Communications Vice President
APhA-ASP Summer Leadership Institute - Virtual Chapter Leader Training

Tuesday, August 11, 2020
9:30 pm – 10:30 pm EST
Welcome!

Laurie Plewinski
APhA-ASP National Member-at-large
NEC Liaison, National Standing Committee on Communications

University at Buffalo School of Pharmacy
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APhA-ASP National Standing Committee on Communications

Zac Curren (Chair)
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Becca McCaughey  
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Jordan Scott  
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Welcome!

Tom English
APhA Director of Student and New Practitioner Development and Editor of Student Pharmacist Magazine

tenglish@aphanet.org
APhA-ASP Regional Members-at-large

From left to right:
• John Roberts- Region 7
• Megan Byrne- Region 3
• Sidrah Alam- Region 2
• Morgan Olhausen- Region 5
• Martin Bailey- Region 8
• Jessica Gierka- Region 4
• Chrstian Isch- Region 6
• Heather Garr- Region 1
Thank You!

APhA sincerely appreciates the support of Walmart for the APhA-ASP Summer Leadership Institute - Virtual Chapter Leader Training.
Tonight’s Agenda

Resources
Roles and Responsibilities
Taking a social media post from good to great!
Navigating the “Virtual” World
Breakout Room Discussion
Make sure that you log in!
• Pharmacy Student
  Student Pharmacist

• P1
  First-year student pharmacist

• ASP
  APhA-ASP
Resources for Chapter Vice Presidents and Program Chairs

Communications Vice Presidents
- Communications Vice President Toolkit
- APhA2017 Communications Vice President Workshop

Finance Vice Presidents
- Budgeting
- Sample Budgets
- Fundraising
- Chapter Tax Information (IRS)
- Chapter Banking Information Update Form
- APhA2017 Finance Vice President Workshop

International Vice Presidents
- International Vice President Toolkit, and IPSF Campaign, Project and Student Exchange Resources
- APhA2017 International Vice President Workshop

Membership Vice Presidents
- Resources, Promotional Materials, and Membership Vice President Toolkit
Roles & Responsibilities

• Organize PharmFlix
• Promote and disseminate APhA and APhA-ASP communications
• Manage internal and external communications
• Engage Members
Engage Members via Social Media

**August 11th**
APhA-ASP Chapter Officer Sessions

**Membership Vice President**
8PM-9PM EST

**Communications Vice President**
9:30PM-10:30PM EST

**MO**
Since we can’t be in the classroom together, share a picture of your study or work area!

**TU**
Rep our school by posting a picture of you wearing an APhA-ASP, Midwestern School of Pharmacy, or Sanford shirt.

**WE**
We miss you! Give some encouragement to a classmate or faculty member you miss by sending them a message.

**TH**
As the last days of school are here, throwback to your favorite memory of the 2019-2020 school year.

**FR**
Now that summer break is a few days away, post your favorite activity to do in your free time/once finals are over.

**APhA-ASP Membership Video**
Internal and External Communications

**APhA-ASP Chapter**
- Narrow audience
- Specific information
- Share with chapter

**CVP**

**APhA-ASP Community**
- Broad audience
- Chapter Highlights
- Share with public
External Communications

Binghamton University SOPRS APHA-ASP Chapter
February 23

Pictured above are members from our chapter at University Mall Day! "We interacted with members of the community, educating them on OTC medicine safety, choosing healthy food options, and doing heart healthy exercises. It was a great day interacting with the community and promoting pharmacy!" - Taylor Warner

University of Arkansas for Medical Sciences APHA-ASP
August 4 at 5:22 PM

We had such a fun time at our trivia social for the P1s today! They had the chance to receive over $250 in prizes playing Kahoot! and bingo. 😁
Getting Your Stories Shared

Communications Vice Presidents

Regional Members-at-large

Communications Standing Committee

APhA-ASP Facebook page
Perfect the Caption
- Quotes
- Statistics

Graphics and Photos
- Canva
- High-quality photos

Taking a social media post from good to great!
Student Pharmacist Magazine

- Bi-monthly magazine
- Articles written by student pharmacists
- Opportunity to be published and recognized
- Opportunity to make an impact on your peers
- Visit online at pharmacist.com/publications/spm
  - Year-round “online only” content
  - Archive of past issues

Have an idea for an article? Contact Tom English at: tenglish@aphanet.org
Navigating the Virtual World

- Communicate and collaborate with your team
  - Clear communication
- Building relationships with community partners
- Getting on media
  - TV, radio, newspaper
- Expanding social media campaigns
- Improving community education
  - Flyers, video, virtual tri-folds
APhA Academy of Student Pharmacists

APhA-ASP@aphanet.org
pharmacist.com/apha-asp
@APhAASP
Questions? Reach Out!

Laurie Plewinski
APhA-ASP National Member-at-large
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Tom English
APhA Director of Student and New Practitioner Development
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# Upcoming Chapter Officer Sessions

<table>
<thead>
<tr>
<th>Wednesday, August 12</th>
<th>Monday, August 17</th>
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<tbody>
<tr>
<td>Finance Vice President (8:00 pm EST)</td>
<td>Operation Diabetes (8:00 pm EST)</td>
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<tr>
<td>Patient Care Vice President (9:30 pm EST)</td>
<td>OTC Medicine Safety (9:30 pm EST)</td>
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<th>Tuesday, August 18</th>
<th>Monday, August 17</th>
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<tr>
<td>Operation Heart (8:00 pm EST)</td>
<td>Generation Rx (9:30 pm EST)</td>
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<th>Wednesday, August 19</th>
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<tr>
<td>Women’s Health Campaign (8:00 pm EST)</td>
<td>Operation Immunization (9:30 pm EST)</td>
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Breakout Session Time!
Laurie Plewinski  
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Breakout Room Leads

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Jordan Scott  
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APhA-ASP Communications Vice President Breakout Session