

## **Annual Report, Membership Committee**

Submitted by: Charles Taylor, Pharm.D., BCPS  
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The Membership Committee was composed of the following individuals: Charles Taylor (Minnesota, Chair), Stephanie Conway (Massachusetts-Worcester), Dee Dugan (Samford), Jim Matthews (Northeastern), Jim Scott (Western), and Sheila Seed (Massachusetts-Worcester). The membership met frequently during the past year to prioritize committee charges, to assign work within the committee, and to monitor progress. The following summarizes actions and progress for each committee charge.

### **Charge 1:**

The committee recommends the Section consider the concept of a "member to member" strategy for increasing membership within the Section. It is recommended the Section identify liaisons within pharmacy departments housing pharmacy practice faculty and develop a marketing initiative to communicate membership benefits to non-members within those departments. We recommend that recognition of some type be created for outstanding membership recruiters. With this in mind, the committee focused its work regarding this charge on the creation of a survey to determine the types of barriers that currently exist for department members not enrolling into the Section. The intent was to send this to all members within the academy. In addition, the committee wished to evaluate the longevity of our members in terms of attrition rates. It may be important to further evaluate the reasons for attrition should those numbers appear significant. This data has not yet been provided to the committee to evaluate attrition significance. AACP staff informed the committee on March 30, 2011 that one of the AACP strategic planning groups will be conducting surveys of membership and that the committee could postpone moving forward so to conduct this evaluation in a coordinated fashion via AACP. The survey created by the Membership Committee was provided in draft form for use by AACP as they move ahead with next steps.

### **Charge 2:**

The committee recommends the Section engage AACP in significantly updating its marketing strategy for communicating membership benefits. The committee reviewed the current membership categories within AACP to determine whether changes were warranted. The committee paid particular attention to individuals that may be interested in the pharmacy practice section but not captured in the current membership categories. Possible examples include preceptors (who are not tenure track or non-tenure track faculty) and learners such as fellows or residents.

The committee contacted AACP to review current membership material. We were provided with a 1-page document outlining the following items available to each member:

- Electronic publications ( Profiles of pharmacy faculty, Profile of pharmacy students, Academic Pharmacy Now)
- Online roster of Faculty and Professional staff
- 2011 Academic Institute
- Blogs, wikis, discussion boards
- Pharmacy Faculty Awards Program
- Upgraded website
- 10 issues of American Journal of Pharmaceutical Education

The committee formulated the following suggestions for consideration as next steps for advancing membership:

- Provide enhanced marketing tools to attract junior faculty. Documents given out should clearly state the benefits to membership. It is suggested to compare to other professional organizations such as ACCP, ASHP, or APhA.
- Provide revisions to the AACP website to ease the navigation process and to clearly state membership benefits. We might want to add examples like moving the quick links section on the home page (right side) to just below the login section and put becoming a member first. On the becoming a member page, AACP could make a complete outline of the benefits of membership. Particular focus should be placed on the comprehensive nature of the materials and the usability for the viewer standpoint so that it is easier to read. AACP should also review the benefits to see if they are attractive to potential members (Our survey queries the membership/potential membership on what benefits are valued). If not then these should be reviewed. Are there any benefits geared towards the basic sciences faculty? If not should there be? Consider changing the join AACP/renew membership link to... Become a member of AACP/renew membership.

The committee also reviewed the various AACP categories of membership. There are various types of membership: Individual, Student, Joint, Lifetime, Emeritus and first year complimentary membership. It is recommended that AACP consider the following recommendations:

- Add a Preceptor membership category along with specific programming for this type of membership
- Ease the process to become a member online (student membership currently only offers paper submission)
- Describe the benefits for each section of membership (i.e. Biological Sciences, Chemistry etc.) AACP should consider a "benefits of membership" link on the website where these benefits including the disciplines above are discussed. Web access to other members of SIGS
- Enhance marketing and communication of each sections' benefits

### Charge 3:

The committee prioritized its focus with regards to this charge on the identification of international equivalents of AACP within pharmacy education and the opportunities to connect pharmacy practice practitioners worldwide. It is recommended that next steps be to explore joint membership or networking possibilities related to pharmacy practice faculty. The following information was provided by AACP as it relates to the Global Alliance on Pharmaceutical Education. The purpose of the Alliance is to find and establish relationships with organizations similar to AACP. The Web page for this project will be rolling out at the annual meeting in San Antonio. The following summarizes the international equivalents of AACP:

#### Canada:

Two organizations primarily involved in education issues: AFPC (Association of Faculties of Pharmacy of Canada) and ADPC (Association of Deans of Pharmacy of Canada)

#### Asia:

AASP (Asian Association of Schools of Pharmacy) has 23 member countries. Meets every 2 years in a different country. Meetings are attended primarily by Deans and other high ranking academicians.

#### Europe:

European Society of Education: Mostly works through FIP and is comprised of school leaders.

#### Mexico and Latin America:

PAHO (Pan American Health Organization): Meets every 2 years in Mexico. While they are in partnership with the Alliance, they are not members currently.

Others: Other groups are in various stages of development. Most of these other groups concerned with pharmacy education are comprised of Deans: Thai consortium, Ethiopian group, India and China (recently started an organization), and Australia, New Zealand, and Great Britain (working on forming a consortium)

### Charge 4:

The committee recommends the Section work via AACP to create a standard "snapshot" to communicate key "high level" summaries about the Section membership such as demographics, areas of expertise, etc. The committee reviewed existing data collection forms sent out via AACP to collect membership information. It is recommended the Section work closely with AACP to determine if modifications can be made to the data collection process and tools to accommodate gathering new types of data. Then, it is recommended that a searchable database or snapshot feature be provided on the Web page so membership can use it for things like networking. The following data were provided by AACP staff for our review. As of this date, other data requested has not been provided for committee evaluation.

## Pharmacy Practice Section Demographics (as of March 14, 2011)

### Ethnicity

	Percent	Valid Percent
White	67.7	80.0
Black/African American	3.6	4.3
Hispanic/Latino	1.9	2.3
Asian/Native Hawaiian/Other Pacific Islander	6.7	7.9
Native American/Alaska Native	0.1	0.1
Other	3.9	4.7
Foreign	0.6	0.7
Total	84.7	100.0
Missing	15.3	
Total	100.0	

### Gender

	Percent	Valid Percent
Male	35.8	41.9
Female	49.7	58.1
Total	85.5	100.0
Missing	14.5	
Total	100.0	

### Rank

	Percent	Valid Percent
Dean	2.7	3.1
Associate Dean	5.1	6.0
Assistant Dean	3.3	3.8
Professor	9.6	11.3
Associate Professor	18.8	22.1
Assistant Professor	40.1	47.0
Instructor	1.8	2.2
Lecturer	.4	.4
Librarian	.1	.1
Emeritus	1.2	1.4
Other	2.1	2.5
Total	85.3	100.0
Missing	14.7	
Total	100.0	

### Tenure Status

	Percent	Valid Percent
Tenured	16.9	20.5
Nontenured, Tenure Track	14.2	17.3
Nontenure Track (at tenure granting institution)	39.8	48.4
Nontenure Granting Institution	11.3	13.7
Total	82.2	100.0
Missing	17.8	
Total	100.0	