

# **APhA**2023

**Annual Meeting & Exposition**

Phoenix | March 24-27





# **APhA-ASP Communications Vice President Meet-up**





# Presenters

## *2022-2023 Communications Standing Committee*



Shirly  
Ly  
(Chair)

University of Florida  
College of Pharmacy



Sewit  
Araia

Shenandoah University  
Bernard J. Dunn  
School of Pharmacy



Ngoc Phuong  
Mai Le

MCPHS University  
School of Pharmacy Boston



Cristian  
Rodriquez

Loma Linda University  
School of Pharmacy



Sabrina  
Zhang

MCPHS University  
School of Pharmacy Boston



Kiara  
Torres  
Garcia

Ferris State University  
College of Pharmacy



# Agenda

- Introductions
- Roles & Responsibilities
- Timeline of Events
- Resources
- Q&A
- Mix & Mingle
- Announcements



# Introductions



# Join the Poll

<https://meet.ps/APhA2023-CVP>



## Which statement best describes you?

- I am currently serving as the Communication Vice President.
- I am the incoming Communication Vice President.
- I am interested in learning more about the Communication Vice President role.



## Go around the table and share...

- Name
- School or College of Pharmacy
- Year in School
- Whether you are the current officer, incoming officer, or interested in learning more about the position.

## Answer one of the questions below:

Current Officer	Incoming Officer	Interested
What has been your greatest accomplishment this year?	What are you most looking forward to in serving in this role?	What would you like to learn about the position?

Please indicate at the beginning of your response whether you are a current officer, incoming officer or interested in learning more.



# Roles & Responsibilities



# Roles & Responsibilities

- General Roles & Responsibilities
- Internal Communications
- External Relations
- Social Media and Other Platforms
- Engagement with APhA and APhA-ASP Regionally and Nationally
- Chapter Programming Collaboration

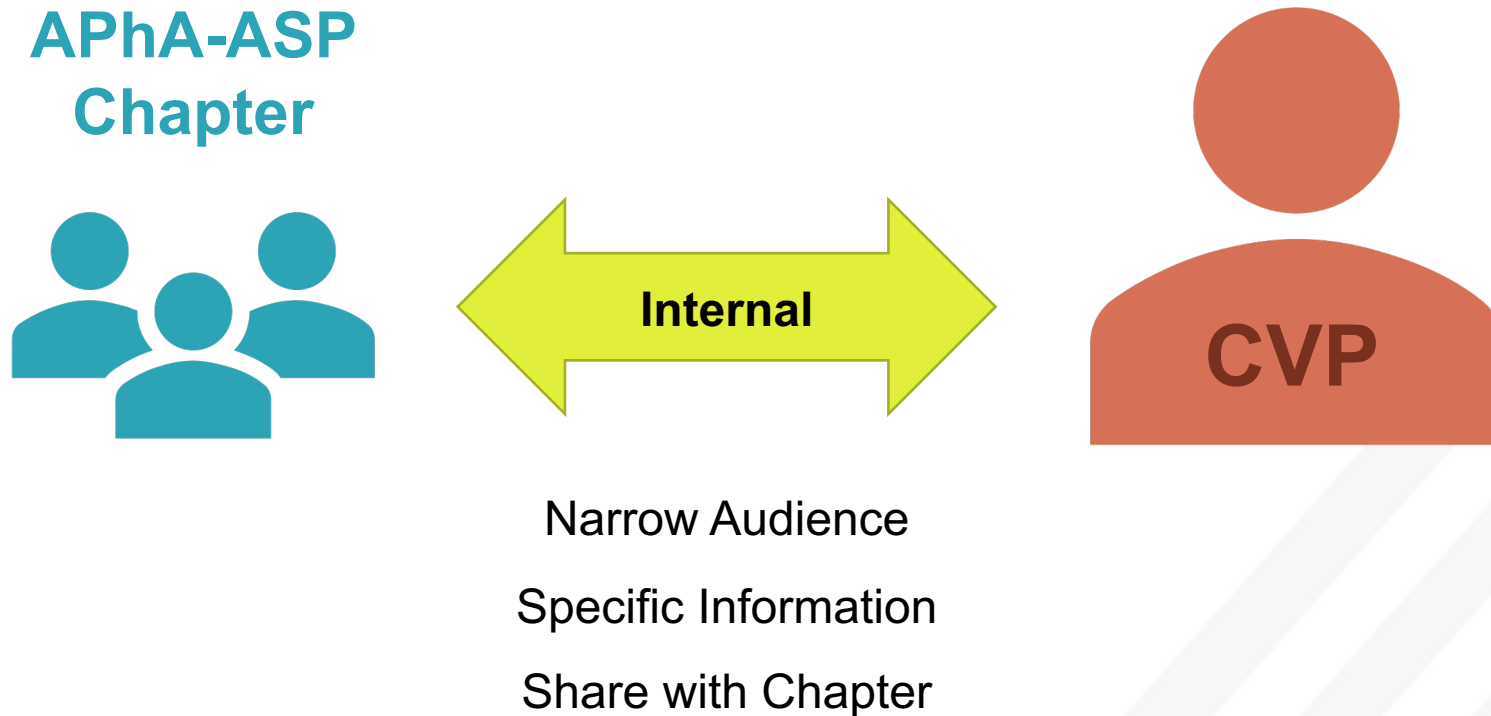
## General Roles & Responsibilities

- Engage members
- Organize PharmFlix
- Manage internal and external communications of your chapter
- Promote and disseminate APhA APhA-ASP Communications
- Communicate and collaborate with your team
- Build relationships with community partners
- Getting on media
- TV, radio, newspaper
- Expanding social media campaigns
- Improving community education
- Flyers, video, virtual tri-folds

# **Internal Communications**



## What are Internal Communications?

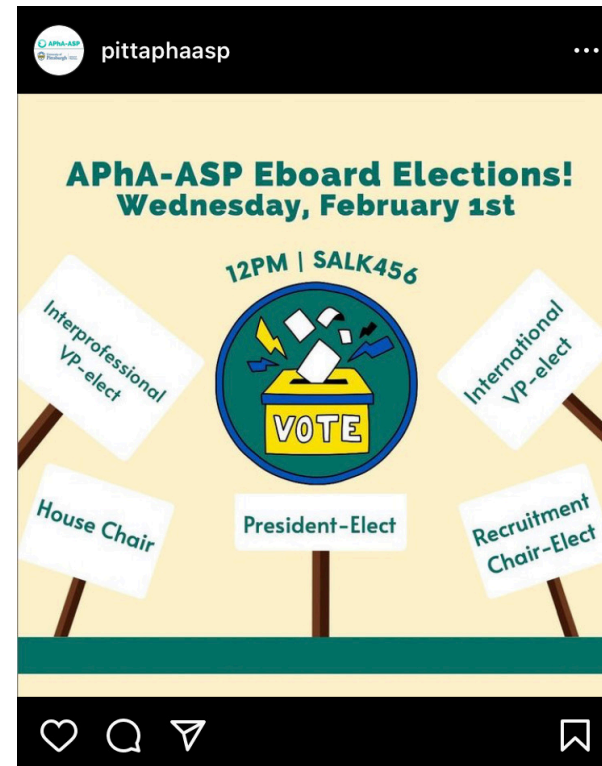


## Internal Communications

- Refers to communication within the APhA-ASP chapter
  - Chapter Members
  - Officers and Executive Board
- Promote and spread chapter meetings, events, and information to member and school
- Maintain and utilize communication channels within chapter and officers

## Examples of Internal Communications

- Newsletters
- Emails
- Group messaging apps
- Online calendars
- Flyers





## APhA-ASP Chapter



## APhA-ASP Community



Narrow Audience  
Specific Information  
Share with Chapter

Broad Audience  
Chapter Highlights  
Share with the Public

# **External Relations**

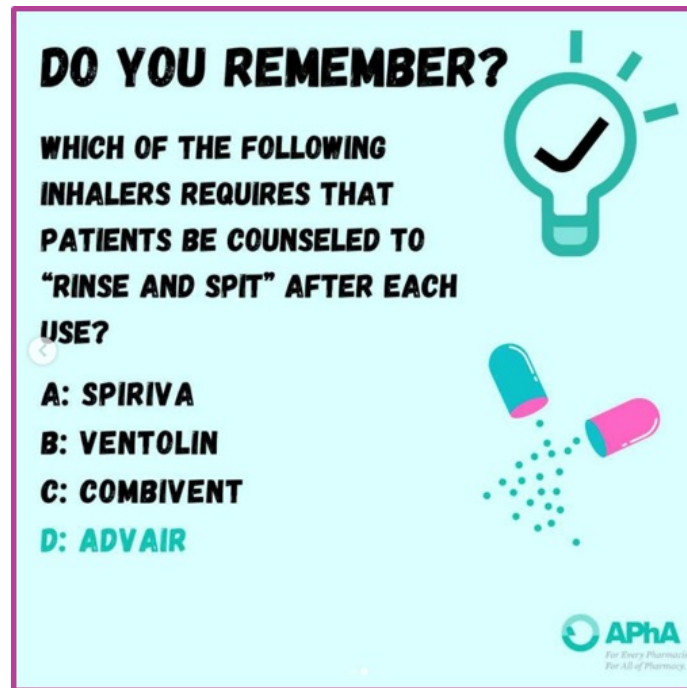
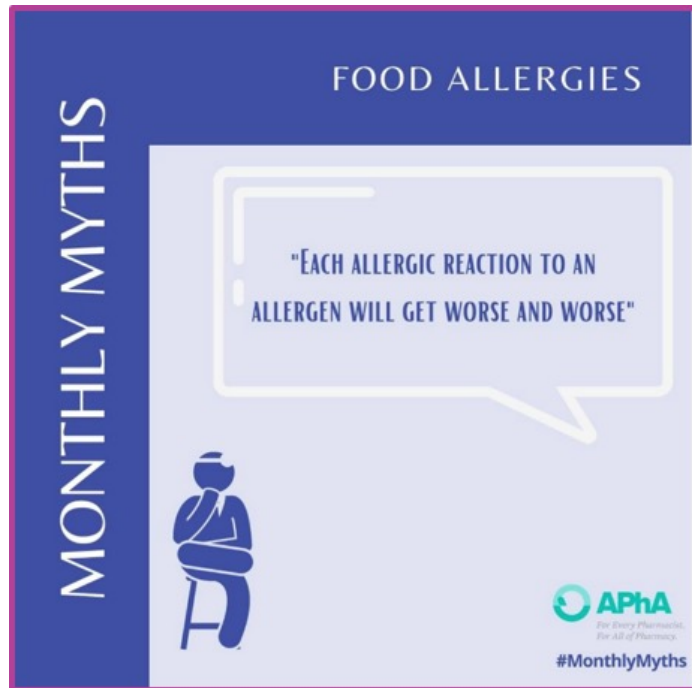
## Examples of External Communications

Social media (e.g. highlight/promote events, share opportunities)



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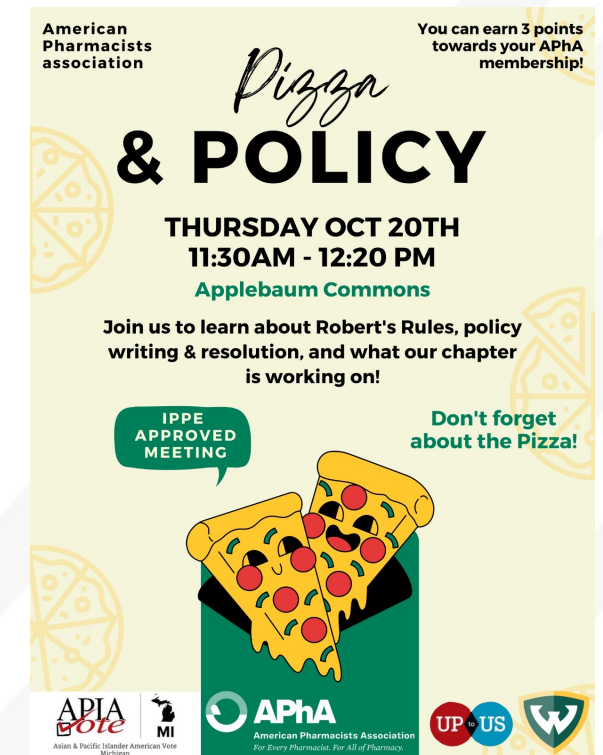
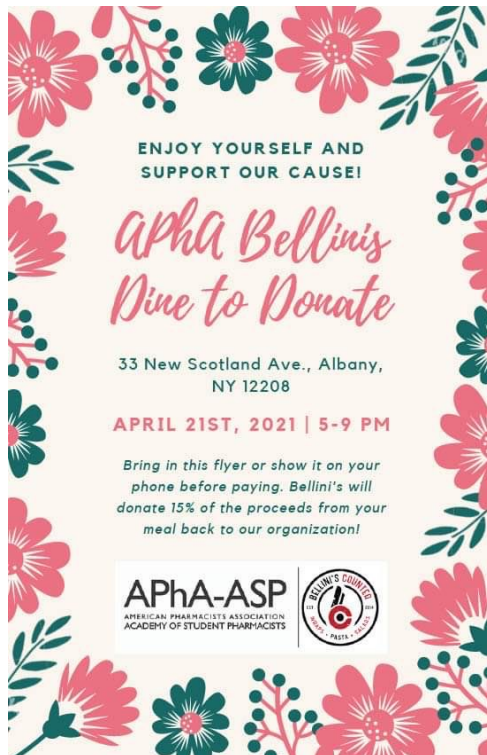
## Examples of External Communication

Newsletters (e.g. share past/upcoming events, student spotlight)



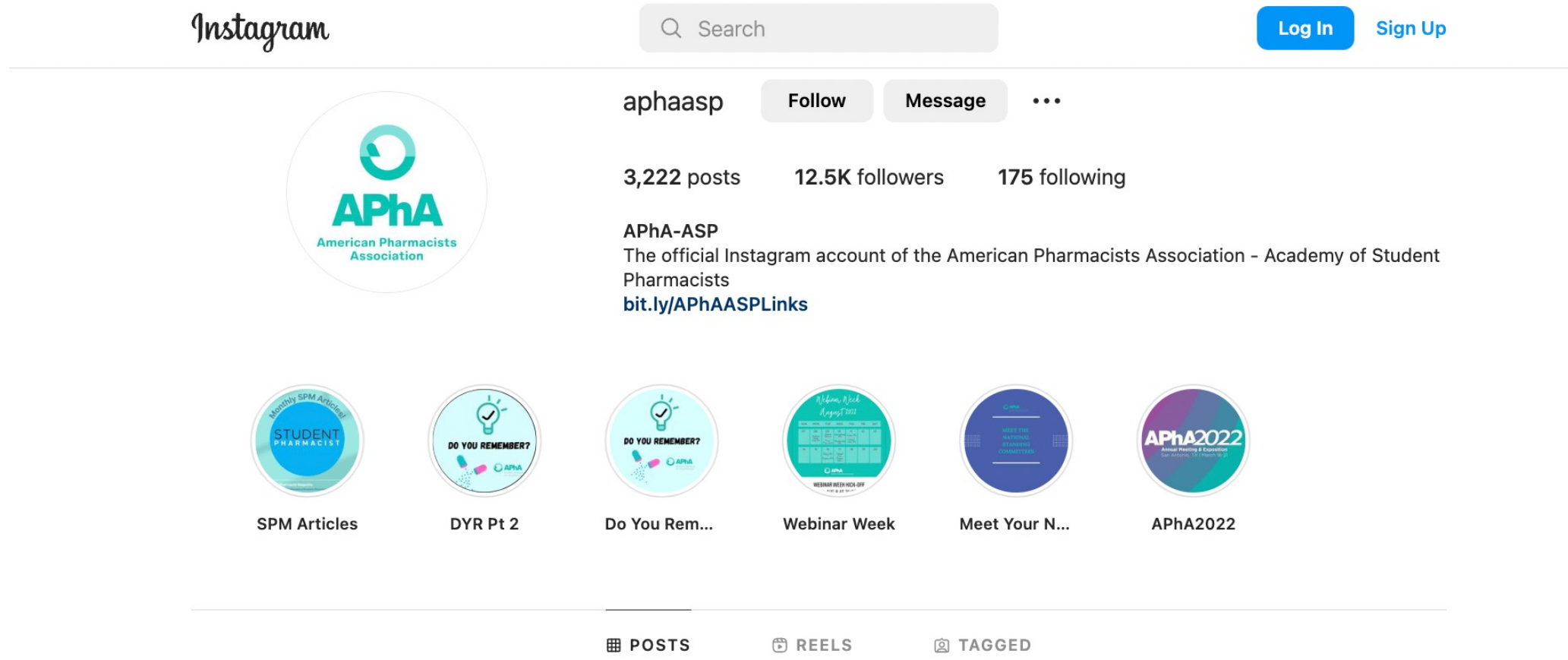
## Examples of External Communication

Flyers (e.g. share upcoming events, membership information)



## External Communication

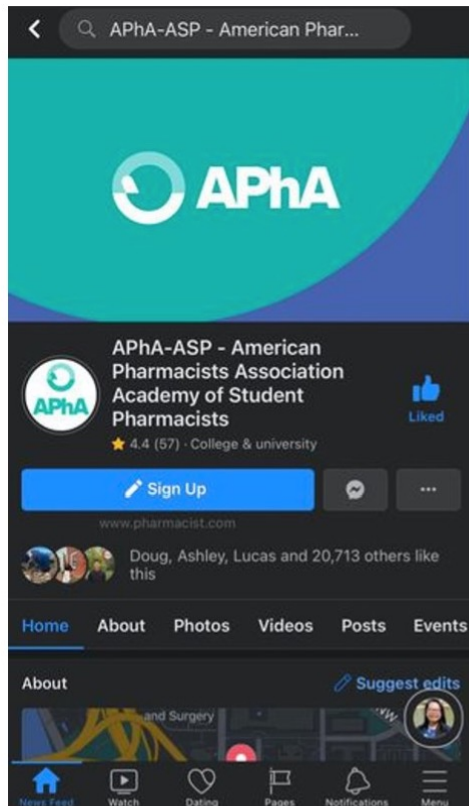
Follow us @aphaasp and remember to tag us for a feature





# **Social Media and Other Platforms**

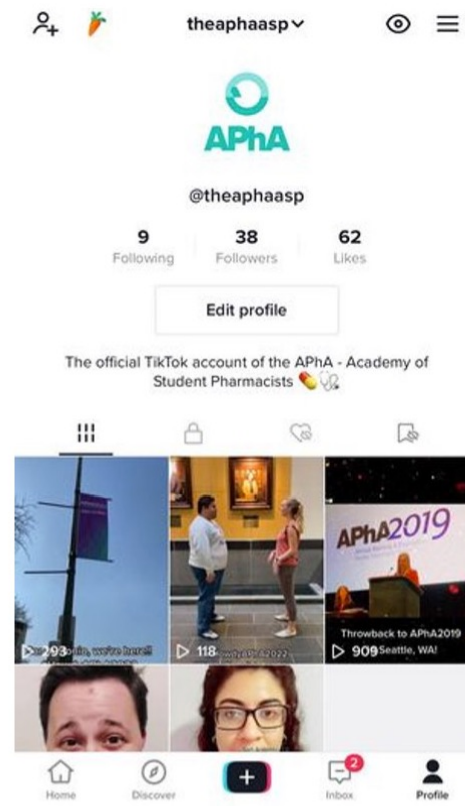
## Follow Us!



FACEBOOK  
@aphaasp



INSTAGRAM  
@APhAASP



TIKTOK  
@THEAPhAASP



TWITTER  
@APhAASP

## Other Platforms – Meta Business Suite

### Meta for Business

- Saves times
- Improves efficiency
- Increases engagement
- Quality content

## Other Platforms – Podcast

- Interview based
- Developed by APhA-ASP National Policy Standing Committee



## Social Media Presence

- Increased Brand Awareness
- Improved Engagement
- Enhanced Credibility
- Better Understanding of the Audience

# **Engagement with APhA and APhA-ASP Regionally and Nationally**



## Engagement

<https://www.pharmacist.com/apha-asp>

Student  
Pharmacist Magazine



Policy &  
Advocacy



Leadership Opportunities



Projects



Awards &  
Scholarships



Meetings &  
Networking



Officer Resources



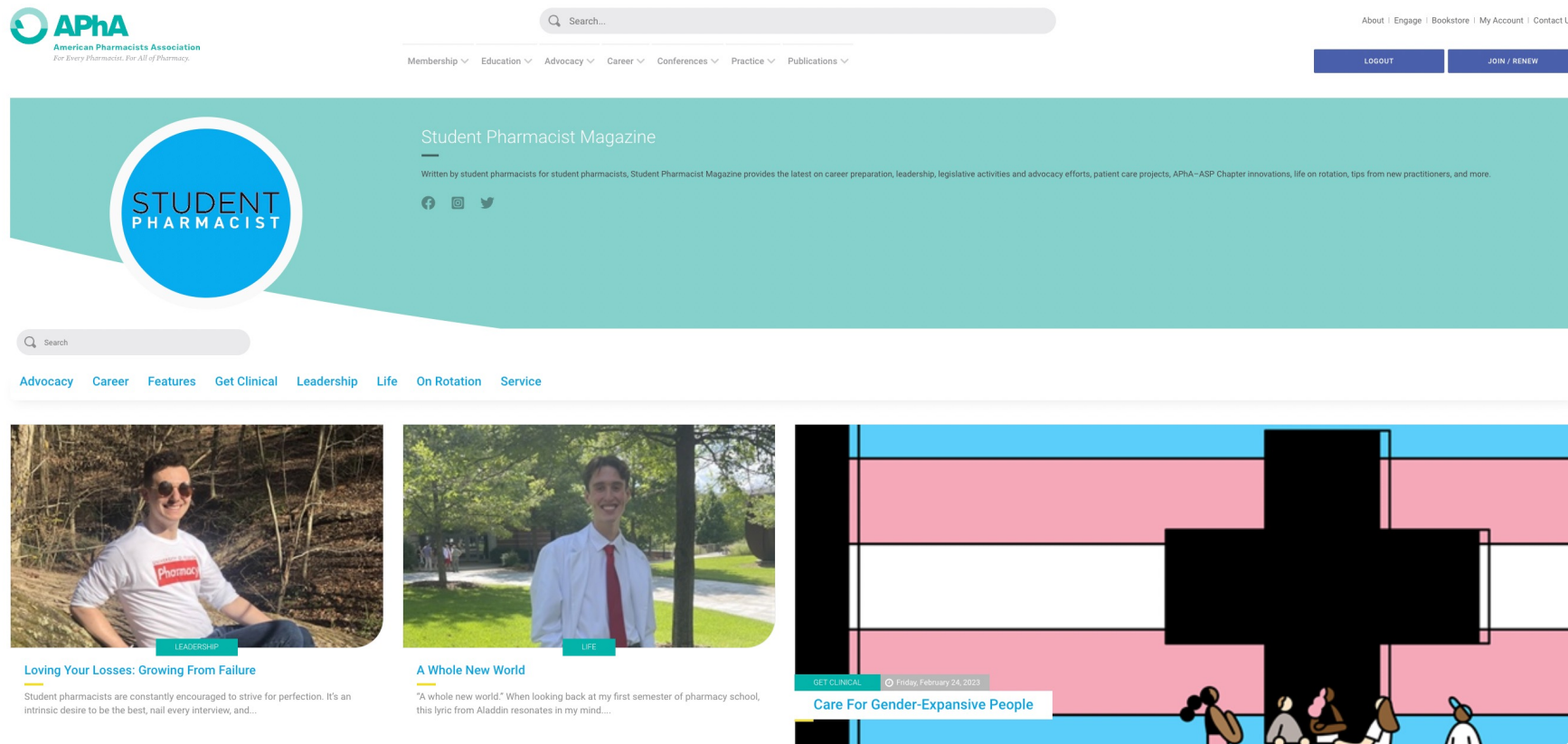
Advisor  
Resources





## Engagement

Student Pharmacist Magazine – new articles every Tuesday & Friday



The screenshot displays the APhA Student Pharmacist Magazine website. At the top, the APhA logo is on the left, and a search bar is in the center. Navigation links for Membership, Education, Advocacy, Career, Conferences, Practice, and Publications are listed below the search bar. On the right, there are links for About, Engage, Bookstore, My Account, and Contact Us, along with buttons for LOGOUT and JOIN / RENEW.

The main header features the 'STUDENT PHARMACIST' logo in a blue circle. Below it, the text reads: 'Student Pharmacist Magazine' and 'Written by student pharmacists for student pharmacists, Student Pharmacist Magazine provides the latest on career preparation, leadership, legislative activities and advocacy efforts, patient care projects, APhA-ASP Chapter innovations, life on rotation, tips from new practitioners, and more.' Social media icons for Facebook, Instagram, and Twitter are also present.

A secondary search bar is located below the header. A navigation menu includes links for Advocacy, Career, Features, Get Clinical, Leadership, Life, On Rotation, and Service.

The content area features three article cards:

- Loving Your Losses: Growing From Failure** (Leadership category): A photo of a man in a white t-shirt with 'Pharmacy' written on it. The text below reads: 'Student pharmacists are constantly encouraged to strive for perfection. It's an intrinsic desire to be the best, nail every interview, and...'.
- A Whole New World** (Life category): A photo of a man in a white shirt and red tie. The text below reads: '"A whole new world." When looking back at my first semester of pharmacy school, this lyric from Aladdin resonates in my mind....'.
- Care For Gender-Expansive People** (Get Clinical category): A graphic featuring a large black cross on a background of horizontal pink and white stripes, with small figures of people at the bottom. The text below reads: 'Friday, February 24, 2023'.

## Engagement

- GroupMe chats with MRMCs
- Midyear Regional Meetings
- House of Delegates
- Summer Leadership Institute
- Webinar Week
- Student Pharmacist Connection

# **Chapter Programming Collaboration**

# Chapter Programming Collaboration

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Coordinate American Pharmacists Month activities and media presence, and work with the Policy Vice President.



## Chapter Programming Collaboration

Promote the PharmFlix Competition and organize, coordinate, and submit the chapter submission.



# Chapter Programming Collaboration

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Collect chapter pictures, video, and multimedia for use with APhA-ASP chapter, regional, and national activities, awards, communications, competitions, and programs.

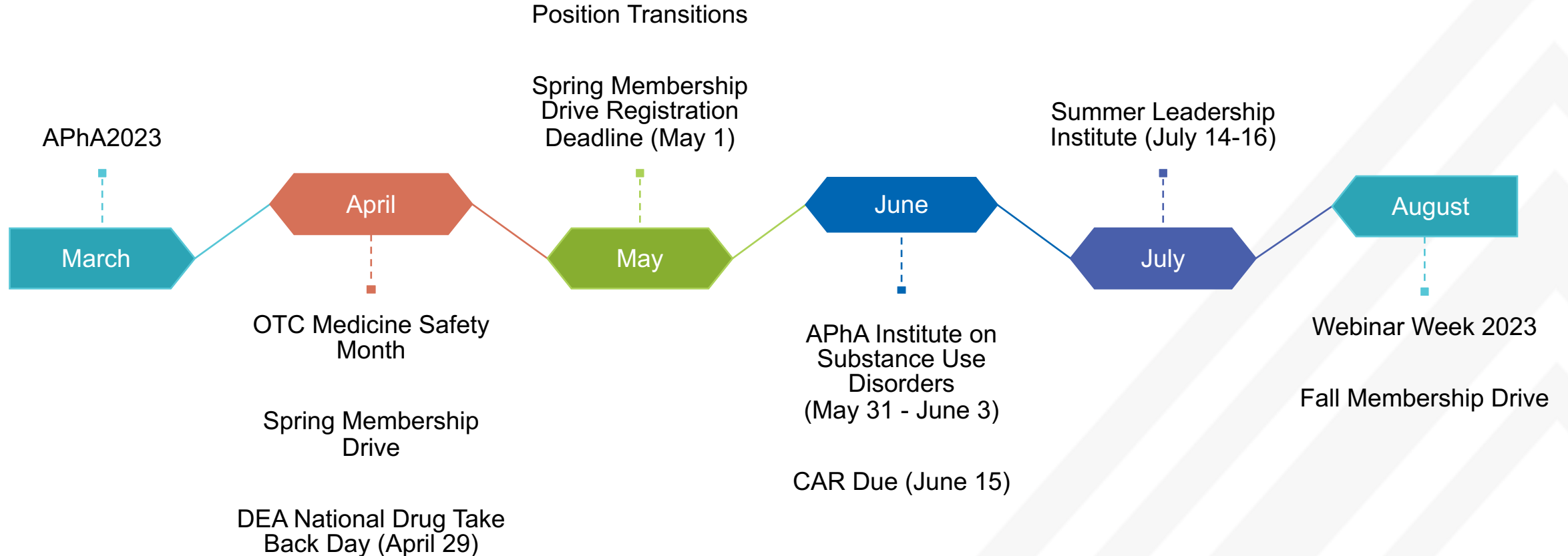


# Chapter Programming Collaboration

Assist with the completion of the Chapter Achievement Report by providing photographs and videos documenting chapter achievements during the year.



## Timeline



## Answer one of the questions below:

Current Officer	Incoming Officer
What is one piece of advice you would give yourself if you were starting your role over?	What is one question you have regarding your new position?

Please indicate at the beginning of your response whether you are a current officer, incoming officer.


## Answer one of the questions below:

Current Officer	Incoming Officer
What was your favorite event or responsibility this year?	What event or responsibility are you most excited for in your new role?

Please indicate at the beginning of your response whether you are a current officer, incoming officer.




# Resources

## APhA-ASP Chapter Officer Resources



### APhA-ASP Chapter Officer Resources

Running a student chapter has many facets. To tackle as many projects as possible, these resources have been developed to provide chapter leaders with information to assist in managing a successful chapter. Use these resources and templates to accomplish your goals and tasks.

### Resources For Chapter Presidents, Vice Presidents And Chairs

#### Presidents and Presidents-elect

- APhA2022 President and President-elect Workshop

#### Communications Vice Presidents

- Communications Vice President Toolkit
- APhA2022 Communications Vice President Workshop

#### Finance Vice Presidents

- Budgeting
- Sample Budgets
- Fundraising
- Chapter Tax Information (IRS)
- Chapter Banking Information Update

#### International Vice Presidents

- International Vice President Toolkit, and IPSF Campaign, Project and Student Exchange Resources
- APhA2022 International Vice President Workshop



## Style Guide

### Chapter Operations Manual

~~Pharmacy Student~~  
~~P1~~  
~~ASP~~

- Essential chapter activities and operations
- Chapter Officer roles and responsibilities
- Chapter Officer transitions information
- Chapter timeline

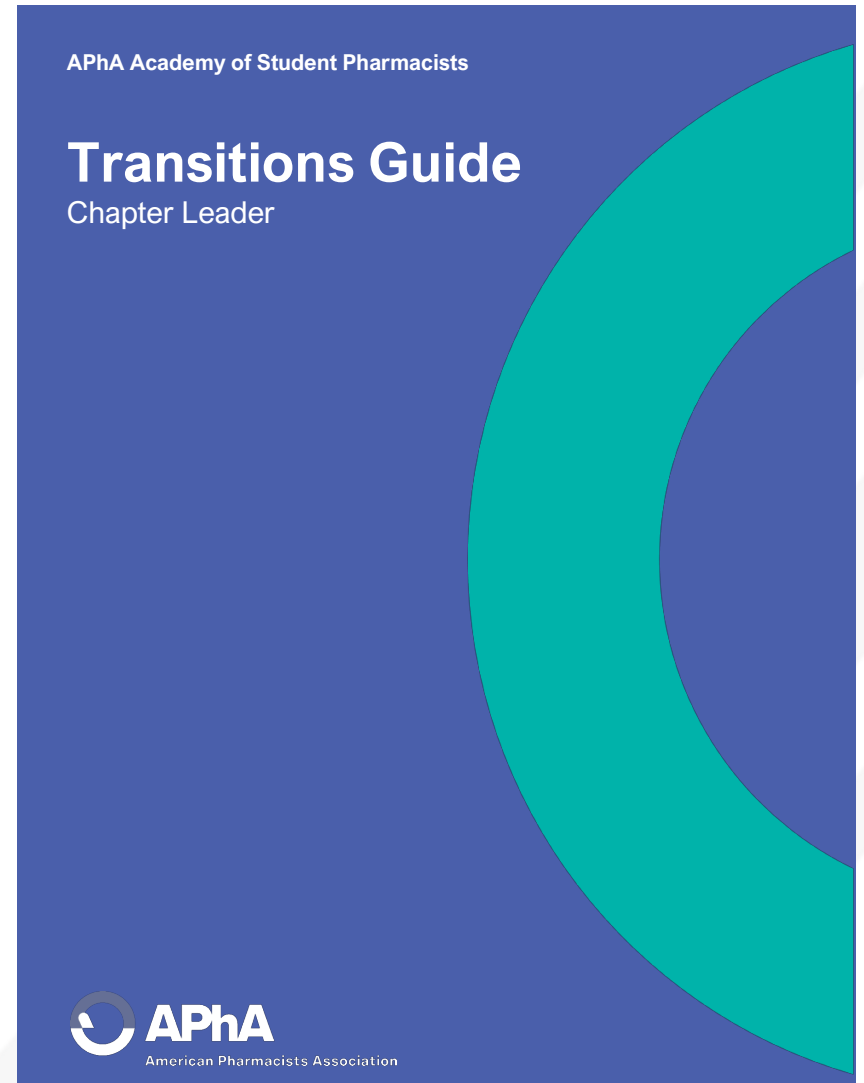
### 50th Anniversary Issue of Student Pharmacist

Student Pharmacist  
First-year Student Pharmacist  
APhA-ASP

- Communications Style Guide
- Social Media "How-To" Guide
- APhA and APhA-ASP Logos

## Transitions Guide

Under the *Additional Resources* section of the Chapter Officer Resources page.





## Chapter Achievement Report (CAR) Toolbox

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CAR Guidelines

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Tracking Tool (CAA Reporting Tool)

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Chronological List

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Glossary of Terms

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Essay Guidelines



# Assisting with the Chapter Achievement Report

## Photography and Supplemental Materials

- Start collecting media to submit with your CAR now
- Link to your chapter's DropBox folder will be shared with the Chapter Advisors in May
- Utilize the required nomenclature outlined on page 10-11
- CAR2023\_Chapter Name\_PROJECT ABBREV\_#.jpg

# Chapter Achievement Report Workshop Webinar

Tuesday, April 11<sup>th</sup> from 8-9 pm ET



## Answer the question below:

**Current Officer**

What resource has been the most helpful to you throughout the year?



# Questions?





**What was your biggest  
take away from the  
session?**







**What additional  
information do you  
want or need?**



**What, if anything, can  
APhA-ASP do to help  
support you in your role?**

# Announcements

# APhA2023

## Check Us Out

Instagram: @aphaasp

Facebook: @APhA-ASP

TikTok: @theaphaasp

Twitter: @aphaasp



Hashtags:  
#APhA2023  
#WeRise

**Stay up to date on APhA2023 by following  
and tagging us!**

# APhA2023 APhA-ASP Attendee Resources



**APhA2023** **RISE!** ADVANCING IN THE FACE OF ADVERSITY  
Annual Meeting & Exposition  
Phoenix | March 1-4, 2023

APhA2023 APhA-ASP Attendee Resources

**Rise! Advancing in the Face of Adversity**

We are looking forward to seeing you at this year's APhA Annual Meeting and Exposition in Phoenix! APhA-ASP programming is your chance to learn, network, and celebrate the accomplishments of your peers! From Career Sessions to Position Workshops to the APhA-ASP House of Delegates and Opening Session, the weekend is jam-packed with unique student pharmacist specific opportunities curated just for you.

For more top tips and need to know information for making the most of your APhA2023 experience, be sure to check out the APhA2023 Students Pharmacists Know Before You Go Video and review the Students Guide to APhA2023.

Watch on

**APhA2023 Know Before You Go - Student Pharmacist**

**Business Casual**

Watch on

• [Know Before Your Go Slides](#)

# Chapter Achievement Report Workshop Webinar

Tuesday, April 11<sup>th</sup> from 8-9 pm ET







# APhA Institute on Substance Use Disorders

May 31 – June 3

*Salt Lake City, Utah*

- Scholarship applications due April 2, 2023
- Meeting registration closes April 14, 2023





**2:00-3:00 pm**

**APhA-ASP Pharmacy  
Power Hour**

Convention Center  
Room 300 Foyer

**3:00-5:00 PM**

**APhA-ASP House of  
Delegates**

Convention Center  
Room 301AB



# The Next Session Begins at 11:45 am

<b>Region 1 Chapter Officer Debrief</b>  Alhambra	<b>Region 2 Chapter Officer Debrief</b>  Deer Valley	<b>Region 3 Chapter Officer Debrief</b>  Valley of the Sun C	<b>Region 4 Chapter Officer Debrief</b>  Encanto A
<b>Region 5 Chapter Officer Debrief</b>  Valley of the Sun A	<b>Region 6 Chapter Officer Debrief</b>  Encanto B	<b>Region 7 Chapter Officer Debrief</b>  Valley of the Sun B	<b>Region 8 Chapter Officer Debrief</b>  Paradise Valley