tool Kit. For now, it is important to know that there are two systems for collecting national, chapter, and state association dues. Most chapters participate in APhA’s National Dues Collection Program, which provides for online payment of dues. However, some chapters continue to use a paper method, which is based at the chapter (local) and requires a good bit of paperwork.

**Why Chapters?**

Some students may ask why it isn’t possible to join APhA as a student member without the “hassle” of going through the chapter or wonder what the chapter has to offer that is not included in APhA membership. These are perfectly reasonable questions.

APhA maintains student membership through chapters based at colleges of pharmacy for a number of reasons. Chapters are, of course, natural groupings of student pharmacists. Also, participation in an APhA-ASP chapter helps students learn the professional networking skills and professional unity that are important throughout one’s career as a pharmacist.

Many APhA programs are designed for group participation. Projects such as Operation Immunization, Operation Heart, Operation Diabetes, Operation Self-Care, Project CHANCE, Generation Rx, American Pharmacists Month (APhM), Chapter Achievement Awards, and the APhA-ASP House of Delegates are only possible if students work together as a collective voice. Enhancing patient knowledge in your local community and promoting the profession of pharmacy are two of the most important objectives of APhA-ASP. These objectives are best achieved with the support of each chapter.

APhA-ASP chapters also serve as a window into each school or college of pharmacy, which allows APhA to better understand the changing dynamics of the profession. Convincing students to join the chapter and attend meetings can be challenging, but by joining APhA-ASP chapters in numbers, every student pharmacist can benefit.
Student Membership Benefits

Each year, thousands of student pharmacists join APhA because of the Association’s unparalleled membership benefits. APhA membership benefits are designed to be accessible to those on campus, off on experientials, or pursuing a variety of career opportunities after graduation, with many APhA resources being available 24/7 on www.pharmacist.com. Some APhA programs take place within the chapter, some are regional (such as APhA-ASP Midyear Regional Meetings), others are national, and some are available in print or electronically. When talking with students about APhA membership, remember to consider membership benefits from their point of view, which may depend on where they are in their student careers. APhA membership has something to offer everyone; you just have to know what their interests are.

Leadership and Advocacy

- **Patient Care Opportunities** - APhA-ASP is the leader of innovative patient care programming and gives you a head start on developing your clinical expertise. Master the communication, interpersonal, and patient counseling skills you’ll need as a practitioner all while serving your community.

- **Leadership Development** – You can be a leader within your community and your profession by participating in APhA-ASP’s leadership development programming. Take your leadership experience to the next level and enhance your skills through a number of elected and appointed positions from the chapter to the national level.

- **Advocacy** – APhA-ASP chapters provide members opportunities to be involved on campus and in the community. Informative meetings, health fairs, socials, pharmaceutical care projects, fundraisers, elections, membership drives, and community education are just some of the activities in which chapter members can participate.

  - **Shaping Our Profession** – Students play an active role in shaping APhA policy by submitting proposals for consideration by the APhA-ASP House of Delegates. The APhA-ASP House of Delegates makes recommendations on vital issues affecting the profession and especially on issues affecting students.

  - **Influencing National Policy** – APhA monitors legislative activities on matters that affect the future of all APhA-ASP members, such as health care reform and student financial aid. APhA also represents pharmacy’s interests before Congress and federal regulatory agencies.

  - **Global Reach** – APhA-ASP is a full member organization of the International Pharmaceutical Students’ Federation (IPSF). Members of APhA-ASP are automatically members of IPSF, giving students the
opportunity to participate in the international student exchange programs and attend the IPSF Annual Congress.

Career Development & Networking

- **APhA-ASP Midyear Regional Meetings** – The APhA-ASP Midyear Regional Meetings (MRMs) are held every fall in each of the eight APhA-ASP regions across the country. The APhA-ASP MRMs are the only meetings in the U.S. designed exclusively for the needs of student pharmacists. MRMs bring together student pharmacists from across the country to provide a forum for discussions of common interest, provide valuable networking opportunities, and encourage participation in professional development and educational programs. During MRMs, the APhA-ASP Policy Process begins and the APhA-ASP Regional Officers are elected. See [www.pharmacist.com](http://www.pharmacist.com) for additional information about MRMs.

- **APhA Annual Meeting & Exposition** - provides APhA-ASP members the opportunity to participate in discussions on important pharmacy issues, elect APhA-ASP leaders, and enhance their career opportunities while meeting colleagues from across the nation and around the world. APhA 2013 will be held March 1-4 in Los Angeles, CA. See [www.pharmacist.com](http://www.pharmacist.com) for additional information about APhA’s annual meeting. The APhA Annual Meeting gives student pharmacists an opportunity to learn from and connect with leaders and innovators in the profession. In addition, there are specific career-oriented programs for students, including leadership development programs and a licensure exam prep program. Student members are entitled to significant discounts on meeting registration.

- **Scholarship Opportunities** - Scholarship and award opportunities created to celebrate student pharmacists’ commitment to excellence in education and recognize outstanding service to the profession of pharmacy.

- **Facebook Groups** – APhA maintains several groups on Facebook, including one for members generally, an APhA-ASP member group, and groups for each MRM. These groups are open to members and are, of course, a useful resource for connecting with both student pharmacist and pharmacist members of APhA.

**APhA: The Essential Link to Developments in Pharmacy Practice, Medication Use, and Health Care**

APhA provides pharmacy’s most widely used and respected professional information resources, invaluable to students and practicing pharmacists alike. Student members have 24/7 electronic access to the online versions of many of APhA’s publications. Descriptions of selected APhA online and print publications are provided below. See [www.pharmacist.com](http://www.pharmacist.com) for additional information.
• **Student Pharmacist** – APhA’s bimonthly news magazine specifically for pharmacy students, provides news and information that affects readers’ daily lives, including: career advice from practicing professionals, practice-setting profiles, student viewpoints on today’s hot issues, professionalism tips, political advocacy in action news, tools for improved pharmacist-patient communication, information on technological advances, and the latest from the APhA and APhA Academy of Student Pharmacists (APhA–ASP) chapters.

• **Pharmacy Today** - the pharmacy profession’s monthly news magazine, *Pharmacy Today* provides news about developments in pharmacy practice, medication management and safety, new drugs, and, legal and regulatory matters affecting pharmacy. Articles are written in an easy-to-read style, making it easy for busy students and pharmacists to stay informed. *Pharmacy Today* is available online and in print. The online version is available to all students; in addition to online access, print issues of *Pharmacy Today* can be requested. Contact APhA for more information.

*Pharmacy Today* also publishes a health-system print edition. The articles in this edition are also available online. In addition, *Pharmacy Today* includes a Medication Therapy Management (MTM) profile every month, providing readers with profiles of practices that employ unique MTM techniques to effectively serve their patients.

• **APhA DrugInfoLine** – online summaries of recent findings regarding drug therapy, presented in a concise, “quick read” style. *DrugInfoLine* articles include “key point” and “what you need to know” sections, as well as additional detail and references. APhA members can now have drug news delivered as they like it, when they need it. The new APhA *DrugInfoLine* is available online on multiple platforms. Visit [www.aphadruginfoline.com](http://www.aphadruginfoline.com) to monitor the latest drug literature, including an expanded Medication Monitor section that covers FDA actions.

• **Journal of the American Pharmacists Association** – JAPhA is a peer-reviewed journal that includes original research, reviews, experience, and opinion articles that link science with contemporary pharmacy practice to improve patient care. APhA-ASP members have access to the online edition (12 issues/year) of *JAPhA*.

**Discounts on Textbooks and Insurance**

• **Discounts on Textbooks and Educational Materials** – With more than 100 resources to choose from, APhA-ASP members receive discounts on the most popular textbooks and references in pharmacy. And ordering from APhA is easy! APhA-ASP members can order online at [www.pharmacist.com](http://www.pharmacist.com), or order through APhA’s publication sales department at 800-878-0729. Online orders made by APhA-ASP members are automatically tracked and go toward awards the chapter can earn. Student members can receive discounted shipping on orders made via phone, fax, or mail when the chapter name (or code) is provided.
• **Professional liability coverage** – This policy offers coverage for all pharmacy work experiences, including rotations through school, part-time pharmacy positions, and internships. All APhA-ASP members can purchase liability insurance policies at discounted rates.

One of the most important APhA-ASP membership benefits for 2013 graduates is FREE professional liability insurance. APhA will provide $1 million/$3 million dollar coverage at no cost to all 2013 graduates who sign up for membership during the prior year spring membership drive for their last year of pharmacy school and do not currently hold a license to practice pharmacy. For example, students graduating in 2013 must sign up during the spring 2012 drive and be members through October 31, 2013.

To obtain proof of coverage (Certificate of Insurance), contact Healthcare Provider Services Organization (HPSO) Blanket Division at 800-986-4627.

• **Other Insurance Programs** – Affinity Insurance Services, Inc. is the administrator for the APhA endorsed Life, Accident and Health Insurance program. Coverage is only available to APhA members (and their eligible spouses). To learn more or to request a brochure and application call toll-free at 1-800-509-6113.

**Dual Year Student – New Practitioner Membership & Benefits**

The new Dual Year Membership covers the final year membership as a student pharmacist and the first year of APhA membership as a new practitioner. Available during the Spring and Fall chapter membership drives, the Dual Year Membership helps to bridge the transition from student pharmacist to new practitioner.

By signing up for the Dual Year Membership, student pharmacists entering or in their final year receive *additional benefits* including:

- **18% discount** on student pharmacist and new practitioner dues if purchased separately
- **For those who enroll during the Spring drive**, the $10 shipping and handling fee is waived for the complimentary *APhA Complete Review for Pharmacy*. All eligible members wishing to receive the book must register for the book in December, regardless of whether or not the $10 fee is charged.
- Access to the **NAPLEX Review Questions section of PharmacyLibrary** – student pharmacists who enroll during the Spring drive have access to 300 additional questions while those who enroll during the Fall drive have access to 200 additional questions (final year students who sign up for one year of membership in the Fall have access to 100 additional questions).
Student Membership Benefits: Another Look

As stated previously, the value of certain membership benefits may change as students progress through pharmacy school. Here is a look at APhA membership benefits by career stage:

- **Pre-Pharmacy Students** – pharmacist.com, Career Development Resources, Membership Benefits, APhA Publications, MRMs, and the APhA Annual Meeting.

- **1st and 2nd Year Students** – pharmacist.com, Membership Benefits, APhA Bookstore Discounts, Career Development Resources, APhA Publications including *Pharmacy Today Online*, Awards and Scholarships, APhA-ASP Patient Care Projects, MRMs, and the APhA Annual Meeting.


**After Graduation: New Practitioner Network Member**

Pharmacy practitioners in their first five years of practice have different needs than their more seasoned colleagues. Although their pharmacy education has prepared them to be clinically competent, some find that they have little experience with the realities of the working world. Managing personal finances, finding the right employment opportunity, hiring and supervising technical staff, and avoiding burnout are issues common to many new practitioners.

APhA recognizes that new practitioners need information to help ease through the transition from student pharmacist to working professional. The APhA New Practitioner Network provides products, services, and programs to help the Association’s new practitioner members make this transition.

APhA membership dues for new practitioner active members who will graduate in 2012 are $84.00 for the first year. New practitioners pay reduced member dues until four years after graduation.

New practitioner members of APhA can also choose academy affiliation in both the Academy of Pharmacy Practice and Management or the Academy of Pharmaceutical Research and Science at no additional charge.
Chapter 3  Incentives and Awards for Your Chapter

“In the arena of human life the honors and rewards fall to those who show their good qualities in action.”

Aristotle

There are several opportunities for chapters to receive recognition and financial awards, particularly with regard to membership. As MVP, you play a critical role in leading your chapter to achieve its membership objectives earn awards for your chapter’s membership performance. A brief description of membership awards currently available are presented below. See the APhA-ASP Membership Achievement Awards information on pharmacist.com for details, including deadlines and requirements.

APhA-ASP Chapter Administrative Allowance

APhA provides APhA-ASP chapters an administrative allowance to help defray chapter expenses and time devoted to promoting APhA-ASP members, handling membership enrollment forms, paying postage, and properly maintaining membership records. This administrative allowance is a payment to the chapter for each membership, new or renewal, which is received during the fall drive before November 8.

It is important to keep in mind that the sooner students join, the sooner their benefits begin. Also, for those chapters not in the APhA National Dues Collection Program, the sooner membership forms are completed and sent to APhA, the sooner membership benefits begin. Avoid frustration and confusion among the students at your chapter by emphasizing the need to join early and, for those not in the National Dues Collection Program, get those membership forms in on time!

There are a few important dates to remember regarding membership. Your chapter benefits from managing membership in a timely fashion. The chapter administrative allowance is greater for those schools that enroll student members in a timely fashion.

**October 15**

APhA will reimburse your chapter $3 for each accurately completed membership enrollment form (submitted in correct batches) postmarked by October 15th, to ensure that new and renewing members receive their full benefits without delay.

**November 8**

APhA will reimburse your chapter $1 for each accurately completed membership enrollment form (submitted in correct batches) postmarked after October 15th and through November 8th.
APhA-ASP student enrollment forms mailed with a postmark after November 8th will not be counted towards your APhA-ASP chapter administrative allowance. Also, APhA will send renewal forms directly to students whose memberships are not renewed through their APhA-ASP chapters if enrollment forms are not received by November 8.

APhA-ASP Membership Bonus Goal Award

This APhA-ASP membership Bonus Goal Award provides recognition and monetary rewards to APhA-ASP chapters that have had successful membership recruitment drives and have obtained a specified percentage of their school's total eligible student enrollment as APhA-ASP chapter members.

The Membership Bonus Goal Award is designed to recognize APhA-ASP chapters that consistently attain specified APhA-ASP membership goals. Bonuses are given to APhA-ASP chapters that achieve the following level of membership enrollment:

- If 90% of eligible students enrolled in the pharmacy school/college are APhA-ASP members the monetary award is $150.
- If 80-89% of eligible students enrolled in the pharmacy school/college are APhA-ASP members the monetary award is $125.
- If 65-79% of eligible students enrolled in the pharmacy school/college are APhA-ASP members the monetary award is $100.

Chapters receiving this recognition and cash bonus will be recognized at the APhA-ASP Awards Ceremony during the APhA2013 Annual Meeting & Exposition in Los Angeles, CA.

APhA-ASP Annual Meeting Complimentary Registration for Chapter Advisors

Any chapter that enrolls 80% or more of their school/college’s student pharmacists as APhA-ASP members will receive one complimentary registration to the APhA Annual Meeting for their chapter advisors. Banquet tickets are not included with complimentary advisor registrations unless requested by the advisor.

Eligibility for this award is based on your chapter’s active membership as of October 31, 2012. So even if the deadline for student enrollment forms has passed, get those “last minute” stragglers into APhA. You should send your enrollment forms to APhA a few weeks prior to the October 31, 2012 deadline to make certain that all of your chapter members are included in the count.

APhA-ASP Chapter Book Sales Program

APhA-ASP Chapter members are able to place their individual book orders through Pharmacist.com or by calling our toll-free number 800-878-0729. Students will receive
a 20% discount off the list price of APhA titles and a 10% discount off other publishers’ list prices when they identify themselves as members.

**Students MUST identify their Chapter at the time the order is placed or the Chapter will NOT receive any credit for the order.**

When ordering through APhA the shipping rate for student pharmacist members is only $2 per book.

All student book sales through APhA will be tracked throughout the calendar year (January 2012–December 2012). The Chapter will receive one student registration to APhA2013 in Los Angeles, CA, for every $8,000 its students spend buying books and electronic products through APhA in 2012.

When ordering a book online, students must enter their school affiliation for the Chapter to receive credit. The more students buy through APhA, the more opportunities your Chapter will have to receive complimentary registrations! Sales will be totaled in January 2013 and reported to the Chapter Advisors in February 2013.

**Additional APhA Award Information**

Additional information about the APhA Awards Program is available on pharmacist.com. You may find it helpful to browse this section of the web site so that you can quickly refer students to the information they may be seeking regarding the very extensive APhA-ASP Awards Program.
Chapter 4  Membership Development: Plans & Activities

“You must see your goals clearly and specifically before you can set out for them. Hold them in your mind until they become second nature.”

Les Brown

There are two aspects to membership development:

1. Recruitment – refers to signing up new members for APhA-ASP, that is, enrolling students who have not previously been members of APhA

2. Renewal – refers to students who are already APhA-ASP members and who choose to continue that membership. This is sometimes referred to as membership retention (that is, keeping students who are already members). It usually requires less effort to keep current members than to find new ones.

Note that with regard to renewal or retention, it is important to promote the New Practitioner program to students in their third and final years, so that new graduates remain APhA members.

As explained later in this chapter, some activities are more helpful for introducing APhA to new students or those who have never been members (recruitment) and others are more appropriate for current members (renewal/retention). However, before diving into membership development activities, remember than an ounce of planning is worth a pound of cure! Think through your membership activities to ensure success.

Planning for Success

There are seven major considerations in planning and implementation of a membership development program:

1. Objectives - should be stated early in the planning process. Objectives for membership typically include reaching a specific number and percentage increase in total APhA-ASP Chapter membership over the previous year, along with specific numbers and percentage increases for new and renewing members. Establishing clear and concise objectives gives everyone working on the project a focus.

2. Finances – when setting objectives, be sure to consider the cost of the activities required to achieve those objectives. See the “Suggested Membership Development Activities” list in Appendix D for specific activities that will help increase membership. Ensure that what you are planning is within the budget for your chapter.
3. **Legal and Policy Issues** – Before beginning a project, check with your chapter adviser regarding legal issues or school policies. Contracts with facilities should be reviewed by the chapter advisor. Make sure that the chapter is not required to have a permit or license for the planned activity. Consult with the chapter advisor to make sure ordinances or school policies do not prohibit any activities that you are planning.

4. **Schedules and Deadlines** – Realistic schedules and deadlines should be established for your membership development activities. Make sure that all participants agree to the schedule and the deadlines.

5. **Marketing** – No matter how much effort goes into planning an activity, it won’t be successful if no one knows about it! Be sure to publicize your chapter’s membership events and encourage others to participate. Inform the administration and faculty about the event, and invite them to participate and to announce the activity or event to their students.

Also, remember that **Membership is everyone’s job!** And a large part of your efforts will be coordinating with fellow chapter leaders to ensure that membership development activities are given a high priority.

Finally, be prepared to ask students to join or renew. Don’t be shy! You are, after all, reaching out to your colleagues to ask them to take advantage of a strong portfolio of membership benefits.

6. **Knowledge** – Prospective new members and even some current members will want to know why they should join APPhA-ASP or renew. Be sure that you understand the membership benefits presented in Chapter 2, as you will need to field questions about “what’s in it for me” when you ask students to join or renew. Be prepared to respond with the information that you have available in this Tool Kit.

7. **Follow up** – Once the project is complete, work with the project Chair to file a report for the chapter files and **send a copy to APPhA Headquarters so the information can be distributed to other chapters.** The report and evaluation inform future chapter leaders of the successes and failures of past years, allow other APPhA-ASP chapters across the United States to benefit from an innovative idea from your chapter, and require the project chair to put in writing suggestions for improving the project if it is to be repeated.

Recognize the students who participated in the program at your next meeting. A short thank-you note would be appreciated, too. Give praise to other organizations that assisted in the program and to the faculty and administration for their support.
Strategies for Recruiting Members

New students and those who have never been APhA-ASP members are likely to need more information than those who already members and know about APhA. Consider holding separate events for new students and non-members.

- **Welcome Incoming Students** – Send each new student pharmacist a welcome letter from the school/college of pharmacy with wishes for good luck in their academic career. Introduce them to the APhA Academy of Student Pharmacists, stressing that APhA is their national professional society and that membership offers handsome benefits. If your chapter has a website, refer students to it. You can leave out the details - just spark their interest! See the sample recruitment letter in Appendix E.

- **Provide a Chapter Orientation Package** – In all of your letters make sure to include information about APhA-ASP programs and events. Explain how to contact chapter officers in order to get involved or to offer suggestions or ideas. You can also add specific information about your chapter on the APhA-ASP membership brochure provided by APhA headquarters.

- **Arrange Informational Gatherings to Acquaint Student Pharmacists with APhA-ASP and Your Chapter** – Your chapter can hold evening or weekend social functions to allow students to get to know each other and ask questions about APhA-ASP. Your chapter can host a school picnic at the start of the school year or organize a membership contest between each pharmacy school class. Your chapter can sponsor regular informal lunch hour meetings that include pizza, or have presentations made by APhA-ASP officers at the start of each class.

- **Sponsor a Reception for First-Year Student Pharmacists** – Your APhA-ASP chapter can sponsor a reception for first-year student pharmacists and transfer students. Have APhA-ASP chapter officers discuss the role APhA-ASP plays in their education and encourage students to join before they leave. Have plenty of Membership Enrollment Forms and membership brochures available! Invite faculty members to attend this session to orient new students to their professors. Faculty and administration support of APhA-ASP and its activities can have a positive impact on membership recruitment.

Strategies for Retaining Members

- **Arrange an Orientation Meeting to acquaint new members with current APhA-ASP members and your chapter** – Hold an evening or weekend social function to allow students to get to know each other and ask questions about APhA-ASP. Use this time to get the new member involved in an activity of interest.
• **Send a note of congratulations and welcome to new members** – Send a letter on your APhA-ASP chapter stationery letting new members know that their Membership Enrollment Form has been sent to APhA headquarters for processing, and that you are happy that they’ve joined your chapter. Explain how they can get involved, provide information on projects, and outline the upcoming chapter activities and meetings. Stress the need for their active participation in order for your chapter to have a successful year. You can utilize your campus and electronic mail systems to communicate with your APhA-ASP chapter members!

• **Send a “Thank You” letter to renewing members** – Send a letter to renewing members letting them know that you appreciate their support of the APhA-ASP chapter last year and that you are looking forward to working with them again this year.

• **Pay Attention to Your Members Year Round!** Once you have completed your successful membership drive, show the members you are concerned about their needs, and that you want to hear their ideas. Each month, your chapter might sponsor a “Membership Services Table” in the cafeteria or another suitable place with heavy student traffic. This table would give members the opportunity to become better acquainted with your chapter officers and to learn about chapter activities. This could also attract new students to join. You can enroll new members in APhA-ASP through the end of April of every year and during the summer of the upcoming membership year.

You may also wish to set up an APhA-ASP Information Bulletin Board in a common student area to post meeting agendas, minutes, and information on local, state, and national APhA activities.

**Sponsor a Life on Rotation Program for Students Entering Their Final Year** – Your chapter can host a visit from an APhA New Practitioner, who will provide a presentation detailing such topics as: Creating a Professional Image; Preparing for the First Position and First Year on the Job; Transitioning into New Roles; and APhA Resources. A question and answer period allows student pharmacists to interact with a recent graduate who understands the rigors of becoming established in the pharmacy profession. These presentations are for students who will graduate in 2013 and should be held by the end of April. Students can renew their final-year APhA-ASP membership, as well as join the APhA New Practitioner Network as part of the Dual Membership Program, at the conclusion of the presentation. This session can be held during an informal breakfast or lunch meeting.
Recruiting Pre-Pharmacy Students

As indicated in Chapter 2, pre-pharmacy students attending a school that is not affiliated with a school or college of pharmacy are NOT eligible for APhA-ASP membership. However, pre-pharmacy students who are attending a school that is affiliated with a school or college of pharmacy ARE eligible for membership in APhA-ASP. Depending on your campus and curriculum structure, you may need to plan your pre-pharmacy student membership drive separate from your pharmacy school membership drive.

By encouraging pre-pharmacy students to join APhA-ASP now, before they enter pharmacy school, you can help them learn more about the pharmacy profession, understand current pharmacy practice issues, and strengthen your APhA-ASP Chapter programs and activities. A sample letter for recruiting pre-student pharmacists can be found at the end of this chapter.

Here are a few suggestions for recruiting pre-student pharmacist members of APhA-ASP:

- **Set up an information table in a common student area** (e.g. student union, cafeteria, freshman dorm) to display information on APhA-ASP and the profession of pharmacy.
- **Display flyers** about APhA-ASP in the basic science buildings on your campus and outside of pre-student pharmacist classrooms.
- **Obtain a mailing list of pre-student pharmacists** from your registrar’s office and mail an APhA-ASP Membership Folder with a letter describing the benefits of membership and your Chapter's activities. Make sure to include a chapter contact person’s phone number and e-mail address.
- **Provide pre-pharmacy student advisors with information on APhA-ASP** and ask that they pass it along to interested students.
- **Have a pre-pharmacy student social** to introduce these prospective members to your Chapter’s leaders, members, and pharmacy school/college faculty.

From “No” to “Yes” in 60 Seconds

Sometimes it seems that people are preconditioned to say “no” whenever asked to become a member of any organization. Don’t be discouraged!

Each year, thousands of student pharmacists do join APhA because of the unmatched roster of membership benefits and services. So be prepared to respond to objections and you too will recruit new APhA-ASP members.

Overcoming a “no” or “maybe” will become easier as you familiarize yourself with the following responses and create your own as you encounter new or different objections:
I don’t know anything about APhA.
• Come to our next meeting and find out!
• Here is APhA’s student membership brochure and recent issues of Student Pharmacist and Pharmacy Today.
• Let me tell you more…. 

I’m not interested in joining a chapter.
• Really? Do you realize what you’re missing? APhA offers dozens of programs throughout the year to help you understand and evaluate pharmacy career options, connect with respected leaders and employers in all practice settings, and make lasting friendships.
• By participating in chapter activities, you’ll master leadership, communication, and interpersonal skills not traditionally offered as part of the academic coursework.

I’m already a member of another association.
• Do you know that APhA is the leading pharmacy association with the greatest number of members and student members in the U.S.? And, APhA is the only association with a student chapter at every school or college of pharmacy.
• APhA provides the most extensive range of resources and career information that spans all practice settings. Other associations focus only on specific areas of interest and that may limit your opportunities.
• Your membership with APhA can help you develop leadership and communication skills that will be useful in your work with other organizations.

I have other commitments at chapter meeting times.
• Participate to the extent that you can. Meetings are rotated to fit members’ differing schedules.
• Meetings are just one component of APhA-ASP membership. Chapters also host meaningful and fun community education and networking programs. And no member has to attend every meeting or event.

I’m too busy.
• While on campus or off on rotations, APhA benefits were designed to help student pharmacists meet their various challenges with useful and superior resources and information available in print and online—accessible 24 hours a day.
• Members can devote as much time as they want to APhA activities.
• APhA-ASP activities provide members with some respite from school work and offer the opportunity to meet others with similar interests while participating in fun activities.

I’m planning to transfer or leave the area soon.
• With a chapter at each of the schools and colleges of pharmacy, transferring your APhA membership is easy.
• APhA offers dozens of opportunities each year for APhA-ASP chapters across the country to come together for educational, professional, and social interaction.
Through membership, you’re sure to know several students in your new school by the time you transfer.

**APhA dues are too high.**

- Have you seen all the valuable benefits that come with APhA membership? You’ll gain access to unparallel networking and meeting opportunities and APhA publications online and in print. You’ll even save money by buying textbooks and resources at prices lower than your school book stores and from discounts on your professional liability and other insurance plans. Your savings from GEICO auto insurance alone will more than cover your annual membership dues.
- Many APhA members see their membership as an investment in their professional and personal growth.
- APhA-ASP dues are comparable to dues of other pharmacy associations.
Chapter 5  Membership Records

*Putting off an easy thing makes it hard, and putting off a hard one makes it impossible.*

George H. Lonner

The APhA-ASP Membership Enrollment Process can be overwhelming the first time you sift through all the materials. This section will help to demystify the process.

Prompt and accurate completion of paperwork is a necessity to ensure that all APhA-ASP members receive their benefits in a timely manner.

Be sure to read through all the instructions prior to starting, and, if you have any questions, please call or email Vanesa Powers, Manager, Student and New Practitioner Development at APhA, at 800-237-2742 (APhA) ext. 7509 or vpowers@aphanet.org.

**National Dues Collection (NDC) Program IMPORTANT, PLEASE READ:**

In an ongoing effort to streamline student dues processing and alleviate the administrative burden on chapters, APhA created the **National Dues Collection (NDC) Program**. The NDC program was developed as a way for students to pay national, state, and chapter dues ONLINE using a credit card. State and chapter dues are electronically transmitted monthly to each participating school’s bank account.

If your school is participating in the NDC program, we encourage you to promote the ONLINE payment process for your students. Students should be directed to visit www.pharmacist.com/students to pay dues online.

If the students at your school are interested in participating in this program, please speak with your chapter advisor.

**Membership Enrollment – Made Easy**

As the Membership Vice President (MVP), you will need to instruct students to fill out their **Membership Enrollment Forms** completely, and correct any incorrect preprinted information. Double-check forms before sending them to APhA and the state association.

If your chapter dues are included, the MVP should stamp or write in the additional amount on each membership enrollment form in the space provided. The additional amount should be included BEFORE the forms are distributed.
The APhA-ASP membership enrollment form is to be used only for student membership in the states listed on the State Association Dues list.

**STEP ONE – CHECK PRE-PRINTED ENROLLMENT FORMS**

Prior to distributing the pre-printed Enrollment Forms, check to see that the correct chapter and state dues have been printed on the form. **It is your responsibility to ensure that the correct amounts are entered on each form.** All chapters that notified APhA Headquarters of their chapter and state dues amounts will have them pre-printed on the Enrollment Form – unless you have requested that these amounts be left blank. You will need to enter the chapter and state dues amounts on each form **prior to distribution.**

**NOTE:** APhA does not require that chapter dues be assessed or that a student enroll in a state association.

The forms are in four parts, with perforations. Please send only the **APhA Copy (white)** to APhA. The member should retain the **Member Copy.** Send the **State Association Copy** with the state dues payment directly to the state association and keep the **Chapter Copy** with your files.

(Although APhA will provide a list of student members to your state association, MVP’s are encouraged to continue submitting completed enrollment forms to their state association.)

**STEP TWO – COMPLETE THE MEMBERSHIP ENROLLMENT FORM(S)**

**Check Your Chapter’s New Roster**

Once you receive your updated roster, check it against the copies of submitted Enrollment Forms. Pay particular attention to the correct spelling of the member’s name, the correct address (this will be the school-year address), and graduation date. Call or e-mail APhA Member Services to report errors so that all changes can be made immediately. This will help us to ensure that your chapter members receive their member correspondence and benefits in a timely manner.

It is critical that the APhA Membership Enrollment Forms are **complete and accurate.** APhA headquarters will use the Membership Enrollment Form to prepare the students membership record. This record will be used for all APhA mailings – including APhA publications.

Membership Enrollment Forms for **renewing** APhA student members are preprinted. It is very important that renewing members review their forms for accuracy, making corrections where needed.
Supplies of blank enrollment forms are provided for new/reinstating APhA student members. It is very important that the enrollment form is filled out completely. Don’t forget that you will need to write in your chapter’s name and address and national, chapter, and state dues on each form prior to giving it to a new member.
STEP THREE – SUBMIT TRANSMITTAL REPORT, ENROLLMENT FORMS & PAYMENT

Remember, there are four (4) sections to each Membership Enrollment Form – APhA Copy, State Association Copy, Chapter Copy, and the APhA-ASP Member Copy. Before separating the sections, be sure that any information added or changed in one section is added/changed in all other applicable sections.

The Student’s Copy
After the student completes the form, tear off the section marked “Member Copy” and give it to the student as a receipt. Separate the remaining parts into three piles – APhA, State Assn., and Chapter.

APhA’s Copy
Next, tear off the APhA copy section of each form. Separate the batch of forms into TWO categories: new/reinstated members and renewing members.

Complete ONE Enrollment Transmittal Report for each batch of enrollment forms. Please read the detailed payment instructions printed on the Transmittal Report!

The Transmittal Report will help determine the correct dues amount to be remitted to APhA with each group of enrollment forms. Dual Membership Enrollment forms submitted for 2013 graduating students must be submitted with the Dual Transmittal report. (A sample of the Transmittal Report Forms is located online on www.pharmacist.com.) This facilitates APhA’s processing of the forms to make sure members receive their benefits promptly and to make sure that forms are not missed in processing.

When APhA headquarters receives the enrollment forms with payment, a confirmation of the number of Enrollment Forms and the date received will be sent to the Chapter Advisor.

Payment MUST accompany each batch of enrollment forms. Enrollment forms received without payment will not be processed until payment arrives at APhA. If your chapter is experiencing difficulties in acquiring a check from the University Bursar office, please contact Vanesa Powers, Manager, Student and New Practitioner Development at APhA, at 800-237-2742 (APhA) ext. 7509 or vpowers@aphanet.org.

Please mail completed Enrollment Forms, with payment, to APhA every week. A few pre-paid, pre-addressed Federal Express labels are provided for your convenience. Chapter members’ benefits will not begin until APhA receives and processes their Membership Enrollment Forms and payment.
Send forms and dues payment to:

APhA Student Membership
ATTN: Member Services
2215 Constitution Ave, NW
Washington, DC 20037

Important: use FedEx or some other delivery service that provides for door-to-door tracking of items sent. APhA is not responsible for lost mail that is not traceable.

The State Association’s Copy
Gather all the state association copies of the Enrollment Forms together and submit the forms to the state association. State Association dues that are collected by APhA will be sent directly to the state association along with a list of the students unless the chapter notifies APhA refusing the option to have the dues sent directly. (For student state association dues and state association addresses, visit www.pharmacist.com/students).

Non-NDC schools do not send State Association forms or dues to APhA. The forms and payment go directly to the appropriate state association.

The Chapter’s Copy
Your final batch of Enrollment Forms is the chapter copies. Keep a copy of the Transmittal Reports you sent to APhA with each batch of forms as a record. This procedure will assist APhA’s Member Services department in tracing problems that may arise while processing the Enrollment Forms.

Non-NDC School’s do not remit chapter dues to APhA, as these are kept to support chapter activities. [NOTE: APhA does not require chapters to charge chapter dues.]

STEP FOUR – PROCESSING AT APhA

Once APhA receives the Transmittal Report, Enrollment Forms and payment, they will be entered into the database and an APhA membership card will be generated and mailed. Additionally, a chapter roster will be sent to the chapter advisor.

Correcting Addresses, Graduation Dates, and Member Record Errors

It should be continually stressed that it is very important for students to keep APhA informed of changes to their member records. If members notice errors on mailing labels, are not receiving services, have changed residence, name or graduation year, urge them to update their contact information at pharmacist.com or contact Tammy Hoff, Manager, Membership Operations at 800-237-2742 (APhA) ext. 7501 or thoff@aphanet.org.
**Members who do not notify APhA of address changes will not receive their publications.** The Association cannot provide replacement copies of any subscriptions missed due to failure of address correction notification.

**Correcting Payment Errors**

APhA does not issue refunds for Student dues. If APhA finds that there is an error in your chapter's payment, a debit or credit entry will be made to the chapter's account with APhA. Chapters are reimbursed periodically for overpayments or billed for underpayments. Adherence to the instructions on the Transmittal Report Form and in the instructions provided should minimize errors.

**Checklist for Membership Enrollment Forms**

Suggest that members spend a quiet 10 minutes reading and completing or reviewing their Membership Enrollment Forms. If there are any questions, they should consult the chapter membership vice president, or other officer, or the advisor, before completing the Form. Devise your own checklist or use the one below as a guide. Make sure to check each Membership Enrollment Form for accuracy and completeness. Be sure students know the total payment for national, chapter, and state. Look for these items:

- Is the print legible – first name, middle initial, last name, Member ID#, Graduation Date?
- Has the student indicated whether he or she is a new/reinstated member, renewing member? If it is a renewal, make sure the student checks that all preprinted information is correct and completes missing information.
- Are both the school year and home addresses complete and legible, including zip code? The apartment number (if applicable) should be on the first line of the street address. Students must indicate a preferred mailing address to receive mailings.
- Is the name of the school/college of pharmacy entered?
- Is the correct anticipated graduation date entered? This is especially important for 2013 graduates to qualify for the free senior APhA Professional Liability Insurance program and The Complete Review for Pharmacy book.

**IMPORTANT:** Did those graduating in the year 2013 and beyond enter their anticipated year of graduation correctly? (NOTE: For example, if the date of graduation is June 2013, it should be entered as 2013.)

**IMPORTANT:** Accelerated students that graduate earlier than the anticipated 2013 date should still list their graduation date as 2013 to be eligible for benefits offered to 2013 graduates. (For example, if the student graduates in December of 2012, all graduation dates should be listed as 2013 on their enrollment form.)
If applicable, are the state and the proper amount of state pharmacy association dues entered on the correct line? (Remember, APhA does not require membership in a state association.)

Make sure any information added or changed on one part of the form is added /changed on all other applicable parts.

Is the chapter dues assessment entered? (Remember, APhA does not require chapters to charge chapter dues.)

Are the national, state, and chapter dues added correctly?

Did the student sign and date the membership enrollment form? (credit cards only)

Did you remember to include pre-student pharmacists in your membership drive? (They use the same enrollment forms.)

Don’t forget to send completed enrollment forms with payment and Transmittal Reports to APhA at least once a week to ensure that members receive their APhA member benefits in a timely manner. If you need additional forms please contact Vanesa Powers, Manager, Student and New Practitioner Development, at 800-234-2742 (APhA) ext. 7509 or vpowers@aphanet.org.

Reaching Off-Campus Students

MVPs are frequently faced with the challenge of providing information to students who are off-campus on rotations. As is explained in Chapter 5, it can also be a challenge to provide membership enrollment forms.

One simple solution is to place the pre-printed Membership Enrollment Form into an envelope along with an APhA membership brochure, address the envelope and mail it to the current senior members. Your Dean’s office may be able to provide the student’s off-campus address.

For those final-year students who are not currently APhA-ASP members, insert a blank Membership Enrollment Form (make sure to check that the chapter and state dues have been entered) into the envelope with the brochure and mail. Again, you may be able to get the student’s off-campus address from your Dean’s office.

Make sure you include the name and address of where the student should send the completed Membership Enrollment Form. (NOTE: These students must send their Membership Enrollment Form and payment to someone at the chapter and NOT to APhA headquarters.) Then, forward these Membership Enrollment Forms and payment to APhA headquarters as you would for those members that are on-campus.
Appendix A  APhA & APhA-ASP History

History of APhA

The American Pharmacists Association (APhA), founded in 1852, represents the third largest health profession, composed of more than 227,000 pharmacy practitioners, student pharmacists and scientists. APhA is a leader in furthering the professional and scientific advancement of pharmacy, in advocating the value of pharmaceutical care to the individual patient, and in safeguarding the health and well-being of every American.

APhA was the very first national pharmacy organization in America, and remains the national professional society of individual pharmacists in our country.

Known as the "mother of associations", APhA was largely responsible for the creation of such organizations as the American Association of Colleges of Pharmacy (AACP), the American College of Apothecaries (ACA), the American Society of Health-System Pharmacists (ASHP), the National Association of Boards of Pharmacy (NABP), and the National Community Pharmacists Association (NCPA). In 1851, local pharmacy colleges and associations (in Baltimore, Boston, Cincinnati, New York, and Philadelphia) worked to protect the public from the adulteration of pharmaceuticals, but a need for additional efforts to assure the quality of drugs resulted in a meeting of pharmacists from the colleges of pharmacy. Fourteen delegates convened at the National Pharmaceutical Convention in Philadelphia on October 6, 1852. Two days later, the convention adopted a Constitution and Code of Ethics for the newly created American Pharmacists Association.

Vision Statement
Our vision is a society of healthy individuals and communities serviced by a consumer-responsive, prevention-focused, and affordable health system that encourages and fosters individual responsibility, human dignity, improved health status, and enhanced quality of life for all.

Pharmacists will be the health care professionals responsible for providing patient care that ensures optimal medication therapy outcomes. APhA is the organization whose members are recognized in society as essential in all patient care settings for optimal medication use that improves health, wellness, and quality of life.

Mission Statement
The American Pharmacists Association empowers its members to improve medication use and advance patient care.
History of APhA-ASP

The American Pharmacists Association’s Academy of Student Pharmacists represents over 30,000 student members in chapters in every school and college of pharmacy throughout the United States and Puerto Rico. Since its unofficial formation in 1921, when the students of the University of North Carolina petitioned the APhA Council to be recognized as an APhA student branch, the student section of APhA has gone through a steady evolutionary process. After the first student branch was recognized, growth skyrocketed as many other schools and colleges of pharmacy began to form their own student branches.

In 1954, a formal student section was created, due largely to the efforts of the late Linwood F. Tice, who at the time felt that students needed a voice in the national professional society of pharmacists. This allowed students the opportunity to send one delegate to the APhA House of Delegates. This progress continued until 1969, when the APhA membership approved new bylaws which created three Association subdivisions, one of which was the Student American Pharmacists Association (SAPhA). During the next ten years, the number of student delegates in the APhA House of Delegates increased from 1 to 15. That number increased to 28 in 1986 after passage of new APhA bylaws that created the APhA Academy of Students of Pharmacy (APhA-ASP). This put students on equal footing with the other two APhA academies. In 2004 the APhA Board of Trustees passed a resolution to change the name of the Academy of Students of Pharmacy to the Academy of Student Pharmacists. The change is significant in that it further portrays the APhA-ASP as the collective voice of student pharmacists providing opportunities for professional growth and promoting the future of pharmacy.

Each APhA-ASP chapter elects its own officers from its members. The country is divided into eight regions, which elect their own regional officers (Regional Delegate, Regional Member-at-large, and Midyear Regional Meeting Coordinator) at the APhA-ASP Midyear Regional Meetings each fall.

APhA-ASP is represented on the national level by a five-member Executive Committee, consisting of a President, a President-elect, two Members-at-large, and the Speaker of the APhA-ASP House of Delegates. These National officers are elected each spring at the APhA Annual Meeting and Exposition.

**APhA-ASP Mission Statement**

The mission of the American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) is to be the collective voice of student pharmacists, to provide opportunities for professional growth, and to envision and actively promote the future of pharmacy.
Appendix B  APhA-ASP & APhA Leaders and Staff

APhA-ASP National Executive Committee

The American Pharmacists Association Academy of Student Pharmacists (APhA-ASP) is governed on the national level by an Executive Committee comprised of five student pharmacists. The National Executive Committee directs and guides APhA-ASP, ensures that forums are provided for APhA-ASP members to voice their opinions to the leadership of APhA, and represents student interests on committees and at various meetings. Visit www.pharmacist.com/students for your National Executive Committee’s contact information.

David R. Steeb
2012-2013 APhA-ASP National President
University of North Carolina Chapel Hill
Email: david.r.steeb@gmail.com

Brandi Hamilton
2012-2013 APhA-ASP National President-elect
University of Arkansas for Medical Sciences
Email: bhamilton@uams.edu

Justin Redding
2012-2013 APhA-ASP National Member-at-large
University Texas A&M Health Science Center
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Sarah Riley
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Athena Brand
2012-2013 APhA-ASP National Speaker of the House
The University of Texas at Austin
E-mail: athenalvb@gmail.com
APhA Staff

The following APhA staff work most closely with APhA-ASP chapters and members and can be reached by using their extensions after calling the main number, 800-237-2742 (APhA) ext. ****:

Keith D. Marciniak, Pharmacist  
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Tammy Hoff  
Manager, Membership Operations  
APhA InfoCenter  
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thoff@aphanet.org
Appendix C  Answers to Commonly Asked Questions

Q: Who can become an APhA-ASP member?

A: Any student pharmacist regularly enrolled in either a pre-pharmacy or a professional pharmacy practice degree program in a university or a college holding membership in the American Association of Colleges of Pharmacy (AACP) or accredited by the American Council on Pharmaceutical Education (ACPE) is eligible for membership in the APhA Academy of Student Pharmacists. This does not include pre-pharmacy students attending a school not affiliated with an accredited school or college of pharmacy as well as student pharmacists enrolled in post-BS PharmD program. These students need to enroll in APhA as a pharmacist or new practitioner members.

Q: How does a student enroll in APhA-ASP?

A: Students enroll in APhA-ASP through their local chapter, which in turn submits dues payment and Membership Enrollment Forms to APhA headquarters. Schools that are part of the NDC program can have students enroll online at www.pharmacist.com.

Q: When does my APhA-ASP membership expire?

A: APhA-ASP membership begins November 1 and ends October 31 each year, regardless of when the Membership Enrollment Form is received by APhA. By enrolling early, students can actually extend their membership year, since all student memberships expire October 31 the following year regardless of when APhA receives the Membership Enrollment Form!

Q: How much does APhA-ASP membership cost?

A: National APhA-ASP dues are $45 per year. Eligible 2013 graduating student pharmacists may sign up for Dual Year Membership (final year and first year as a new practitioner.) Chapters may assess chapter and state association dues.

Q: Whom do I contact at APhA if I have questions about my membership, publications, membership card, to update my address, programs and activities, or order an APhA publication?

A: Contact APhA Member Services for questions about your membership, member cards, address changes at 800-237-2742 (APhA) ext. 7501, or by email at thoff@aphanet.org. Questions about student programs should be forwarded to the APhA Student Development Staff at 800-237-2742 (APhA) ext. 7514. APhA publications can be ordered online at www.pharmacist.com or by calling 800-878-0729.
Q: Where can I get information about the APhA-ASP Midyear Regional Meetings (APhA-ASP MRMs)?

A: Contact APhA Student Development Staff at 800-237-2742 ext. 7514 or check the APhA-ASP web page at www.pharmacist.com/students

Q: What are the benefits of being an APhA-ASP member?

A: APhA-ASP members receive many of the benefits that are available to APhA pharmacist members in addition to several benefits designed just for students.

Q: What type of professional liability insurance coverage does APhA offer?

A: One of the most important APhA-ASP membership benefits for students in their final year is FREE professional liability insurance. APhA will provide $1 million/$3 million dollar coverage at no cost to all graduates who are APhA-ASP members in their last year of pharmacy school and do not currently hold a license to practice pharmacy. No additional paperwork is necessary to qualify for the insurance; however, students must join during the spring drive prior to their final year and be members through their last year in pharmacy school to receive this benefit. For example, students graduating in 2013 must have joined/renewed during the spring membership drive and be members through October 31, 2013.

All APhA-ASP members can purchase liability insurance policies at discounted rate. This policy offers coverage for all pharmacy work experiences, including rotations through school, part-time pharmacy positions, and internships.
APPENDIX D  Suggested Membership Development Activities

1. Raffle off a free membership to someone who joins the APhA-ASP during your recruiting drive.

2. Host a special “bring a friend” meeting featuring an ice-breaker exercise, a brief chapter member orientation, and refreshments. Each member must bring a friend with them to the meeting.

3. Display business cards of former chapter members now working in pharmacy to demonstrate that former chapter members are finding jobs in their field.

4. Call or e-mail visitors after they have attended a meeting. Thank them for visiting the chapter and invite them to your next event.

5. Obtain testimonials of the value of APhA-ASP membership from former chapter members now working in pharmacy and share them with potential members.

6. Invite people who have a conflict with chapter meetings to join as members so they still have access to current pharmacy information through Student Pharmacist, JAPhA Online and Pharmacy Today.

7. Ask your professors to offer extra credit for APhA-ASP membership and/or participation. Oftentimes students can gain extra credit for MRM and Annual Meeting participation. (Students might have to report on meeting activities for credit.)

8. Create a bulletin board display in a prominent place showing pictures from chapter activities, membership information, and a calendar of upcoming events. (Don’t forget: “A picture is worth a thousand words!”)

9. Hand out APhA-ASP fliers and enrollment forms to students at the College of Pharmacy and in pre-pharmacy classes.

10. Announce upcoming chapter meetings in your classes; invite everyone to attend.

11. Ask members for names of friends and classmates who could benefit from APhA-ASP membership. Send these people a personal invitation to attend your next event. Follow up with a phone call.

12. List your upcoming meetings in your college newsletter and campus newspaper.

13. Prepare a two-minute talk on the value of joining APhA-ASP. Give your presentation to pharmacy classes and then hand out membership enrollment forms and information.

14. Set up a table displaying APhA-ASP materials at the student activities fairs and student orientation.
15. Provide free refreshments at your meetings. (Pizza usually draws people in and it’s inexpensive!)

16. Ask senior chapter members to provide free résumé critiques to anyone in your chapter who joins APhA-ASP this month.

17. Set up a table displaying APhA-ASP materials at freshmen orientation.

18. Ask your chapter to subsidize $5 of the student dues for new students joining during your membership drive, and then offer this discount to new members.

19. Ask for donations of items such as notebooks, mugs, or gift certificates from the campus bookstore and other local businesses. Offer these as incentives to new members who join during your membership drive.

20. Offer a prize to the person in your chapter who recruits the most new members.

21. Waive or reduce local membership dues (chapter or state association) for senior students who join APhA-ASP.

22. Provide students who visit your meeting with an information packet about your chapter and APhA-ASP. Include a calendar of events, a list of chapter officers, and an enrollment form to join.

23. Send out a flier about your chapter to a targeted group such as new pharmacy majors, undeclared freshmen, or pre-pharmacy majors. (Find more about APhA-ASP Associate Membership, for those not enrolled at the college of pharmacy school.)

24. Invite a successful professional in your community to speak to your chapter on the value of joining professional associations.

25. Display copies of Student Pharmacist, online Pharmacy Today and JAPhA, and your chapter newsletter at every meeting.

26. Publicize any awards your chapter or members have won. People like to join groups that are successful.

27. Ask professors to mention APhA-ASP to students in their professional classes.

28. Write an article for your campus paper on a successful chapter project or high profile speaker.

29. Create a membership committee to focus on new ways to bring in members.

30. Organize a behind-the-scenes tour of a popular organization such as a nearby pharmaceutical industry or association. Require students to be members in order to attend.
31. Offer a chapter scholarship or book award (money towards textbooks) for members only. (Don’t forget to promote the great discounts on text and reference books as part of being an APhA-ASP member!)

32. Make an extra effort to reach out to students off campus (pre-pharmacy and senior students).

33. Highlight and explain a different national membership benefit at each meeting.

34. Hold a meeting in the computer lab and demonstrate the valuable information available to members on www.pharmacist.com.

35. Co-sponsor a highly visible event on campus, such as a dance, concert, seminar, or sporting contest to raise awareness of your chapter and its activities.

36. Participate in a charity event with other organizations. Invite members of other groups to visit one of your meetings and learn more about your chapter.

37. Survey current members to determine what benefits are most valuable to them. Emphasize these benefits when creating fliers or speaking to potential new members.

38. Hold a joint meeting or event with another professional pharmacy organization or fraternity. Distribute APhA-ASP information to the participants.

39. Think WIIFM—“What’s In It For Me?” That’s what prospective members are asking themselves. Be sure to tell them specifically how membership will benefit them. Don’t forget to invite the whole college of pharmacy to attend the APhA-ASP Student Outreach Presentation this spring. Ask your chapter president or advisor for the date, time and location. Publicize to non-members as well as current APhA-ASP members!

40. Hold an informational meeting for prospective members. Have members and chapter alumni tell the visitors how networking through APhA helped them find internships and jobs.

41. Talk to lots of people about APhA-ASP. Experts say it takes ten calls to make one sale.

42. Plan chapter social events in addition to educational activities, (i.e. “Pharmacy night out”). People like to join groups that are friendly and fun.

43. Make each prospective member feel special. Make an effort to remember names and to smile and greet people by name when you see them again around campus.

44. If you have non-members who have come to several events, give them an enrollment form and ask them to join. Some people never join simply because no one has taken an interest and encouraged them to sign up.

45. Make it easy to participate. Establish and publicize a regular meeting schedule. Provide a local contact name and phone number on all your materials and then return calls promptly!
46. Review APhA-ASP rosters and remind expiring members to renew their memberships.

47. Offer an incentive such as an APhA-ASP pin or mug to members who recruit at least two new members.

48. Print names of new chapter members in your newsletter and recognize them at chapter meetings. Demonstrate that your chapter is strong and growing.

49. Announce membership updates at each meeting and remind people to bring friends to the next event. Let your members know that recruiting is a top priority for the group.

50. Always speak with excitement and pride when describing your chapter.
New Student Recruitment Letter Sample

Date

Dear Student Pharmacist:

Congratulations on your acceptance to the Samford University McWhorter School of Pharmacy. As you will soon discover, you have chosen an excellent institution in which to study the field of pharmacy – and an exciting and rewarding profession. You should be proud of these decisions.

The next positive decision you can make for your career in pharmacy and your professional development is to become an active member of the Samford University chapter of the American Pharmacists Association Academy of Student Pharmacists (APhA-ASP). The American Pharmacists Association (APhA), established in 1852, is the largest pharmacy association in the United States, serving more than 62,000 members. As one of the three academies of the APhA, APhA-ASP is more than 30,000 students strong, making it the largest national student pharmacist group in the U.S. The mission of APhA-ASP is to prepare student pharmacists to be professionals who provide and promote pharmaceutical care, a term you will learn much more about over the coming months and years.

By joining a professional organization, you can help ease the transition into pharmacy school. APhA-ASP will help you meet new people, learn about current issues facing pharmacy practice, participate in career development opportunities, and personal and professional growth.

The Samford University Chapter has some exciting activities planned for this year! Please be sure to look over the enclosed brochure for information on member benefits and services. If you have questions or need additional information, please feel free to contact either of us.

Again, welcome to Birmingham and to the McWhorter School of Pharmacy at Samford University! We wish you the best of luck for a successful professional career. Please let us know if we can help you in any way.

Professionally yours,

APhA-ASP Chapter President
APhA-ASP Chapter Advisor
Pre-Pharmacy Student Recruitment Letter Sample

Date

Dear Pre-Pharmacy Student:

Congratulations on your decision to pursue a career in pharmacy. The Drake University College of Pharmacy and Health Sciences would like to offer you the opportunity to demonstrate your professional commitment even before you have been accepted into pharmacy school.

The next positive decision you can make for your career in pharmacy and your professional development is to become an active member of the Drake University chapter of the American Pharmacists Association Academy of Student Pharmacists (APhA-ASP). The American Pharmacists Association, established in 1852, is the largest pharmacy association in the United States, serving more than 62,000 members. As one of the three academies of the APhA, APhA-ASP is more than 30,000 students, strong making it the largest national student pharmacist group in the U.S.

By joining APhA-ASP you can learn more about the profession you plan on pursuing, meet student pharmacists and faculty members, learn about current issues facing pharmacy practice, participate in career development opportunities, and get involved in your chosen profession. APhA-ASP members participate in activities such as professional meetings, community service projects, social functions, and legislative lobbying. In addition, APhA-ASP provides avenues to explore leadership opportunities, and personal and professional growth.

The Drake University chapter has some exciting activities planned for this year! Please be sure to look over the enclosed brochure for information on member benefits and services. If you have questions or need additional information, please contact either of us at the Drake University College of Pharmacy and Health Sciences.

We wish you the best of luck for a successful academic year. Please let us know if we can help you in any way.

Professionally yours,

APhA-ASP Chapter President

APhA-ASP Chapter Advisor
Renewing Member Letter Sample

Date

Dear APhA-ASP Member:

We would like to thank you for your support of the American Pharmacists Association Academy of Student Pharmacists Chapter at Xavier University last year! APhA, established in 1852, is the largest pharmacy association in the United States, serving more than 62,000 members. As one of the three academies of the APhA, APhA-ASP is more than 30,000 students strong making it the largest national student pharmacist group in the U.S.

Each member of our chapter plays a very important role. We needed your support and involvement last year to make our chapter strong and this year is no different. We know you share our pride in the accomplishments of the chapter and the contributions to our community and profession.

Xavier University's APhA-ASP chapter has some exciting activities planned for this year! Please be sure to look over the enclosed brochure for information on member services and benefits. If you have questions or need additional information, please feel free to contact either of us.

Our APhA-ASP Chapter has established a tradition of excellence at Xavier University and would like to continue that tradition. I hope that you will continue your professional involvement through APhA-ASP.

Professionally yours,

APhA-ASP Chapter President       APhA-ASP Chapter Advisor