

# The Art of Recruitment: Creative Strategies for Recruiting Prospective Pharmacy Students

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# Learning Objectives

1. Explore and assess innovative recruitment strategies that captivate and engage primary and secondary school students
2. Use preceptors as educational extenders, enhancing the ability to recruit prospective students effectively
3. Design and execute a compelling advertising campaign that elevates the pharmacy profession on and off campus

# Launching a Recruitment Initiative

- **STRATEGIC PLANS**

- Student recruitment included in University, College, and Department strategic plans

- **WORKLOAD**

- Re-allocated 10-15% of time of two pharmacy practice faculty to Co-Directors of Recruitment

- **PROMOTION AND TENURE**

- Added *Program Direction* to Pharmacy Practice promotion and tenure guidelines

- **FACULTY JOB DESCRIPTIONS**

- Added a prospective student recruitment requirement to all pharmacy practice faculty job descriptions

# Learning from Others on Campus



**DESCRIBE THE PHARMACY PROGRAM IN GLOBAL DETAIL**



**PROVIDE AN EXPERIENTIAL ELEMENT**



**HIGHLIGHT COOL STUDENTS AND ALUMNI**



# Resources and Training

- **MET WITH NDSU OFFICE OF ADMISSIONS**
  - Established high school lunchroom visit contacts
  - Updated and customized admission letters
- **DEVELOPED RECRUITMENT MATERIALS**
  - Pharmacy program pathway information
  - Recruitment tutorial for School of Pharmacy faculty
  - High school student educational presentation
  - Alumni and student organization highlight book
  - Hands-on learning experiences
  - Grab and go recruitment backpack



# Resources and Training

- **TRAINED FACULTY, STAFF, AND STUDENTS**

- How to sign up for recruitment events & resources
- How to give tours of Concept Pharmacy skills laboratory
- How to compound a lip balm, lotion, or lollipop
- How to use recruitment backpack



# Recruitment Pathways for Faculty

## PROSPECTIVE STUDENT VISITS

- Occur Monday - Friday 9:00am-4:00pm

## UNIVERSITY DISCOVER DAYS AND CAMPS

- Occur 2 to 3 times per semester and summer

## HIGH SCHOOL OUTREACH

- Lunchroom and classroom visits

## OTHER OPPORTUNITIES


- Career fairs, virtual fairs









# Prospective Student Visits

- All School of Pharmacy faculty invited to sign up for two on-call weeks per calendar year
- On-call faculty is responsible for meeting any prospective students scheduled through the Office of Admissions during the on-call period
- On-call faculty are responsible for finding coverage if scheduling conflicts occur



Date	Location	Available Slot
09/04/2023 8:00am-5:00pm Monday		Available Slot All slots filled Full Brody Maack    BM
09/11/2023 8:00am-5:00pm Monday		Available Slot All slots filled Full Natasha Petry  NP

# University Discover Days and Camps

- Standardized prospective student presentation
- Lip balm compounding
  - Keep one, give one
  - \$0.59 per lip balm compounded
- Lotion compounding
  - Text and pictorial formulations
  - \$1.13 per lotion compounded
- Lollipop compounding
- Concept Pharmacy skills laboratory tours



**Scrubs Camps**

**4-H Career Explorations**

**Future Health Professionals (HOSA)**

**Future Farmers of American (FFA) Camp**

**Health Occupations and Profession (HOPE) Camp**

# High School Outreach

## LUNCHROOM VISITS

- Grab and go backpack
- Guess the number of capsules contest



## CLASSROOM VISITS

- Standardized prospective student presentation
- Handouts: NDSU Pharmacy Pathways, AACP 100+ Careers, AACP Pharmacy is Right for Me
- Optional: Lotion compounding experience





# Mobile Compounding Trunks

- 20 mortars & pestles
- 20 rubber spatulas
- 20 pre-weighed urea 2.5 grams
- 20 bottles of lotion
- 20 pre-labeled empty lotion bottles
  - QR code linked to School of Pharmacy webpage
- Essential oils
- Handouts
- Incidentals
- Paper towels



# The Prescription Puzzle: A Compounding Escape Adventure

- Activity is designed for 10 participants working as a team to solve escape room puzzles and to “unlock” the information, equipment, and ingredients needed to compound a lotion

## SETTING THE SCENE

You are a pharmacist. A patient is at your pharmacy asking to pick-up the medication prescribed for them by their doctor earlier in the day. The patient says to you, “My hands have been so rough and dry!” My doctor said the medication you will compound for me will help my hands to feel better.”

“Unusual,” you think, “I don’t have a prescription, the ingredients, or the equipment needed to compound this medication. My compounding shelf is empty!” Work as a team to solve the escape room puzzles and unlock the information, equipment, and ingredients needed to compound a nonprescription lotion. Good luck!





# Example Puzzle

## Let's learn about prescriptions!

A prescription is a paper that a doctor writes when someone needs medicine. It has important things like the person's name, the doctor's name, and the name of the medicine. It also tells the pharmacist how much medicine to give and how to give it. The doctor signs the paper to show it's okay to give the patient the medicine.

A prescription has several parts including a heading with the symbol "Rx", which stands for the word recipe; the inscription, which contains the names and quantities of the ingredients; the subscription or directions for compounding the drug; and the signature giving the directions to be marked on the container. Prescriptions require the following information: date, patient name and date of birth, doctor's name and address, medication name, strength, dosage form, quantity, directions for use, number of refills, and signature of prescribing provider.

## Solve the puzzle!

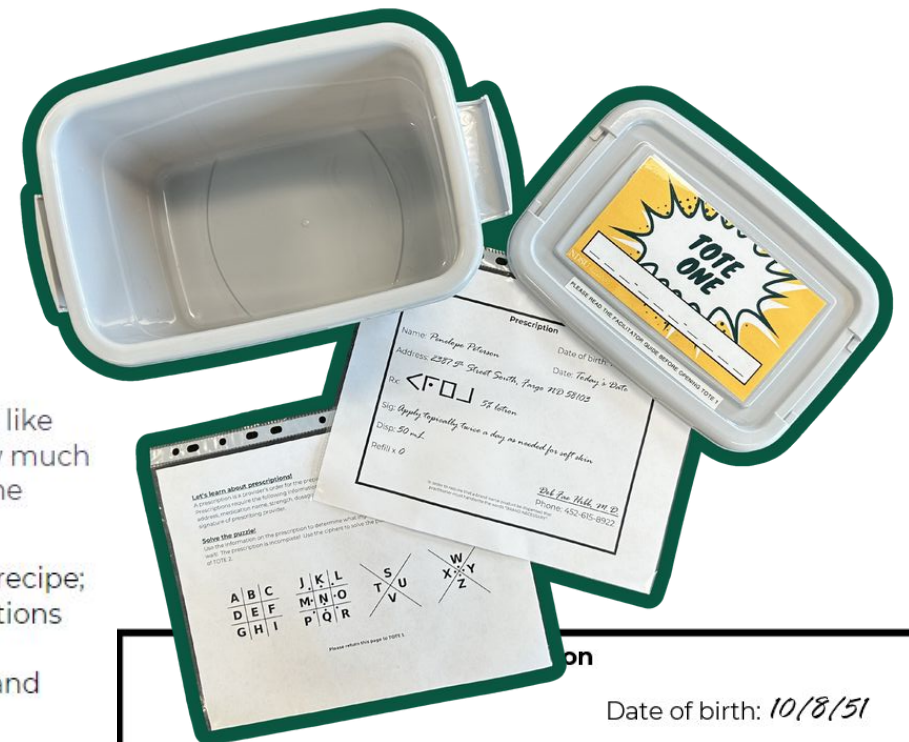
Use the information on the prescription to determine what ingredients and equipment you will need. But wait! The prescription is incomplete! Use the ciphers to solve the puzzle. Record your answer on the cover of TOTE 2.

A	B	C
D	E	F
G	H	I

J	K	L
M	N	O
P	Q	R

	S	
T		U
	V	

	W	
X		Y
	Z	



Name: *Penelope Peterson*      Date of birth: *10/8/51*  
 Address: *2387 5<sup>th</sup> Street South, Fargo ND 58103*      Date: *Today's Date*  
 Rx: **<F O J** *5% lotion*  
 Sig: *Apply Topically twice a day as needed for soft skin*  
 Disp: *50 mL*  
 Refill x *0*  
*Deb Fae Hibb, M.D.*  
Phone: 452-615-8922

In order to require that a brand name product be dispensed that practitioner must handwrite the words "BRAND NECESSARY".

# Extenders of Recruitment

- **PHARMACISTS AND PRECEPTORS**

- Provide preceptors with recruitment materials for local use
- Two 20-person mobile compounding totes available for check out
- One 10-person mobile escape room compounding totes available for check out
- Continuing education for pharmacists focused on the need for student recruitment

- **PHARMACY STUDENTS**

- Student organization involvement in on and off campus events


- **UNIVERSITY EXTENSION OFFICE**

- One 10-person mobile escape room compounding tote available for check out by 4-H leaders

GRANTS	AMOUNT	USE
Essentia Health	\$2,145	Compounding Trunk Development
NDSU Foundation Board of Trustees Endowment	\$999	On-Campus Advertising
National Association of Boards of Pharmacy District 5	\$3,000	Statewide Advertising

# Resources for Experiential Preceptors

Filter Student List by Rotation Date Group ▾  
Select Student From Your Schedule ▾



Preceptor Development (7 Files)

VIEW	TITLE
VIEW	<b>2024 Preceptor Updates Slides</b> If watched live: Claim CE in CEImpact (Select External Resources on the left gold menu in CORE) using the code from the session. If watching on-demand: in CEImpact use the <b>Pharmacist Code: NcAeR5</b> to access the recording and CE (if you did not attend live -the live CE code at the end of the recording is only va

Recruitment Resources (6 Files)

VIEW	TITLE
VIEW	<b>100 Careers in Pharmacy</b> Check out the Pharmacy is Right for Me website, from national pharmacy organizations for more materials and activities. <a href="https://pharmacyforme.org/">https://pharmacyforme.org/</a>
VIEW	<b>2023 Roadmap to Successful Student Recruitment</b> Watch the <b>video</b> and claim CE in CEImpact
VIEW	<b>Day in the Life of an NDSU Pharmacy Student</b>
VIEW	<b>High School Recruitment PPT</b> Power point presentation that can be used for any local high school requests for pharmacy presentations. Feel free to add information about your practice site!
VIEW	<b>Mobile Compounding Trunk</b> If desired for classrooms of 30 or less you can check out a mobile lotion compounding trunk for a hands-on compounding activity from <a href="mailto:Rachel.Zachariason@ndsu.edu">Rachel.Zachariason@ndsu.edu</a> . The trunk w Please schedule with her at least 3 weeks in advance to ensure the trunk is available. Of note, the trunk is large – you will need a large vehicle to accommodate.
VIEW	<b>NDSU Early Admission Program Fact Sheet</b>

## EASY DOWNLOADS

- Booklet highlighting students, alumni, and student organizations
- Standardized prospective student presentation

## HANDOUTS

- A guide to the pharmacy admission pathways
- AACP 100+ Careers in Pharmacy
- A day in the life a pharmacy student
- YouTube playlist with NDSU pharmacy videos

## MOBILE COMPOUNDING TOTE

- Materials needed to compound a scented lotion with students, available for check-out

# Student Organizations & Recruitment

- Each student organization requested to present at two high schools
  - Standardized prospective student presentation
  - Optional: Compounding lotion tote



**Seven out of nine student organizations participated**  
**Completed 12 presentations  $\geq$  30 miles from campus**  
**Interacted with approximately 530 prospective students**



# Piloting New Activities

- STEM kits
  - AACP Protect the Pill
  - AACP How Drugs Dissolve
  - AACP Hand Sanitizer
  - AACP How to Read a Prescription
- PLO gels for veterinary use
- Scrubs Camp Pharmacy in a Box

**PHARMACY**  
Is Right For **Me**

## STEM Activities List

Engage budding scientists and future pharmacists with this comprehensive list of STEM activities designed to introduce them to the fascinating world of pharmacy. From basic concepts to advanced experiments, these activities cater to various age ranges, time commitments, and material availability. Each activity is accompanied by pharmacy-related talking points, detailed instructions, and a complete list of required materials.

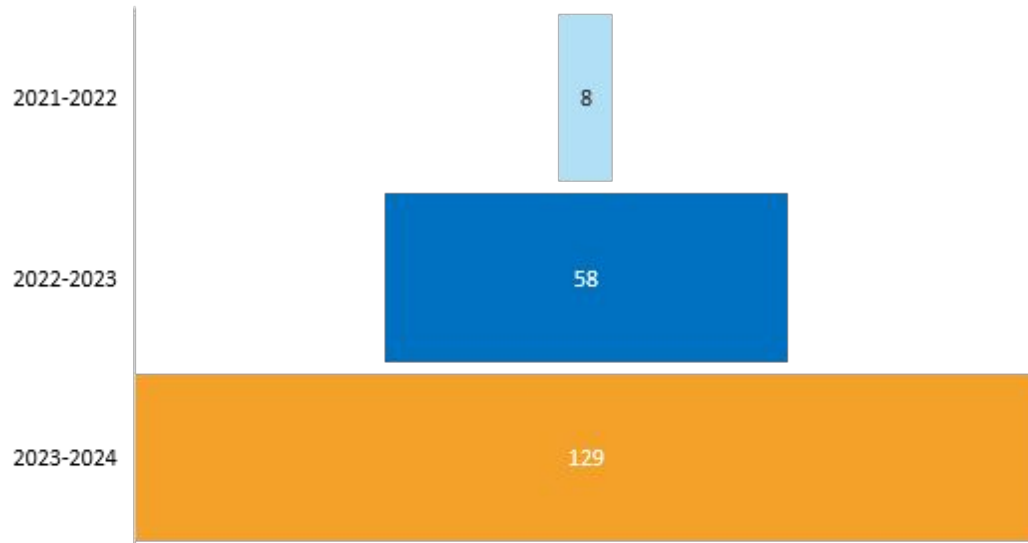


The grid of images illustrates various STEM activities: 1. Two test tubes containing red liquid. 2. A hand holding a white pill. 3. A cartoon Eevee. 4. A hand pouring red liquid into a beaker. 5. A hand holding a white pill. 6. A hand holding a red pill. 7. A hand holding a red pill. 8. A hand holding a red pill. 9. A hand holding a red pill.

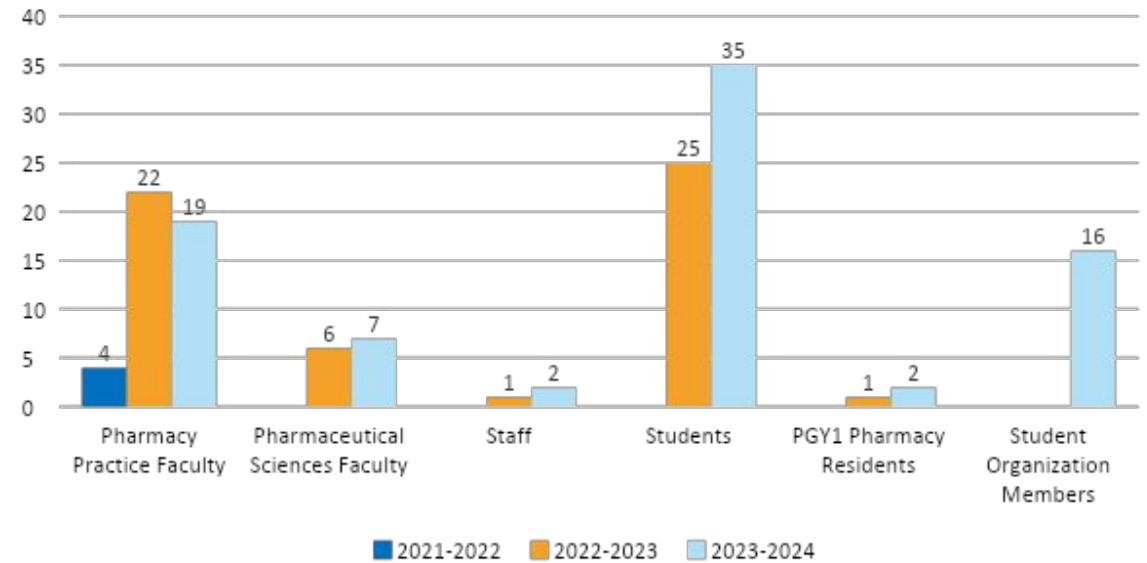


# Success Through Teamwork

Number of Student Recruitment Events Completed by Faculty, Staff, Students, and Preceptors

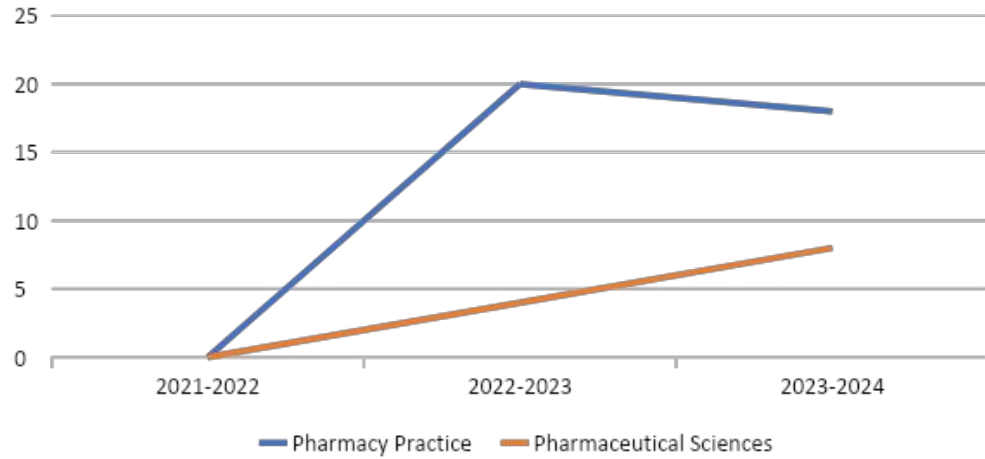


Number of Individuals Participating in Student Recruitment Events

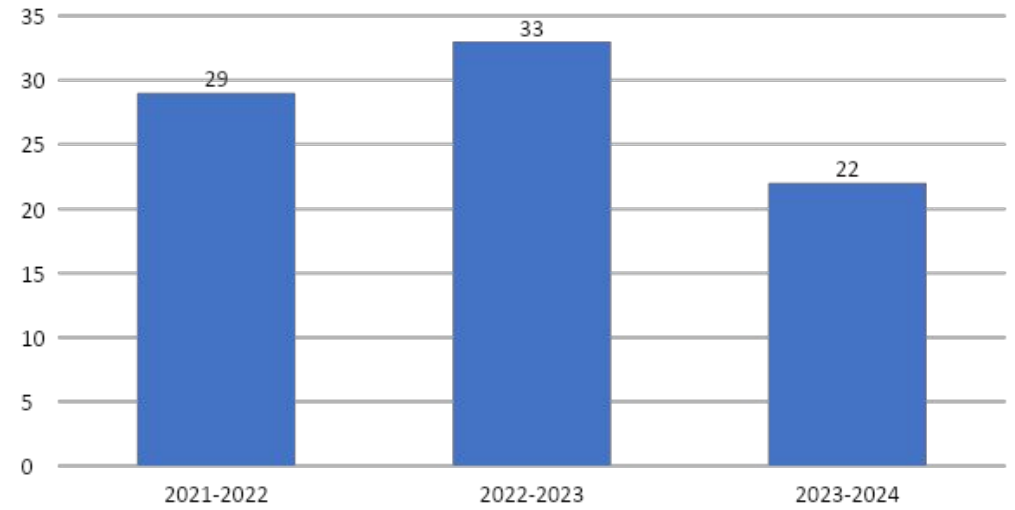


# How Teamwork Fuels Success

Number of Faculty that Provided On-Call Week Availability for Student Recruitment

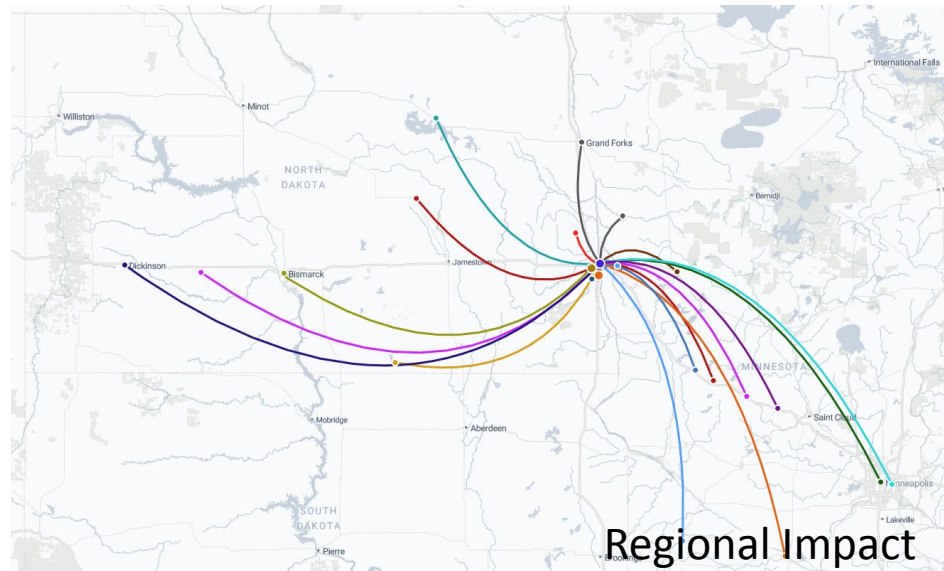


Number of Students that Made a Visit with Pharmacy Faculty



Student Recruitment	2021-2022	2022-2023	2023-2024
Percent of high school seniors who met with pharmacy faculty and committed to pharmacy program	66%	70%	82%

# Off-Campus Recruitment 2023-2024

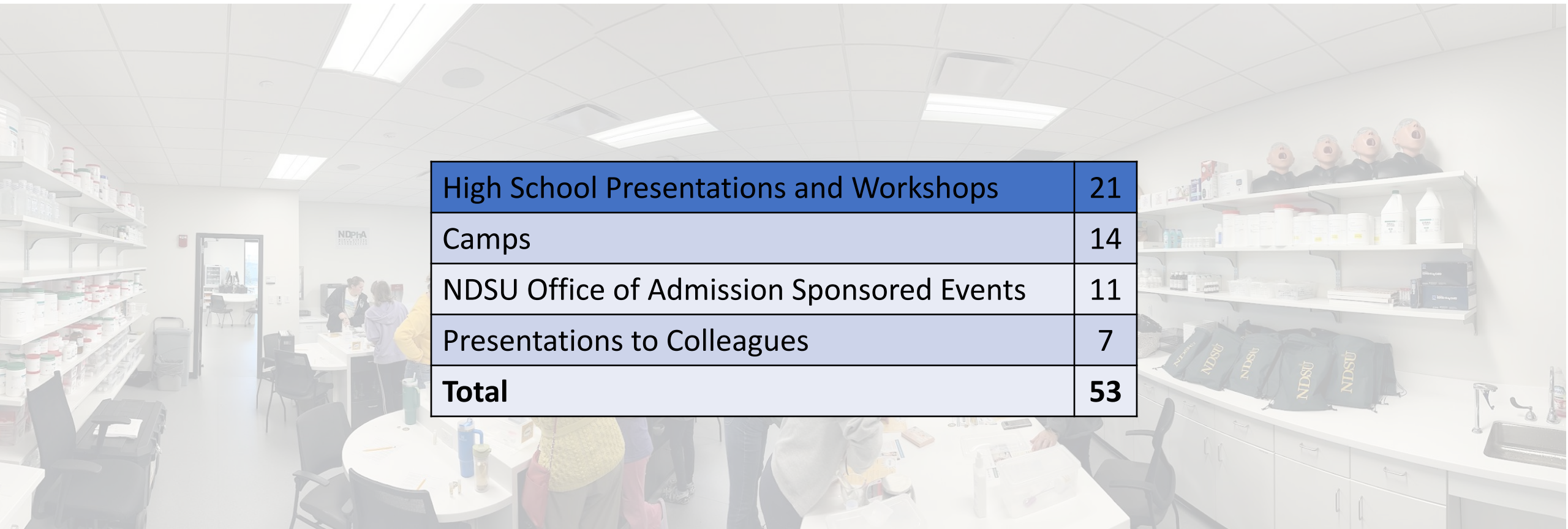


High School Presentations	37
Lunchroom Visits	10
Expos	6
Elementary School Presentations	5
Student Organization Presentations (Extenders)	11
Pharmacist Presentations (Extenders)	7
<b>Total</b>	<b>76</b>





# On-Campus Recruitment 2023-2024



High School Presentations and Workshops	21
Camps	14
NDSU Office of Admission Sponsored Events	11
Presentations to Colleagues	7
<b>Total</b>	<b>53</b>

# Grant Funded Ad Campaign On & Off Campus

- Posters in campus buildings
- Digital displays in union, dining centers, campus TV
- Campus newspaper digital and print ads
- North Dakota Newspaper Association digital and print ads
- Regional high school newspaper digital and print ads
- Unique QR code associated with each ad to allow tracking

**Make an IMPACT.**

- Be an Infectious Disease Pharmacist
- Be a Pediatric Pharmacist
- Be a Critical Care Pharmacist
- and many more!

Rewarding careers with high earning potential.



**Make an IMPACT.**

**Be a PHARMACIST.**

Which of these pharmacy careers is right for you?

- Mental Health and Addiction Pharmacist
- Infectious Disease Pharmacist
- Informatics Pharmacist
- Pediatric Pharmacist
- Critical Care Pharmacist
- Oncology Pharmacist
- Veterinary Pharmacist
- Nuclear Pharmacist
- and many more!



LEARN MORE ABOUT A DOCTOR OF PHARMACY DEGREE AT [nds.edu/pharmacy](https://nds.edu/pharmacy)



**Make an IMPACT.**

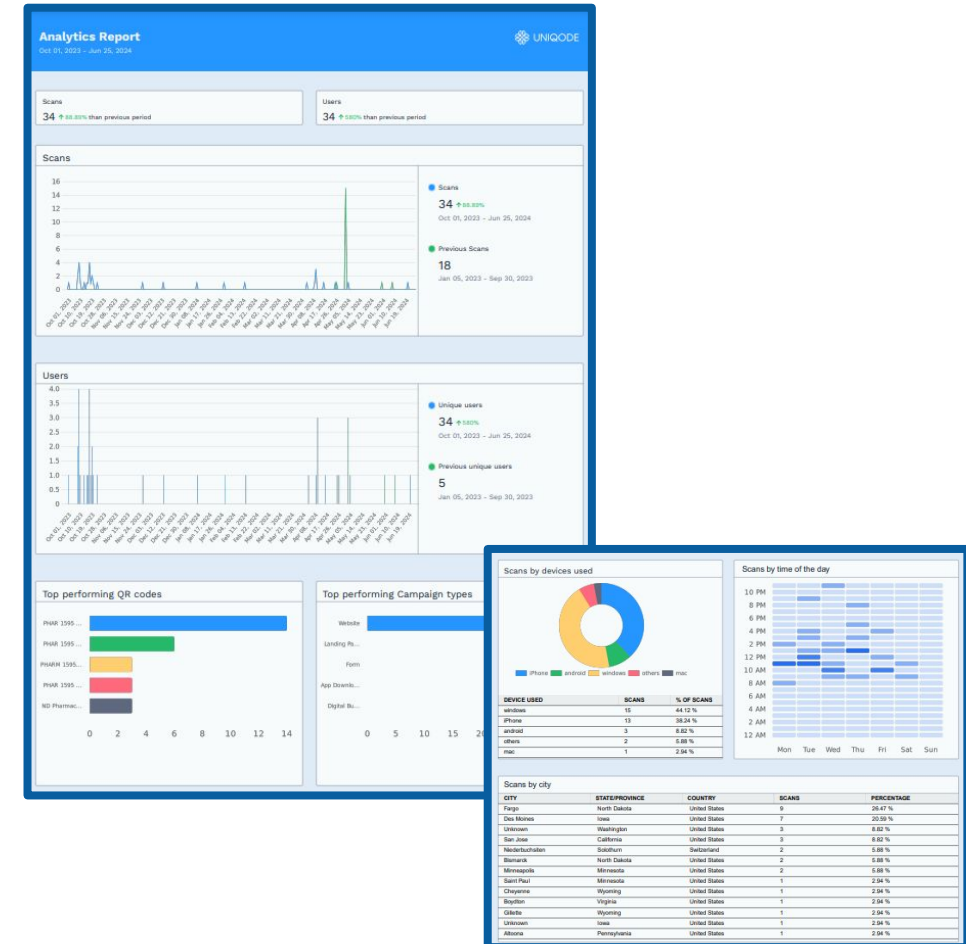
**Be a PHARMACIST.**

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**NDSU** SCHOOL OF PHARMACY



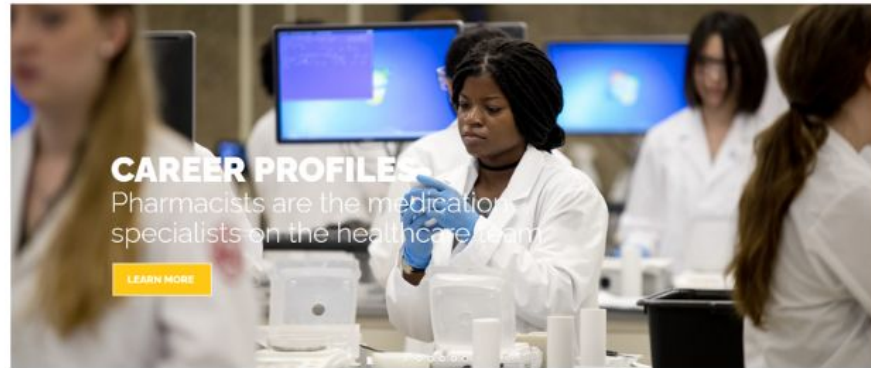


# Engaging with Prospective Students



TAKE A VIRTUAL TOUR OF THE ALDEVRON TOWER

PHARMACY Is Right For Me  
[About Pharmacy](#) [Pharmacist Careers](#) [Applying to Pharmacy School](#)  
[Resources & Opportunities](#) [Blog](#) [Contact Us](#)



AMERICAN ASSOCIATION OF COLLEGES OF PHARMACY





# Results

- After five straight years of declining numbers the P1 class for 2024-2025 is up 10% from 2023-2024!



**Design an experiential activity for  
prospective high school students to be  
used in a classroom**





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