

## The *Is Pharmacy for You? Video Competition* Guidelines

### Description

AACP and the Career Information Clearinghouse, a collaboration of national pharmacy organizations committed to promoting the pharmacy profession and the pharmaceutical sciences, are pleased to announce a new competition for pharmacy schools. The *Is Pharmacy for You? Video Competition* gives pharmacy faculty and students the opportunity to produce a video answering the question, “Is pharmacy for you?” The video submission selected will be posted on the AACP website, the CIC member organization websites, the PharmCAS website and on YouTube and will be used to attract interested students to the profession of pharmacy.

The *Is Pharmacy for You? Video Competition* allows pharmacy colleges and schools to showcase their program, students, and faculty all while helping to recruit the best students into the pharmacy profession. The competition is also intended to encourage student pharmacists, faculty and staff to be creative while working as a team to promote the pharmacy profession.

### Prize

The selected video will be announced at the AACP Opening General Session and the 3 minute video will be shown to the audience. The video will also be posted in the student sections of the CIC member organization websites, the AACP website, the PharmCAS website and on YouTube. The pharmacy college or school who has produced the video will receive \$500 to be used for future pharmacy recruitment efforts.

### Criteria

A selection of the CIC member organization representatives will be used to judge the video submissions. Criteria used as a basis for the video selection process include, but are not limited to:

- Innovation (10%)**: was the video was creative or unique? (entertainment value)
- Quality (15%)**: Quality of the cinematography, editing, and content.
- Collaboration (15%)**: did you partner with members of the community, faculty, administration, students, or profession within the video? (this should be reported in the letter from the dean)
- Impact (25%)**: how well does your video reach your target audience, or those interested in the profession of pharmacy (both high school and pre-pharmacy students)?
- Completeness (35%)**: does your video incorporate all of the necessary talking points below?

## **Rules**

- Participating colleges/schools are to submit no more than one entry for the video competition. Only videos up to 3 minutes in length will be considered.
- The dean's approval/signature in the form of an endorsement letter is required for the video's submission.
- All videos submitted must be focused on recruiting students into the profession of pharmacy and NOT to one particular college/school.
- All videos submitted should incorporate recruitment of minority students into the profession.
- All web references made in the video should refer interested students to [www.aacp.org/pharmacycareers](http://www.aacp.org/pharmacycareers).
- All videos must include the following points:
  - There are many career options in pharmacy including:
    - Academic pharmacy
    - Community pharmacy
    - Government agencies
    - Hospice and home care
    - Hospital and institutional practice
    - Long-term care or consulting pharmacy
    - Managed care pharmacy
    - Medical and scientific publishing
    - Pharmaceutical sciences
    - Pharmaceutical industry
    - Trade or professional associations
    - Uniformed (public health) services
  - A balanced and comprehensive high school and college education is an important first step in the pursuit of a professional degree in pharmacy or the pharmaceutical sciences, especially in the areas of math and science.
  - Most commonly, the Doctor of Pharmacy (Pharm.D.) degree program requires at least two years of pre-professional (undergraduate) study followed by four academic years of professional study. A growing number of first-year students enter a pharmacy program with three or four years of college experience. Some schools offer accelerated programs (three years of professional study) and there are some 6 year programs that offer admission directly from high school.
  - The requirements for admission into a pharmacy program vary. Admission requirements for all U.S. pharmacy programs can be found at [www.aacp.org/pharmacycareers](http://www.aacp.org/pharmacycareers).
  - Pharmacy is a well rounded career. Pharmacy is an exciting blend of science, health care, direct patient contact, computer technology, and business.
  - Pharmacists play a vital role in the healthcare system.
  - Pharmacists are medication use experts and can help patients improve their health.
  - Pharmacy is a financially rewarding career.
  - There is a need for pharmacists in a wide variety of occupational settings.
  - Pharmacists are consistently ranked as one of the most highly trusted professionals because of the care and service they provide.

- The pharmaceutical sciences combine a broad range of scientific disciplines that are critical to the discovery and development of new drugs and therapies.
- There are many opportunities as a pharmacist to be engaged in your community through leadership and advocacy.

### **Application Package**

The application package should contain 5 copies of the following:

- a cover letter signed by the dean of the pharmacy institution endorsing the video;
- a high quality 3 minute master file converted to DVD with the following specs:
  - the format must be compatible with mpeg, quicktime, or windows media;
  - with a 4 x 3 ratio the resolution must be 640 x 480 pixels;
  - with a 16 x 9 ratio the resolution must be 640 x 360 pixels.

Video submissions must be received no later than **April 27, 2009**. Five copies of the complete submission package should be mailed to:

Jennifer L. Athay, PharmD  
Director of Student Affairs  
American Association of Colleges of Pharmacy  
1727 King Street  
Alexandria, VA 22314