Chapter Achievement Reporting 101

Salam Kabbani, Will Hammonds, Autumn Petersen, Chelsea Roberts

APhA-ASP Awards Standing Committee
Objectives

• Define required and optional chapter reports

• Identify key strategies for successful completion of reports

• Evaluate techniques to develop a successfully constructed report
Nice to Meet You!

2018-2019 APhA-ASP Awards Standing Committee

Salam Kabbani
California Health Sciences University
College of Pharmacy
Chair

William Hammonds
Samford University
McWhorter School of Pharmacy

Autumn Petersen
The University of Iowa College of Pharmacy

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APhA-ASP National Executive Committee Liaison: Kelli Jo Welter, National President-elect
APhA Staff Liaison: Crystal Atwell, PharmD
Nice to Meet You!

2019-2020 APhA-ASP Awards Standing Committee

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Long Island University College of Pharmacy

Cortni Hicks
University of Arkansas for Medical Sciences College of Pharmacy

Sydney Tu
St. Louis College of Pharmacy

APhA Staff Liaison: Crystal Atwell, PharmD
✓ Established in 1974 to recognize outstanding activities of APhA–ASP chapters at the schools and colleges of pharmacy in the United States and Puerto Rico

✓ Extension of the APhA–ASP mission to provide opportunities for professional growth and improve patient care while advancing the future of pharmacy

✓ Create new standards of leadership, professionalism, membership, patient care, and legislative advocacy among student pharmacists nationwide
Evolution of the Reporting System

Purpose of different systems:
- Help chapters showcase your achievements and capture the magnitude of your impact
- Minimize technological glitches

Past: Upload all essays to chapter Dropbox

2017-2018 Academic Year: Essays and questions on OpenWater

2018-2019 Academic Year: Formsite
Required Reports

- Chapter Operations, Logistics, & Membership
- Chapter Advocacy & APhA-ASP Policy Activities
- Chapter Patient Care Activities: Chapter and APhA-ASP National Projects
- Chapter Patient Care Activity - Generation Rx
- Chapter Patient Care Activity - Operation Diabetes
- Chapter Patient Care Activity - Operation Heart
- Chapter Patient Care Activity - Operation Immunization
- Chapter Patient Care Activity - OTC Medicine Safety
- Chapter Professionalism Activities
- Chapter APhA-ASP/IPSF Activities
Additional Required Information

- Chronological List
- Chapter’s Constitution/Bylaws
- Chapter Goals and Objectives
- Award Submission Confirmation Form
- Photographs, Supplemental Materials, and Videos (if applicable)
Optional Reports

• Most Improved
  • Focuses on improvements and outcomes over the past three years in all areas of the chapter

• Chapter Innovative Programming
  • Must be a single activity or series of activities with a central theme
Reporting Statistics

• Total number of impressions
  • This number is more than just “likes”!
  • Facebook
    • Reach: estimated number of people who had your post enter their screen
    • Engagement: number of people who interacted with your content (likes, clicks, etc.)
  • Instagram
    • Likes: number of people who have liked a photo
    • Views: number of individuals who have viewed a story
Don’t forget that the early bird special for APhA-ASP Annual in Seattle, Washington ends tonight! Interested but still need some convincing? Well here are some quotes from students in our chapter on why they attend annually! We hope to see you there! @ Seattle, Washington

Most importantly, Annual is where I realized what a privilege it is to be part of this profession.
- Alj York, P2

Performance for Your Post

512 People Reached
15 Reactions, Comments & Shares
8 Likes
5 Loves
0 Comments
2 Shares

Get More Likes, Comments and Shares
Boost this post for $30 to reach up to 26,000 people.
Reporting Statistics

Page Summary: Last 28 days

- Actions on Page: January 26 - February 22
  - Total Page Views: 149 (33% increase)
  - Page Previews: 29 (33% increase)
  - Page Likes: 14 (133% increase)
  - Post Engagement: 2,292 (227% increase)
  - Videos: 3,634 (427% increase)
  - Page Followers: 15 (160% increase)

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.
Keys to a Successful Report

1. Start early
2. Delegate written portions
3. Submit early
4. Only include information from the reporting cycle
5. Minimize descriptions of five national patient care projects
6. Develop memorable, meaningful essays
7. Keep the APhA-ASP Communications Style Guide in mind
8. Stay within the word limits
1. Start early!
   • Have a chronological list running from first day of reporting cycle

   **TEMPLATE**

   The following template must be used for the Chronological List:

   - Activity/Event/Meeting/Project(s):
   - Classification of Project: Indicate if this project is operational, patient care, policy/advocacy, or professionalism (more than one may be applicable)
   - Date(s):
   - Location(s):
   - Type of Media/Promotional Materials:
   - Target Audience:
   - Faculty Present:
   - Additional Pharmacists Present:
   - Chapter Members Present:
   - Patients Attended Event(s):
   - Patients Screened:
   - Patients Received Health & Wellness / Clinical Services:
   - Patients Reached Through Public Relations: (TV, Newspaper, Radio, Social Media, etc. Each person who views the ad, billboard, clip is considered “1 impression”)
   - Event Held in Collaboration with:
   - Event Type: Indicate whether the event is a new program or continuation of a previous initiative
   - Estimate of the Total Number of Hours for Project Planning:
   - Total Number of Hours of Event: Indicate the duration of the event (cumulative for multiple dates)
   - Synopsis (less than 75 words for each activity listed):
Keys to a Successful Report

2. Delegate written portions early

3. Submit early
   • Deadline is June 15, 2019

4. Only include information from the reporting cycle

5. Minimize descriptions of five national patient care projects
6. Develop meaningful, memorable essays:

- **Descriptive**: concrete examples
- **Concise**: describes the impact in a concise manner
- **Actions**: describe what your chapter did (especially in collaborative events)
- **Numbers**: provide percentages and increases from previous year
- **Address innovation; involvement; inter/intra professional collaboration; and impact on our profession, your chapter members, and your community**
- **Grammatically correct**
7. Style Guide Reminders

- Use third person
- All acronyms spelled out with first use
- Use “APhA-ASP,” (no lone –ASP)
- Use “first year student pharmacist”
- Use “executive council” or “executive board”
- Upload all documents in PDF format

8. Stay within word limits
This year the Hogwart’s APhA-ASP chapter wanted to maximize our impact on the community and we decided to do this through our Healthy Heart Initiative as part of Operation Heart during the month of February. The Operation Heart Committee focused its energy on healthy cooking recipes and demonstrations because this was a common issue transcending children as well as geriatrics. They hosted 14 cooking events throughout the month, 1 event at a high school, and 1 at a geriatric center each week, reaching over 150 high schoolers and 60 senior citizens in total, a 50% increase from the previous year. To further spread awareness and equip people with healthy cooking techniques, the cooking sessions were videotaped and posted on Facebook, reaching over 5,000 views.
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Reporting Deadline

June 15, 2019
Reach Out with Questions

• Regions 3 & 5: Chelsea Roberts, beaversc@goldmail.etsu.edu
• Regions 6 & 8: Salam Kabbani, kabbani503@chsu.edu
• Regions 1 & 2: Will Hammonds, whammond@samford.edu
• Regions 4 & 7: Autumn Petersen, autumn-petersen@uiowa.edu

The 2018-2019 APhA-ASP National Standing Committee on Awards will be your points of contact as you submit chapter achievement reports for the 2018-2019 Academic Year.