



**Candidate for the Office of APhA-ASP
National President-elect**

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GOAL STATEMENT

My name is Haley (Barnes) McKeefer, and I am running for your next APhA-ASP National President-Elect. Starting my student pharmacist career in a pandemic was scary and lonely, but APhA-ASP showed me that I did not have to accept the circumstances COVID-19 imposed on our profession.

I witnessed student pharmacists around the nation reclaim their pharmacy school experience and step up in breathtaking ways. For example, when vaccine hesitancy challenged solutions out of the pandemic, student pharmacists still went out to immunize over 1.2 million patients. Student pharmacists did that. And, we did it in addition to caring for our studies, our families and loved ones, and our health & mental wellbeing.

My goals as an APhA-ASP National President-Elect candidate are as follows:

- 1) Ensure the collective voice of student pharmacists in the APhA Board of Directors;
- 2) Encourage the revival of safe, in-person APhA programming for our generation of student pharmacists; and
- 3) Emphasize the student pharmacists' voice in the APhA Pharmacy Workplace & Well-being Reporting initiative.

I will achieve these goals by tirelessly representing your voice to the APhA Board of Directors and the APhA-ASP NEC as we enter this new era in our profession.

LEADERSHIP EXPERIENCE

APhA-ASP Leadership Experience:

- Chapter Policy Vice President Elect 2021-2022
- Student Director for Texas Pharmacy Association 2021-2022
- Region 6 Midyear Regional Meeting Coordinator 2020-2022

Local Leadership Experience:

- Student Editor of Texas Journal of Health-System Pharmacists 2021-2022
- Class President 2020-2021

PHILOSOPHIES ABOUT APhA

For myself and many other student pharmacists, APhA-ASP is the most powerful tool for advocacy, community, and leadership development we can use as we train to become professional pharmacists. I would bring this enthusiastic philosophy to the position of National President-Elect position by aspiring to the following:

- 1) Collaborate with APhA-ASP chapter leadership to create region- and nation-wide social media marketing campaigns highlighting outstanding student pharmacists and events of their chapter.
- 2) Encourage 100% involvement in Annual Meeting and the IPSF Student Exchange Programme as pandemic restrictions lift globally.
- 3) Empower the Policy Standing Committee and local APhA-ASP chapter Policy Committees to participate in in-person Pharmacy Days at State Capitols as well as our Association's federal Congressional Conference.
- 4) Meet all 140+ APhA-ASP chapters through virtual or in-person means.
- 5) Dutifully serve each Patient Care Project (i.e. Operations, Initiatives) and Standing Committee to ensure a national leadership pipeline for the 2022-2023 academic year

SPECIALIZED SKILLS & TALENTS

I will talk to anyone who will listen about the good work pharmacists do for our society and the greater efforts of modern medicine. To build my public speaking and writing skills, I've published a Student Pharmacist Magazine article, an ASHP Student Perspectives podcast, and multiple short pieces through my College's blog. In these experiences, I received mentorship from multiple pharmacists and marketing professionals. Though this public speaking is a life-long skill to refine, I am confident I can represent APhA-ASP's voice to the APhA Board of Directors, APhA House of Delegates, and at all other presentation/speaking events.

I also have exceptional proficiency in social media marketing through Facebook, Twitter, Instagram, LinkedIn, and Youtube platforms. In past volunteer non-profit commitments, I renovated two websites and associated social media accounts, increasing web traffic by 90-110% and social media traffic by 115-312%. As your National President-Elect candidate, I will work closely with the Awards and International Standing Committees to create consistent APhA-ASP marketing content with the goal to highlight as many outstanding student pharmacists as possible. With APhA-ASP's partnership within the International Pharmaceutical Students' Federation (IPSF), it is important that our Academy present ourselves in the best global light possible.