



APhA-ASP COMMUNICATIONS STANDING COMMITTEE

Strong communication with APhA-ASP Chapters and student pharmacist members is crucial to the strength of the Academy. The Communications Committee must both understand the communication vehicles of APhA as well as be able to evaluate and contribute content. Through social media, printed publications, online resources, and e-communications, this committee will assist in the dissemination of information for all student members of APhA.

COMMITTEE MEMBERS: APhA-ASP National Member-at-large (National Executive Committee Liaison)

Four Members appointed by the APhA-ASP National Executive Committee.

A Committee Chair, selected from among the four Members by the APhA-ASP National Executive Committee.

STAFF LIAISON: Tom English, MS
Director, New Practitioner Development
Editor, Student Pharmacist Magazine

GOALS: To provide APhA-ASP Chapters and student pharmacist members with information that will increase their awareness of membership and engagement in APhA through external social media and communications.

PURPOSES: The APhA-ASP Communications Standing Committee is charged to:

1. Facilitate, monitor, and develop the Academy's social media presence.
2. Review, evaluate, and contribute to Association publications in terms of their relevance and value to student pharmacists.
3. Contribute to monthly APhA Student Pharmacist Connection and Chapter Executive Update e-newsletters.
4. To collaborate with the APhA Public Relations Department and promote American Pharmacist Month activities.
5. Advise APhA-ASP Chapters on how to better utilize media to promote the role of the pharmacist.
6. Conduct outcomes analysis on Academy social media and communications.