

AACP Strategic Plan

Advancing the Pharmacy Academy Toward a Resilient Future

Executive Summary

AACP Mission

Advance pharmacy education, research, scholarship, practice, and service, in partnership with members and stakeholders, to improve health for all.

AACP Vision

We envision a world of healthy people through the transformation of health professions education.

AACP Inclusiveness and Belonging Statement

The Association affirms its commitment to fostering an inclusive community and leveraging our differences in thought, background, perspective, and experience to advance pharmacy education and improve health.

Strategic Priority Pillar: Education

AACP and its members are responsible for educating and preparing graduates for diverse career pathways while delivering contemporary curricula to prepare the workforce for evolving health care. Efforts continue to build capacity for Competency-based Education and enhancing both well-being and resilience at the individual and organizational levels.



GOAL 1: Develop and support the implementation of methods and tools to deliver an effective and contemporary curriculum to prepare pharmacy (BS, PharmD, MS, PhD) graduates for diverse career pathways.

GOAL 2: Serve as a catalyst and resource hub for improving well-being and resilience across pharmacy education, at both the individual and institutional levels.

Strategic Priority Pillar: Practice

As pharmacy practice is undergoing rapid transformation, AACP supports this evolution by developing competency-based programs, establishing academic-practice partnerships, and creating resources that prepare pharmacists for expanded scope opportunities across diverse settings.



GOAL 1: Champion the ongoing transformation and innovation of pharmacy practice.

GOAL 2: Prepare current and future pharmacists for expanded practice opportunities and critical workforce needs.

Strategic Priority Pillar: Research and Scholarship

Research and scholarship are foundational to AACP's mission, serving as a vital catalyst for knowledge generation. AACP members engage in rigorous research to improve the health and wellbeing of our communities. The integration of discovery and dissemination transforms healthcare and promotes better outcomes for all. Efforts continue to broaden support for research and scholarship and cultivate sustainable training models for the research workforce.



GOAL 1: Expand and diversify research and scholarship support across all areas of academic pharmacy.

GOAL 2: Advance research training excellence and bolster the research workforce.

Strategic Priority Pillar: Outreach and Engagement

AACP acts as a catalyst for cultivating the next generation of pharmacy leaders while advancing the profession's visibility and influence by placing emphasis on student recruitment strategies and working with employer partners on tactics for financing education and providing career pathways. Equally important is AACP's engagement with its members, external partners, and other organizations—creating collaborative networks that amplify the collective voice of academic pharmacy. Continued priority is given to our Association-wide agenda on advancing health equity, inclusion, accessibility and belonging.



GOAL 1: Strengthen recruitment strategies to address the pharmacy workforce demands and enrollment challenges facing the academy.

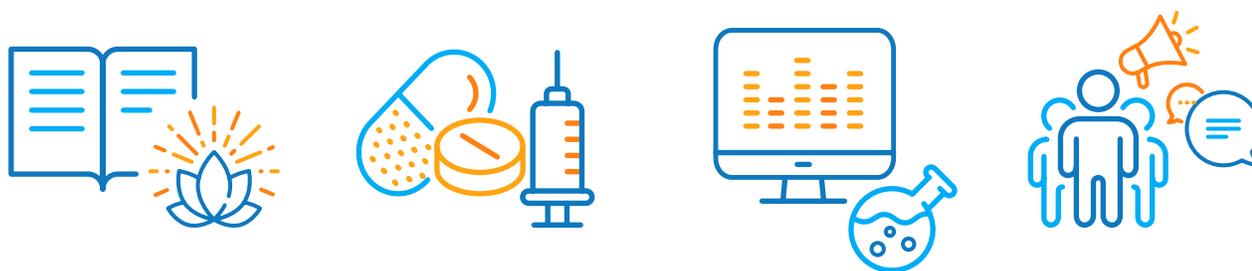
GOAL 2: Increase engagement in AACP membership.

GOAL 3: Strengthen AACP's role as a leading voice in pharmacy education advocacy, research, policy, and practice advancement.

GOAL 4: Promote and prioritize efforts related to advancing health equity and ensuring inclusiveness, accessibility, and belonging in the pharmacy profession, through pharmacy education, practice, and research.

The AACP Strategic Planning Committee (SPC) is using the “continuous strategy process” to our strategy efforts, allowing us to be more nimble, more responsive and more proactive regarding the issues and concerns facing the pharmacy academy and profession. The strategic theme, “**Advancing the Pharmacy Academy Towards a Resilient Future**” encourages us to move forward with resilience within an ever-changing health care environment.

Our strategic framework incorporates the chain of elements starting with the development of *strategic priorities, goals and objectives*; then the implementation of *activities and tactics* using necessary and available inputs, to yield *outputs/results, measurable outcomes and impacts*. The AACP strategic plan reflects four evergreen strategic priorities—**Education**, **Practice** and **Research and Scholarship**, taken from the AACP Mission—plus, **Outreach and Engagement**. What follows below are the goals and objectives under each strategic priority pillar that serve as the important roadmap to the Association’s effectiveness and success.



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Strategic Priority Pillar: Education



Under the Education priority area, AACP and its members are responsible for educating and preparing graduates for diverse career pathways. AACP supports member institutions in delivering contemporary curricula to prepare the workforce for evolving health care.

Building on 2024–2026 Strategic Plan work, Goal 1 is broadened to include all pharmacy education and shift from focus on preparing medication experts. Work will continue to build national capacity for Competency-Based Education. We will expand our work on integration of AI and Digital health preparation of graduates, faculty/staff, and practitioners. Goal 2 is shifting from its focus on enhancing well-being exclusively to include building resilience at individual and organizational levels.

Indicators of successful outcomes will include an increase in programming and resources that focus on contemporary curricular methods and topics (including CPE, AI and digital health); and an increase in sustained well-being and resilience of students, faculty and staff, and institutions.

Goal 1: Develop and support the implementation of methods and tools to deliver an effective and contemporary curriculum to prepare pharmacy (BS, PharmD, MS, PhD) graduates for diverse career pathways.

Objective 1: To build national capacity for Competency-Based Education by exploring program readiness, strengthening foundational and implementation resources, and sharing learning and outcomes from early adopters.

Objective 2: Provide programming and support for AACP member institutions considering the launch or growth of baccalaureate degree offerings as a pathway to the PharmD, or entry into graduate programs in the pharmaceutical sciences or other career paths.

Objective 3: Support the integration of artificial intelligence and digital health technologies to prepare graduates, faculty/staff, and practitioners for the evolving healthcare and research landscape.

Goal 2: Serve as a catalyst and resource hub for improving well-being and resilience across pharmacy education, at both the individual and institutional levels.

Objective 1: Develop and curate tools and resources for institutions to stay financially and operationally resilient amid workforce and enrollment challenges.

Objective 2: Curate strategies that strengthen well-being and resilience of our faculty, professional staff, and students.

Strategic Priority Pillar: Practice



Pharmacy practice is undergoing rapid transformation driven by expanding roles for pharmacists and pharmacy technicians, digital health, artificial intelligence, and more.

AACP supports this evolution by developing competency-based programs, establishing academic-practice partnerships, and creating resources that prepare pharmacists for expanded scope opportunities across diverse settings. Goal 1 shifts from focus on community-based pharmacy practice to overall pharmacy practice transformation and innovation. Goal 2 expands to include current practitioners (so includes workforce upskilling) in addition to current students. Objectives under Goal 2 are more specific to signal focus on reimbursement for pharmacist services.

With the magnitude of areas for learning and training under this priority area, indicators of successful outcomes will be an increase in the programming content offered to members focused on digital health, AI, and compensation for patient care services, as well as supporting schools in investigating, implementing, and advocating for transformative pharmacy practice models.

Goal 1: Champion the ongoing transformation and innovation of pharmacy practice.

Objective 1: Establish the pharmacy academy as a key player in digital health and artificial intelligence in pharmacy practice.

Objective 2: Amplify awareness of transformative pharmacy practice and compensation models through advocacy, education, and partnerships.

Goal 2: Prepare current and future pharmacists for expanded practice opportunities and critical workforce needs.

Objective 1: Develop education programs in collaboration with other pharmacy associations to support workforce development related to advanced pharmacist services in all practice settings.

Objective 2: Support the preparation of faculty and student pharmacists across member institutions for competencies in medical billing for pharmacist services, compensation for patient care services, and practice management.

Strategic Priority Pillar: Research and Scholarship



Research and scholarship are foundational to AACP’s mission, serving as a vital catalyst for knowledge generation. AACP members engage in rigorous research to improve the health and wellbeing of our communities. The integration of discovery and dissemination transforms healthcare and promotes better outcomes for all. We will build on the work started in the 2024–2026 plan to broaden support for research and scholarship and cultivate sustainable training models for the research workforce.

Indicators for successful outcomes under this priority area will include an increase in the numbers of faculty and researchers accessing and utilizing available AACP data, resources, programming, and information about research and research career/training opportunities, increased graduate and fellowship enrollments, and increased total funding and funding sources for pharmacy researchers.

Goal 1: Expand and diversify research and scholarship support across all areas of academic pharmacy.

Objective 1: Develop and deliver resources for schools as they diversify their research portfolios and develop collaborations and alternative models of research support.

Objective 2: Enhance research readiness and competitiveness of faculty through the Grant Writing program and development of new programs.

Goal 2: Advance research training excellence and bolster the research workforce.

Objective 1: Provide best practices and resources for pathways and career development for research trainees.

Strategic Priority Pillar: Outreach and Engagement



The Outreach and Engagement priority positions AACP as a catalyst for cultivating the next generation of pharmacy leaders while advancing the profession’s visibility and influence. By implementing strategic outreach to prospective student pharmacists, AACP elevates the image of pharmacy as a dynamic, innovative profession and ensures a robust pipeline of talented individuals committed to transforming healthcare. Equally important is AACP’s engagement with its members, external partners, and other organizations—creating collaborative networks that amplify the collective voice of academic pharmacy. Continued priority is given to our Association-wide agenda on advancing health equity, inclusion, accessibility and belonging.

Through targeted advocacy efforts, AACP champions policy changes and institutional transformations that support expanded pharmacist roles, advance research opportunities, and create sustainable pathways for practice innovation. Together, these initiatives strengthen the profession’s capacity to attract talent, sustain growth, and lead meaningful change in pharmacy education and practice. We continue the work of the 2024–2026 plan focused on student recruitment, engaging with expanded membership, and continuing our advocacy work. Emphasis will be placed on student recruitment strategies and working with employer partners on tactics for financing education and providing career pathways.

Indicators for successful outcomes under this priority area will include: an increase in the numbers of prospective student pharmacists; effective engagement with expanded membership of AACP; and effective advocacy efforts that lead to increased access to pharmacy education, increased opportunities for pharmacists to practice at the top of their education and training; and programs and projects focused on health equity, inclusiveness and belonging, and funding to support related research efforts.

Goal 1: Strengthen recruitment strategies to address the pharmacy workforce demands and enrollment challenges facing the academy.

Objective 1: Expand the “Pharmacy is Right for Me” campaign through enhanced digital platforms, student ambassador program, and targeted outreach to student populations from varied backgrounds as well as influencers, parents, and advisors.

Objective 2: Develop strategic partnerships with employers, professional associations, and educational institutions to create clear career pathways and financial resources that demonstrate the value proposition of pharmacy education in addressing workforce demands for scientists, pharmacy technicians, and pharmacists.

Goal 2: Increase engagement in AACP membership.

Objective 1: Leverage the expanded individual membership model to improve comprehensive development and mentorship opportunities for students, staff, faculty and administrators.

Objective 2: Develop a recognition system for AACP volunteers—including students, staff, faculty and administrators—that acknowledges their contributions to pharmacy education and encourages continued engagement with AACP.

Objective 3: Increase AACP engagement by implementing a membership ambassador program that supports outreach to new and less engaged members and collaborators, emphasizing the value of AACP membership and participation in the Annual Meeting.

Goal 3: Strengthen AACP’s role as a leading voice in pharmacy education advocacy, research, policy, and practice advancement.

Objective 1: Using the “Advocacy Guide for Pharmacy Practice and Education” and AACP’s Advocacy Activities Catalog, establish comprehensive advocacy programming that provides systematic training, resources, and recognition programs for AACP members.

Objective 2: Empower AACP members to create a powerful advocacy network that expands and preserves pharmacist services, while advancing pharmacy practice transformation preparedness and research at the state and federal levels through partnerships with decision makers, pharmacy organizations, medical associations, and other healthcare organizations.

Goal 4: Promote and prioritize efforts related to advancing health equity and ensuring inclusiveness, accessibility, and belonging in the pharmacy profession, through pharmacy education, practice, and research.

Objective 1: Develop and provide resources, programs, and project opportunities that advance health equity and address the inclusivity goals of our members and the Academy and evaluate the outcomes/impact of those efforts.



American Association of
Colleges of Pharmacy **AACP**

Pharmacists Help People Live Healthier, Better Lives.

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