

STRATEGIC PLAN: PROPOSED STUDENT OUTREACH — 1/04 – 12/04

OBJECTIVES

This initiative is designed to:

- Increase awareness of career opportunities in the pharmaceutical sciences.
- Promote AAPS' student chapter and member benefits.
- Highlight AAPS' student-focused programs and services (VSP, Mentoring, Speakers Bureau, SIP funding).
- Position AAPS as a leader in pharmaceutical sciences education through the open exchange of scientific knowledge, particularly design, research, development and manufacturing.

TARGET AUDIENCE

Primary:

- Graduate Students (International, both within and outside of Schools of Pharmacy)
- Undergraduate Students
- High School Students
- Postdoctoral Students

Secondary:

- Scientific Advisors/Mentors
- College Career Counselors
- High School Guidance Counselors
- Other Relevant Scientific Organizations/Sister Associations

STRATEGIES

- Leverage Associations' reputation in the field of pharmaceutical sciences to gain access to and educate students. Highlight AAPS' leadership role in providing innovative and cutting edge scientific symposia and research publications. Build on presence at AAPS scientific meetings and graduate school functions to directly influence attending students.
- Highlight AAPS' VSP, Speakers Bureau, SIP funding and Mentoring Programs to facilitate interaction with student members and increase awareness of the Association.

MESSAGES

- AAPS is a professional, scientific society of more than 11,500 members employed in academia, industry, government and other research institutes worldwide.
- AAPS is dedicated to the discovery, development and manufacture of pharmaceutical products and therapies through advances in science and technology.

- AAPS provides a dynamic international forum for the exchange of knowledge among scientists to enhance their contributions to health.
- AAPS is committed to its student members by providing student-initiated program funding, career services, student chapters and professional development opportunities for the pharmaceutical sciences student community.

CORE TACTICS

Generate awareness of AAPS and the pharmaceutical sciences; increase visibility of AAPS' student programs and services; highlight the cutting edge scientific symposia and workshops through:

1. Identification of Key Audiences and Recruitment

To leverage the student chapters while increasing awareness of AAPS and its member benefits, we recommend the following plan designed to identify key student audiences in the U.S. and abroad:

a. Schools of Pharmacy in the U.S. without AAPS Student Chapters:

We will identify key representatives at U.S. Schools of Pharmacy, including student programming coordinators, who do not currently have AAPS Student Chapters. We have at our disposal a contact list of SOP Deans which we will also utilize to conduct outreach.

Our initial contact will highlight the benefits of AAPS membership, our student chapters and our publications. We will also provide one complementary copy of AAPS Newsmagazine to these key audiences.

Alabama	Michigan	Pennsylvania
<u>Auburn University School of Pharmacy</u> 217 Pharmacy Building Auburn Univ., AL 36849-5501 (334) 844-8348	<u>Ferris State University College of Pharmacy</u> 220 Ferris Drive Big Rapids, MI 49307-2740 (231) 591-2254	<u>Duquesne University Mylan School of Pharmacy</u> Bayer Learning Center Pittsburgh, PA 15282 (412) 396-6380
<u>McWhorter School of Pharmacy of Samford</u> 800 Lakeshore Drive Birmingham, AL 35229 (205) 726-2820	<u>Wayne State University College of Pharmacy</u> 105 Shapero Hall Detroit, MI 48202-3489 (313) 577-1574	<u>Lake Erie College of Osteopathic Medicine LECOM School of Pharmacy</u> 1858 West Grandview Blvd. Erie, PA 16509-1025 (814) 866-6641
		<u>University of Pittsburgh School of Pharmacy</u>

		<p>1104 Salk Hall Pittsburgh, PA 15261 (412) 648-8579</p> <p><u>Wilkes University Nesbitt School of Pharmacy</u> P.O. Box 111 Wilkes Barre, PA 18766 (717) 408-4280</p>
<p>Arkansas</p> <p><u>University of Arkansas for Medical Sciences College of Pharmacy</u> 4301 West Markham Street Slot 522 Little Rock, AR 72205-7122 (501) 686-5557</p>	<p>Missouri</p> <p><u>St. Louis College of Pharmacy</u> 4588 Parkview Place St. Louis, MO 63110-1088 (314) 367-8700</p>	<p>Puerto Rico</p> <p><u>University of Puerto Rico School of Pharmacy</u> P.O. Box 365067 San Juan, PR 00936-5067 (787) 758-2525, ext. 5400</p>
<p>California</p> <p><u>University of the Pacific Thomas J. Long School of Pharmacy & Health Sciences</u> 3601 Pacific Avenue Stockton, CA 95211 (209) 946-2561</p> <p><u>Western University of Health Sciences College of Pharmacy</u> 309 East Second Street Pomona, CA 91766-1854 (909) 469-5500</p>	<p>Montana</p> <p><u>University of Montana School of Pharmacy and Allied Health Sciences</u> 32 Campus Dr., #1512 Missoula, MT 59812-1512 (406) 243-4621</p>	<p>Rhode Island</p> <p><u>University of Rhode Island College of Pharmacy</u> 41 Lower College Road Kingston, RI 02881-0809 (401) 874-2761</p>
<p>Colorado</p> <p><u>University of Colorado School of Pharmacy</u> 4200 East Ninth Avenue Suite C-238 Denver, CO 80262-0238 (303) 315-5055</p>	<p>Nebraska</p> <p><u>Creighton University School of Pharmacy and Allied Health Professions</u> 2500 California Plaza Omaha, NE 68178-0401 (402) 280-2950</p>	<p>South Carolina</p> <p><u>Medical University of South Carolina College of Pharmacy</u> 280 Calhoun St. P.O. Box 250141 Charleston, SC 29425-2301 (843) 792-3115</p>

		<u>University of South Carolina College of Pharmacy</u> Columbia, SC 29208 (803) 777-4151
District of Columbia College of Pharmacy, Nursing, and Allied Health Sciences <u>Division of Pharmacy, Howard University</u> 2300 Fourth Street, NW Washington, DC 20059 (202) 806-6530	New Mexico <u>University of New Mexico College of Pharmacy</u> Health Sciences Center Albuquerque, NM 87131-5691 (505) 272-2461	South Dakota <u>South Dakota State University College of Pharmacy</u> P.O. Box 2202 C Brookings, SD 57007-0099 (605) 688-6197
Florida <u>Florida A & M University College of Pharmacy</u> P.O. Box 367 Tallahassee, FL 32307-3800 (850) 599-3593 <u>Nova Southeastern University College of Pharmacy</u> 3200 S. University Drive Ft. Lauderdale, FL 33328 (954) 262-1300 <u>Palm Beach Atlantic College</u> School of Pharmacy 901 South Flagler Drive West Palm Beach, FL 33416 561/803-2000 fax 561/803-2437	New York <u>Long Island University, Arnold & Marie Schwartz College of Pharmacy and Health Sciences</u> 75 DeKalb Avenue at University Plaza Brooklyn, NY 11201 (718) 488-1234 <u>St. John's University College of Pharmacy and Allied Health Professions</u> 8000 Utopia Parkway Jamaica, NY 11439 (718) 990-6275 <u>Albany College of Pharmacy of Union University</u> 106 New Scotland Ave Albany, NY 12208 (518) 445-7200	Texas <u>Texas Southern University College of Pharmacy and Health Sciences</u> 3100 Cleburne Street Houston, TX 77004 (713) 313-7164 <u>Texas Tech University School of Pharmacy HSC</u> 1300 S. Coulter Street Amarillo, TX 79106 (806) 354-5463 <u>University of Houston College of Pharmacy</u> Science and Research 2 Houston, TX 77204-5000 (713) 743-1300
Idaho <u>Idaho State University College of Pharmacy</u> Campus Box 8288 Pocatello, ID 83209-8288 (208) 236-2175	North Carolina <u>Campbell University School of Pharmacy</u> P.O. Box 1090 Buies Creek, NC 27506 (910) 893-1685	Virginia <u>Hampton University School of Pharmacy</u> Hampton, VA 23668 (757) 727-5071 <u>Shenandoah University</u>

	<u>University of North Carolina School of Pharmacy</u> Beard Hall CB# 7360 Chapel Hill, NC 27599-7360 (919) 966-1121	<u>School of Pharmacy</u> 1460 University Drive Winchester, VA 22601 (540) 665-1282 <u>Virginia Commonwealth University School of Pharmacy</u> MCV Campus-Box 980581 410 North 12th Street Richmond, VA 23298-0581 (804) 828-3000
Illinois <u>Chicago College of Pharmacy</u> <u>Midwestern University</u> 555 31st Street Downers Grove, IL 60515-1235 (630) 971-6417	North Dakota <u>North Dakota State University College of Pharmacy</u> Sudro Hall, Room 123 P.O. Box 5055 Fargo, ND 58105 (701) 231-6469	Washington <u>University of Washington School of Pharmacy</u> H364 Health Science Center P.O. Box 357631 Seattle, WA 98195-7631 (206) 543-2453 <u>Washington State University College of Pharmacy</u> P.O. Box 646510 105 Wegner Hall Pullman, WA 99164-6510 (509) 335-8664/6032
Iowa <u>Drake University College of Pharmacy</u> 2507 University Avenue Des Moines, IA 50311-4505 (515) 271-2172	Ohio <u>Ohio Northern University College of Pharmacy</u> Ada, OH 45810 (419) 772-2275 <u>Ohio State University College of Pharmacy</u> 500 West 12th Avenue Columbus, OH 43210-1291 (614) 292-2266 <u>University of Toledo College of Pharmacy</u> 2801 West Bancroft St	West Virginia <u>West Virginia University School of Pharmacy</u> HSC 1136 HSN P.O. Box 9500 Morgantown, WV 26506-9500 (304) 293-5101

	Toledo, OH 43606-3390 (419) 530-1904	
<p>Louisiana</p> <p><u>University of Louisiana at Monroe</u> <u>College of Pharmacy</u> 700 University Avenue Monroe, LA 71209-0470 (318) 342-1600</p> <p><u>Xavier University of Louisiana College of Pharmacy</u> 7325 Palmetto Street New Orleans, LA 70125 (504) 483-7424</p>	<p>Oklahoma</p> <p><u>Southwestern Oklahoma State University School of Pharmacy</u> 100 Campus Drive Weatherford, OK 73096 (580) 774-3105</p> <p><u>University of Oklahoma College of Pharmacy</u> 1110 N. Stonewall P.O. Box 26901 Oklahoma City, OK 73190-5040 (405) 271-6484</p>	<p>Wyoming</p> <p><u>University of Wyoming School of Pharmacy</u> P.O. Box 3375 Laramie, WY 82071-3375 (307) 766-6120</p>
<p>Massachusetts</p> <p><u>Massachusetts College of Pharmacy</u> 179 Longwood Avenue Boston, MA 02115-5896 (617) 732-2800</p> <p><u>Massachusetts College of Pharmacy</u> 19 Foster St. Worcester, MA 01608 (508) 363-2302</p> <p><u>Northeastern University Bouve College of Pharmacy</u> 360 Huntington Avenue 206 Mugar Hall Boston, MA 02115-5000 (617) 373-3381</p>	<p>Oregon</p> <p><u>Oregon State University College of Pharmacy</u> 203 Pharmacy Building Corvallis, OR 97331-3507 (541) 737-3424</p>	

Timeline: Information dissemination via mail in February, 2004 followed by phone outreach in April.

b. Schools of Pharmacy in the U.S. with AAPS Student Chapters:

We will continue to update key representatives at U.S. Schools of Pharmacy, including student programming coordinators, public affairs contacts, and school newspapers, who currently have AAPS Student Chapters. These include upcoming programming and Graduate Focus submissions.

We will send letters once a year to highlight the benefits of AAPS membership, our student chapters and our publications. We will provide one complementary copy of AAPS Newsmagazine to these key audiences.

<p>Arizona</p> <p><u>University of Arizona</u> <u>College of Pharmacy</u> P.O. Box 210207 Tucson, AZ 85721-0207 (520) 626-1427</p> <p><u>Midwestern University</u> Glendale Campus 19555 N. 59th Avenue Glendale, AZ 85308 623/572-3500</p>	<p>Kansas</p> <p><u>University of Kansas</u> <u>School of Pharmacy</u> 2056 Malott Hall 1251 Wescoe Hall Dr. Lawrence, KS 66045-2500 (785) 864-3591</p>	<p>Nebraska</p> <p><u>University of Nebraska</u> <u>Medical Center College of Pharmacy</u> Box 986000 600 South 42nd Street Omaha, NE 68198-6000 (402) 559-4333</p>
<p>California</p> <p><u>University of California</u> <u>School of Pharmacy</u> S-926 San Francisco, CA 94143-0446 (415) 476-1225</p> <p><u>University of Southern California School of Pharmacy</u> 1985 Zonal Avenue Los Angeles, CA 90033-1086 (323)442-1369</p>	<p>Kentucky</p> <p><u>University of Kentucky</u> <u>College of Pharmacy</u> Rose Street Pharmacy Building Lexington, KY 40536-00826</p>	<p>New Jersey</p> <p><u>Rutgers, The State University of New Jersey</u> <u>College of Pharmacy</u> 160 Frelinghuysen Rd Piscataway, NJ 08854-8020 (732) 445-2675</p>
<p>Connecticut</p> <p><u>University of Connecticut</u> <u>School of Pharmacy</u> P.O. Box U-92 372 Fairfield Road, Unit 2092 Storrs, CT 06269-2092 (860) 486-2129</p>	<p>Maryland</p> <p><u>University of Maryland</u> <u>School of Pharmacy</u> 20 North Pine Street Baltimore, MD 21201-1180 (410) 706-7650</p>	<p>New York</p> <p><u>University at Buffalo</u> <u>State University of New York</u> C126 Cooke-Hochstetter Complex Box 601200 Buffalo, NY 14260-1200 (716) 645-2823</p>
<p>Florida</p> <p><u>University of Florida</u> <u>College of Pharmacy</u></p>	<p>Michigan</p> <p><u>University of Michigan</u> <u>College of Pharmacy</u></p>	<p>Pennsylvania</p> <p><u>Philadelphia College of Pharmacy</u></p>

<p>Box 100484 Health Science Center Gainesville, FL 32610-0484 (352) 392-9713</p>	<p>428 Church Street Ann Arbor, MI 48109-1065 (734) 764-7312</p>	<p>University of the Sciences in Philadelphia 600 South 43rd Street Philadelphia, PA 19104-4495 (215) 596-8870</p> <p><u>Temple University of the Commonwealth System of Higher Education School of Pharmacy</u> 3307 North Broad St Philadelphia, PA 19140 (215) 707-4990</p>
<p>Georgia</p> <p><u>Mercer University Southern School of Pharmacy</u> 3001 Mercer University Drive Atlanta, GA 30341-4155 (770) 986-3300</p> <p><u>The University of Georgia College of Pharmacy</u> D.W. Brooks Drive Athens, GA 30602-2351 (706) 542-1911</p>	<p>Minnesota</p> <p><u>University of Minnesota College of Pharmacy</u> 5-130 Weaver-Densford Hall 308 Harvard Street, SE Minneapolis, MN 55455-0343 (612) 624-1900</p>	<p>Tennessee</p> <p><u>University of Tennessee College of Pharmacy</u> 847 Monroe Avenue Suite 207 Memphis, TN 38163 (901) 448-6036</p>
<p>Illinois</p> <p><u>University of Illinois at Chicago College of Pharmacy</u> M/C 874 (Suite 161) 833 South Wood Street Chicago, IL 60612-8230 (312) 996-7240</p>	<p>Mississippi</p> <p><u>University of Mississippi School of Pharmacy</u> Thad Cochran Research Center-Room 1026 P.O. Box 1848 University, MS 38677-1848 (662) 915-7265</p>	<p>Texas</p> <p><u>University of Texas College of Pharmacy</u> Austin, TX 78712-1074 (512) 471-1737</p>
<p>Iowa</p> <p><u>University of Iowa College of Pharmacy</u> Iowa City, IA 52242 (319) 335-8794</p>	<p>Missouri</p> <p><u>University of Missouri-Kansas City School of Pharmacy</u> 5005 Rockhill Road Kansas City, MO 64110-2499 (816) 235-1609</p>	<p>Utah</p> <p><u>University of Utah College of Pharmacy</u> 30 South 2000 East, Room 201 Salt Lake City, UT 84112-5820 (801) 581-6731</p>

	<p>Ohio <u>University of Cincinnati-</u> <u>Medical Center College of</u> <u>Pharmacy</u> P.O. Box 670004 Cincinnati, OH 45267- 0004 (513) 558-3784</p>	<p>Wisconsin <u>University of Wisconsin</u> <u>School of Pharmacy</u> 777 Highland Ave. Madison, WI 53705-2222 (608) 262-1416</p>
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Timeline: Information dissemination via mail in May, 2004 with ongoing public outreach as needed.

c. International Schools of Pharmacy

We will identify key representatives at International Schools of Pharmacy who do not currently have AAPS Student Chapters. Note: In addition to those noted below, we will also research opportunities in China, India, Japan, France, and Germany.

Our initial contact will highlight the benefits of AAPS membership, our student chapters and our publications. We will also provide one complementary copy of *AAPS Newsmagazine* to these key audiences.

<p>Kuwait <u>Kuwait University</u> Faculty of Pharmacy PO Box 24923 Safat 13110 965-534-2805</p>	<p>Thailand <u>Chiang Mai University</u> Faculty of Pharmacy Suthep Road Amphur Muang Chiang Mai 50200 001-66-53/94434</p>	<p><u>Silpakorn University</u> Faculty of Pharmacy Sanamchan Palace Campus Nakhon Pathom,73000 011-66-34/255803</p>
<p>Malaysia <u>Universiti Sains Malaysia</u> School of Pharmaceutical Sciences Minden, Penang, 11800 Penang 011-60-4/6577888</p>	<p><u>Chulalongkorn University</u> Faculty of Pharmaceutical Sciences Phayathai Road Bangkok 10330 662-218-8251</p>	<p><u>Ubon Ratchathani</u> <u>University</u> Faculty of Pharmaceutical Sciences Ubon Ratchathani Warin-Dejudom Ubon Ratchathan 34190 011-66-45/288382-3</p>
<p>Philippines <u>University of the</u> <u>Philippines</u> College of Pharmacy Taft Avenue Ermita Manila 1000 011-632/525-4434</p>	<p><u>Prince of Songkla</u> <u>University</u> Faculty of Pharmaceutical Sciences Hat Yai Campus - Hat Yai Songkhla 90112 011-66-74/212824</p>	<p>United Kingdom <u>Cardiff University</u> The Welsh School of Pharmacy Redwood Building King Edward VII Avenue Cardiff CF10 3XF 011-44-29/2087 4782</p>
Alberta	Newfoundland	Quebec

<p><u>The University of Alberta</u> 3118 Dentistry/Pharmacy Centre Edmonton, AB T6G 2N8 780-492-3362</p>	<p><u>Memorial University of Newfoundland</u> Room 3437 Prince Philip Drive St. John's, NF A1B 3V6 709-777-7211</p>	<p><u>Universite Laval</u> Pavillon F.-Vandry Quebec, PQ 418-656-3211</p>
<p>British Columbia <u>The University of British Columbia</u> 2146 East Mall Vancouver, British Columbia Vancouver, BC V6T 1Z3 604-822-2343</p>	<p>Nova Scotia <u>Dalhousie University</u> 5968 College Street Halifax, NS B3H 3J5 902-494-2378</p>	<p><u>University of Montreal</u> P.O. Box 6128 Station Centre ville Montreal, PQ H3C 3J7 514-343-6422</p>
<p>Manitoba <u>The University of Manitoba</u> 202 Pharmacy Building 50 Sifton Road Winnipeg, MB R3T 2N2 204-474-8794</p>	<p>Ontario <u>University of Toronto</u> 19 Russell Street Toronto, ON M5S 2S2 416-978-2889</p>	<p>Saskatchewan <u>University of Saskatchewan</u> 110 Science Place Saskatoon, SK S7N 5C9 306-966-6327</p>

Timeline: Information dissemination via mail in February, 2004 followed by phone outreach in April.

- d. *Undergraduate Programs in Biology, Chemistry, BME, and Biotechnology at Universities/Colleges affiliated with Academic Medical Centers and Schools of Engineering:*
- Place ads in college newspapers and send copies of Graduate Focus articles to school publication editors for inclusion.
 - We have budgeted for the purchase of a National Science Teachers Association (NSTA) mailing list to identify department chairs of biology, chemistry, BME, BT, etc.. Each of these contacts will receive a cover letter introducing AAPS and highlighting careers in the pharmaceutical sciences, along with a copy of Stacey's and Erin's business cards.
 - In addition to the NSTA list, we will conduct online research and leverage professional relationships to identify other potential undergraduate contacts with access to this audience.
- Our goal is to identify 40 – 50 department chairs at institutions throughout the country.

Timeline: Information dissemination via mail in March 2004 followed by phone outreach in May.

e. National Scientific Honors Societies/Fraternities

We recommend disseminating cover letters to CEOs/Presidents of the following national chapters, followed by dissemination of recruitment posters and outreach to regional chapters. Where applicable, we will tailor the regional chapter message to encourage them to collaborate with our student chapters.

• Kappa Psi	• Lambda Kappa Sigma
• Phi Delta Chi	• Rho Chi
• Tri-Beta	• Iota Sigma Pi
• Gamma Sigma Epsilon	• Sigma Xi
• Omega Chi Epsilon	• Alpha Chi Sigma

Timeline: Information dissemination to national chapters via mail in December 2003 [COMPLETED] followed by phone outreach in January. Follow-up to regional chapters beginning in February.

f. Science/Technology Magnet High Schools, Science Camps, and National Honors Society

We recommend disseminating recruitment posters and cover letters to guidance/career counselors, math teams and science clubs at targeted high schools, and coordinating local speakers from AAPS student chapters. These schools include, but are not limited to the following (see list, below).

• <u>Arkansas School for Mathematics and Science</u>	• <u>Baltimore Polytechnic Institute@</u>
• <u>Battle Creek, MI Area Math and Science Center (BCAMSC) -</u>	• <u>Bay Point Elementary Magnet - St. Petersburg, FL</u>
• <u>Bay Point Middle School - St. Petersburg</u>	• <u>California Academy of Mathematics and Science</u>
• <u>Casita Center for Math, Science and Technology</u>	• <u>Center for Advanced Technologies</u>
• <u>Drew-Freeman Middle School - Suitland, MD</u>	• <u>Crossroads Science Institute</u>
• <u>Eleanor Roosevelt High School - Greenbelt, MD@</u>	• <u>. Gary and Jerri-Ann Jacobs High Tech High Charter School - San Diego, CA</u>
• <u>Foothill Technology High School - Ventura, CA -</u>	• <u>Galileo Academy of Science and Technology - San Francisco, CA</u>
• <u>Hoggard Math/Science Magnet School - Las Vegas, NV</u>	• <u>Illinois Mathematics and Science Academy - IMSA@</u>
• <u>Istrouma Magnet High School</u>	• <u>John F. Kennedy High School - Fremont, CA -</u>
• <u>John H. Francis Polytechnic</u>	• <u>Kalamazoo Area Mathematics</u>

<u>High School - Sun Valley, CA</u>	<u>and Science Center -</u>
<ul style="list-style-type: none"> • <u>John Stockton Elementary School - Jacksonville, FL -</u> 	<ul style="list-style-type: none"> • <u>Louisiana School for Math, Science, and the Arts -</u>
<ul style="list-style-type: none"> • <u>Maine School of Science and Mathematics@</u> 	<ul style="list-style-type: none"> • <u>Marshall Academy - Falls Church, VA</u>
<ul style="list-style-type: none"> • <u>Massachusetts Academy of Math and Science</u> 	<ul style="list-style-type: none"> • <u>McKeel Academy of Applied Technology</u>
<ul style="list-style-type: none"> • <u>Mississippi School for Mathematics and Science</u> 	<ul style="list-style-type: none"> • <u>Montgomery Blair High School - Silver Spring, MD@</u>
<ul style="list-style-type: none"> • <u>Nettleton Magnet Elementary School - Duluth, MN</u> 	<ul style="list-style-type: none"> • <u>New Horizons Governor's School for Science and Technology</u>
<ul style="list-style-type: none"> • <u>North Carolina School of Science and Mathematics@</u> 	<ul style="list-style-type: none"> • <u>North Miami Beach Senior High School@</u>
<ul style="list-style-type: none"> • <u>Oklahoma School of Science and Mathematics@</u> 	<ul style="list-style-type: none"> • <u>Ocean Lakes High School - Virginia Beach, VA</u>
<ul style="list-style-type: none"> • <u>Owen Sabin Professional Technical Center@</u> 	<ul style="list-style-type: none"> • <u>Paint Branch Elementary School - College Park, MD</u>
<ul style="list-style-type: none"> • <u>Pueblo High School - Tucson, AZ - college preparatory and communication arts and technology.</u> 	<ul style="list-style-type: none"> • <u>River Hill High School - Clarksville, MD@</u>
<ul style="list-style-type: none"> • <u>San José High Academy - San Jose, CA - offers International Baccalaureate, Aviation/Aerospace and Electronic Music programs.</u> 	<ul style="list-style-type: none"> • <u>San Pablo Elementary School - Jacksonville Beach, FL - sports, space, and technology magnet school.</u>
<ul style="list-style-type: none"> • <u>Summit Technology Academy - Lee's Summit, MO - offers programs in electronics, biotechnology, and other scientific areas.</u> 	<ul style="list-style-type: none"> • <u>Suncoast Community High School - offering math, science, and engineering magnet programs, as well as International Baccalaurate curricula.</u>
<ul style="list-style-type: none"> • <u>Thomas Jefferson High School for Science and Technology@</u> 	<ul style="list-style-type: none"> • <u>Tucson High Magnet School - Tucson, AZ@</u>
<ul style="list-style-type: none"> • <u>Ulysses S. Grant High School - Van Nuys, CA</u> 	<ul style="list-style-type: none"> • <u>Clark High School, Las Vegas, NV</u>
<ul style="list-style-type: none"> • <u>Durham Magnet Schools, Durham, NC chamblis@yesmith.durham.k12.nc.us</u> 	<ul style="list-style-type: none"> • <u>Hirschi Math-Science IB Magnet High School, Wichita Falls, TX</u>

<ul style="list-style-type: none"> • <u>Lakeside Academy of Math, Science, and Technology</u>, Chattanooga, TN 	<ul style="list-style-type: none"> • <u>Roanoke Academy of Mathematics and Science</u>, Roanoke, VA
<ul style="list-style-type: none"> • <u>Robert E. Lee High School</u>, Jacksonville, FL http://www.educationcentral.org/lee/ 	<ul style="list-style-type: none"> • <u>Tucson High 9-12</u>, Tucson, AZ
<ul style="list-style-type: none"> • <u>Tyner Academy</u>, Chattanooga, TN 	<ul style="list-style-type: none"> • <u>The Wheeler Center fo Advanced Studies in Science, Math, and Technology</u>, GA
<ul style="list-style-type: none"> • <u>William Fleming High School</u>, Roanoke, VA http://www.roanoke.k12.va.us/schools/Fleming/dept/science/staff.htm 	<ul style="list-style-type: none"> • <u>William M. Raines High School</u>, Jacksonville, FL http://www.magnetprograms.com/catalog/middle_high.pdf

Timeline: Information dissemination via mail in February, 2004 followed by phone outreach in March.

g. Career Counselors

We aim to purchase a list of high school guidance counselors from the American School Counselors Association. We will initially target science, math and engineering magnet schools, and science tutors, and provide information on careers in the pharmaceutical sciences.

h. Science Fairs

We recommend sponsoring/participating in national science fairs to increase awareness of AAPS and careers in the pharmaceutical sciences. These include, but are not limited to:

- Intel International Engineering and Science Fair- For FY'05, budget to fund award in pharmaceutical sciences. Continue to serve as volunteer judge.
- Discovery Channel Your Scientist Challenge
- Seimens Westinghouse Competition

Timeline: As appropriate.

i. Science Museums

Work with science museums (Washington, Baltimore, Charlotte, New York, etc.) to promote educational opportunities for students. The ASTC (Association of Science and Technology Centers) coordinates many of these museums, and we will include them on our dissemination list.

- Disseminate letter to science museums in the US highlighting AAPS and the pharmaceutical sciences. Offer to provide educational materials, speakers, and articles.

j. Student Get- a-Student Campaign

To help with recruitment efforts outside of schools of pharmacy, and to encourage a little competitive spirit within our student chapters, we'd like to propose a Student-Get-a-Student campaign. Incentives, such as a pizza lunch, movie tickets, restaurant gift certificates, and others will be considered.

k. Sister Associations

We recognize the importance of working with our sister associations in increasing awareness of career opportunities in the pharmaceutical sciences. As such, we are committed to collaborating with the following organizations, among others, to identify opportunities:

- American Association for the Advancement of Science (AAAS)- We recently made contact with Crispin Taylor, Director of *Science's NextWave*. He is interested in our participation in future educational webcasts geared towards undergraduate and graduate students in the sciences.
- American Chemical Society (ACS)- In December, 2003 AAPS SPOD Committee Member, Tom Karnes, Ph.D., published an article in ACS' undergraduate publication, *In Chemistry*. We look forward to collaborating with ACS in the future.
- American Association of Colleges of Pharmacy (AACP)-At a recent reception, we had a very productive conversation with Lucinda Maine, AACP Executive Director. In it we discussed potential areas for collaboration and branding.
- American Pharmaceutical Association (AphA)
- National Science Foundation (NSF)
- National Institute of Medicine (IOM)
- National Academy of Sciences (NAS)

Timeline: Ongoing

2. AAPS Student Chapters: Establishing and Continuing momentum

Recruitment, successive leadership, and recognition are key to a student chapter's success. As a result, we recommend the following tactics to identify opportunities for new chapters while continuing to grow existing ones:

a. *Current Student Chapters*

- Conduct quarterly student chapter chair telecons and onsite meetings when appropriate.
- Survey non-AAPS SC members. What would give you the incentive to join?
- Conduct on-site visits (see #6, below)
- Develop letter to all student chapters highlighting the benefits of membership, VSP program, and publication in AAPS' strong science-based publications. Disseminate in late January and late August.
- Highlight chapter accomplishments in AAPS Newsmagazine (see below).
- Send Holiday cards to AAPS Faculty Advisors. Disseminate in December. [COMPLETED]
- Send E-Holiday cards to AAPS leadership Disseminate in December. [COMPLETED]

- Disseminate recruitment materials to chapter chairs prior to AAPS Annual Meeting.
- Provide “Certificate of Thanks” to Chapter Chairs and Faculty Advisors. Complete in May.

b. *Schools of Pharmacy without AAPS Student Chapters*

See Section 1a and 1 b re: audience identification.

- Provide prospective student members with temporary access cards and information about the site to *AAPS Pharmaceutica* for a trial period (e.g. 2 weeks).
- Our initial contact will highlight the benefits of AAPS membership, our student chapters, the VSP program and our publications. We will also provide one complementary copy of *AAPS Newsmagazine* to these key audiences.
- Disseminate recruitment materials and introduction letter in February and September.

c. *Schools Associated with Academic Medical Centers, Schools of Engineering, and Schools of Pharmacy*

See Section 1c re: audience identification.

- Our initial contact will highlight the benefits of AAPS membership, our student chapters, the VSP program and our publications. We will also provide one complementary copy of *AAPS Newsmagazine* to these key audiences.
- Provide prospective student members with temporary access cards and information about the site to *AAPS Pharmaceutica* for a trial period (e.g. 2 weeks).
- Disseminate recruitment materials and introduction letter in February and September.
- Where applicable, provide opportunity for undergraduate students to develop an AAPS chapter. Expand funds for outreach and support of these chapters. May involve joining smaller clubs from several different geographically similar institutions.

3. AAPS Recruitment Materials

Core AAPS student outreach materials were updated prior to the AAPS Annual Meeting in Salt Lake City, including:

- AAPS Recruitment poster
- AAPS Student Center rolodex cards
- AAPS Student Member Benefits flyer
- Table-Top Display (see “Proposed Travel Schedule,” 6a)

Also at our disposal is a “Careers in the Pharmaceutical Sciences” brochure, which we plan to rewrite/reprint in the spring. Incorporating SPOD committee feedback, the piece will highlight current opportunities in the field.

In February, we plan on surveying all of our student members to see what they may be interested in re: promotional items. Other potential opportunities include:

- AAPS T-shirts
- AAPS student member/chapter benefits bookmark
- AAPS pens
- AAPS pads of paper
- AAPS logos/labels
- Advertising in student newspapers (ongoing)

Timeline: See 1a-i and 2a-d for distribution schedule

4. AAPS Meeting/Research Support

AAPS provides between 10 – 12 educational opportunities for students through our meetings and workshops. We recommend promoting the following related activities through the online Student Center, the Monthly Student Email, and the *AAPS Newsmagazine*:

- Travelships
- Discounted student registration
- Networking benefits
- Other, as applicable

In addition, we will provide information on student member benefits and AAPS chapters in the various meeting “Call for Papers” and final programs.

Timeline: Dissemination of key messages two months prior to given workshop/meeting.

5. AAPS Speakers Bureau/VSP Programs

The program was recently modified to ensure a flexible and fluid program which addresses students needs on a more timely basis. To grow participation in and awareness of our AAPS speakers programs, we recommend the following tactics:

- Disseminate information on the VSP program to target AAPS members, past participants, deans at all 86 schools of pharmacy, and list from NSTA (see 1a – 1c).
- Coordinate with Co-Sponsors to effectively utilize their communication vehicles.
- On behalf of SPOD committee, send letter to AAPS Fellows encouraging their participation. Disseminate in January and July.
- Recognize participants through “Thanks for your participation” certificate disseminated at conclusion of each semester; highlight individuals in AAPS Newsmagazine.
- Working with the Career Services group, identify and disseminate information on the VSP program and careers in the pharmaceutical sciences to Career Services departments at private and public colleges and pharmaceutical industrial companies.
- Maintain school and scientist contact database.
- Attempt to solicit participation from supporting organizations.
- Provide committee with monthly status reports.
- Provide schools and scientists with evaluation forms to monitor the program.

Timeline: Email/mail dissemination in January and July

6. In-Person Outreach

In person communication is a key element in relationship building. As such, enclosed please find a proposed travel schedule to support the Public Outreach Department's efforts to increase visibility of AAPS and careers in the pharmaceutical sciences:

Proposed Travel Schedule

- University of Nebraska Medical Center – February 11-12, 2004
- University of Connecticut – March 8-9, 2004
- St. John's University – March 9-10, 2004
- Rutgers University – March 10-11, 2004
- Philadelphia Pharmaceutical Forum (Temple & University of the Sciences, Philadelphia Student Chapters – March 11, 2004
- INTEL- May 9-15, 2004. Portland, Oregon (Note: HS Outreach. Travel compensated)
- NBC- May 17 – 19 Boston, MA
- GRASP- Mercer University. Atlanta, GA. Grand Hyatt on June 4-6.
- CS/PPDM meeting- Toronto at the Sheraton Centre, June 5 & 6.
- PGSRM- University of Iowa. Iowa City, Iowa JUNE 10– 12, 2004, Grand Sheraton
- Other Student Chapter Visits TBD (NJ, Texas, Florida)

In addition to the events listed above, we will also consider attendance/advertising at targeted career fairs, sister organization conferences, and career fairs.

Timeline: As noted

7. AAPS Student Center

Designed with the students' educational, career, and scientific interests in mind, the AAPS student center serves as a primary communication vehicle for our student members.

Through the online Student Center, we will promote and regularly update information on the following:

- Student travelships/awards
- AAPS Internship Program
- AAPS Mentoring Program
- Tuition Scholarships
- Information on graduate/undergraduate programs in the pharmaceutical sciences and related disciplines
- Student-initiated programming such as GRASP
- Student chapter information and "Graduate Focus" articles

Timeline: Ongoing

8. AAPS Monthly Student Email

In addition to the online student center, the monthly student email, disseminated on the 15th of each month, provides targeted communication to graduate students and postdoctoral fellows.

Topics to be included are:

- Career Services updates and tips (e.g. resume writing tips)
- Upcoming AAPS meetings

- Student Chapter updates (funding, activities)
- Student-Initiated programming
- VSP announcements
- Graduate Focus
- SPOD Committee highlights
- Key AAPS Contacts
- *AAPS PharmSci*, *AAPS PharmSciTech*, and Pharmaceutical Research submission tips
- Other, as appropriate

Timeline: Ongoing, 15th of every month

9. AAPS Newsmagazine Submissions

The “Graduate Focus” section of the *AAPS Newsmagazine* highlights student activities. We are committed to providing monthly updates on the following subjects, as appropriate:

- Student Chapters
- VSP Program
- SPOD Committee
- Mentoring Program
- Student Initiated Programs
- Meetings activities
- Any other activity relating to students

Timeline: Ongoing, monthly

10. AAPS Mentoring Program

One of the AAPS programs most in need of reinvigoration is the AAPS Mentoring Program. Designed to match potential mentors with mentees, the program lacks organization and a clear scope. This is due in part to the very personal nature of the mentor/mentee relationship, which can take a number of forms, differing lengths of time, etc.

Given these issues, we recommend implementing the following programs to help increasing awareness of and participation in the AAPS Mentoring Program. We may also want to consider a more “soft sell” approach with individualized mentoring events:

- *Program Identification:* The first thing we will do is identify successful mentoring programs inside and out of this industry to emulate (e.g. ASHP). Based on this information, we will revise our mentoring program plan for 2004.
- *Mentoring Program Review Team-* The AAPS Mentoring Program is slated for review beginning in March 2004. We welcome this process, and look forward to the PRT’s recommendations.
- *Mentoring Breakfast:* During the 2004 annual meeting, hold a breakfast of individuals interested in participating in the AAPS Mentoring Program. This provides individuals with an opportunity to meet and converse in-person.
- *On AAPS Pharmaceutica:*
 - *FAQs-* We would like to develop a “Frequently Asked Questions” page online to help support our mentoring activities. Potential topics can include, but are not limited to:
 - How to Identify a Mentor [Note: Completed]

- Should I do a PostDoc?
- Academic vs. Industry Jobs
- Ph.D. vs. Pharm.D.
- Online Chat Session
- Disseminate low-key targeted emails to AAPS leadership (Section, EC, Focus Group, etc.) with questions students have posted.
- *Maintain contact Database*

11. Students Program Review Team

In addition to the tactics outlined above, the Public Outreach Department will following the direction provided by the Program Review Team (PRT) recommendations for students, as listed below. Note, financial review to take place when all tier 1 programs have been reviewed.

- **Student Chapter Funding Recommendation:** Increase funding based upon number of chapter members: \$1,500 for chapters with greater than 30 students, \$1,000 for chapters with 20-29 members and \$500 for chapters with 10-19 members. Approved in concept – will undergo financial review
- **Recruitment Recommendation:** Need to recruit student members from graduate or post-doctoral training in chemistry, bioinformatics, chemical information or other programs related to drug discovery and development. Move forward with developing a recruitment plan and assess how much money would be involved.
- **Retention Recommendation:** Information Central should track retention of AAPS graduate student and post-doc members who become regular AAPS members
- **Recognition Recommendation:** Mechanisms should be developed to recognize student members or post-doc fellows who have completed their education or training
- **Student Grant Program Recommendation:** Increase funding from \$30,000 to \$50,000 Approved in concept – will undergo financial review
- **Sections Recommendation:** Two student AAPS members should be selected for each section; support should be provided for these students to travel and participate in section meetings. Approved in concept – will undergo financial review
- **Programming :** Students should be encouraged to submit and participate in programming for the Annual meeting and National Biotech Conference.
- **Publications Recommendation:** Student award winners should be given invitations to publish their work in AAPS PharmSci, AAPS PharmSciTech, Pharm. Res.
- **Involvement of PD's Recommendation:** Education Committee, Marketing, etc., should be charged with identifying mechanisms to increase post-doctoral involvement in AAPS.
- **Staff Support Recommendation:** 10% of one staff members time should be dedicated to membership services for post-doctoral fellows.

- **Short Courses:Recommendation:** There should be sufficient method to communicate to students and post-doc fellows on the availability of short courses. This should be a charge to the Education Committee.

12. AAPS Career Network

Collaboration with the Career Services Department is crucial. As a result, we propose the following joint programming opportunities:

- Work with Career Services group to identify list of regional career fairs and opportunities for buying lists, disseminating information, exhibiting, etc.; Utilize table top booth; Solicit Testimonials
- Develop additional programming at AM, chapter meetings, and in DC centering around career development

Internships

- Initiate AAPS pharmaceutical sciences internship program with an organization such as the NIH or in industry so students can get hands on experience working in the pharmaceutical industry. Added networking benefit.
- Outreach to organizations currently taking advantage of the AAPS career services center (academia, industry, government) to post internship opportunities for free.
- Send email to HR reps at a broad list of targeted companies and universities. Remind them that we're happy to promote their internships through targeted communications (email, mail, web) with our student chapters, AACP, and bio/chem departments at universities.
- Through monthly student and broadcast emails, encourage scientists to post their internships on our portal. They are often the first people aware of a need/opportunity.
- Include current internship opportunities in broadcast emails.
- Include current internship opportunities in AAPS Newsmagazine and AAPS Update. Encourage scientists to post their internships for free.
- Provide information on internship, Visiting Scientist, and mentoring programs at all AAPS sponsored workshops and meetings.
- Email to AAPS student chapters and honors societies detailing the benefits of our career services department (internships, resume tips, job opportunities, etc.).
- Provide link to AACP opportunities [Note: confirm with Libby Ross].

Publications

- Encourage all students to submit their work for publication in *AAPS PharmSci*, *AAPS PharmSciTech*, and *Pharmaceutical Research*.

EXPECTED OUTCOMES

- Increased awareness of AAPS and careers in the pharmaceutical sciences
- Growth in AAPS student members and chapters
- Increased communication with sister societies, academic institutions, museums, science fairs, etc.
- Increased collaboration and communication with student members, faculty, and chapters