

Strategies for Engaging and Retaining Members

Retaining members after their first and second year is significantly harder than signing them up as a first year student. Most students have branched out to become members of professional fraternities, school or college of pharmacy organization or other professional groups. Tailoring your message and conducting surveys on what renewing students need is a great strategy to keep programming fresh and maintain active involvement and engagement. As previously stated in the above section, consider holding separate events for new students and non-members.

- **Arrange an Orientation Meeting to acquaint new members with current APhA-ASP members and your chapter** – Hold an evening or weekend social function to allow students to get to know each other and ask questions about APhA-ASP. Use this time to get the new member involved in an activity of interest.
- **Send a ‘Thank You’ note to renewing members** – Send a letter on your APhA-ASP chapter stationery letting renewing members know that their online membership enrollment was successful and that you are happy that they’ve renewed their membership. Thank them for their support of the chapter last year and explain how they can get involved, provide information on projects, and outline the upcoming chapter activities and meetings. Stress the need for their active participation in order for your chapter to have a successful year.
- **Pay Attention to Your Members Year Round!** – Once you have completed your successful membership drive, show the members you are concerned about their needs, and that you want to hear their ideas. Each month, your chapter might sponsor a "Membership Services Table" in a common area or another suitable place with heavy student traffic. The purpose of the table would be to give members the opportunity to become better acquainted with your chapter officers and to learn about chapter activities. This could also attract new students to join.

You may also wish to set up an APhA-ASP Information Bulletin Board in common areas, re-establish a chapter Web site, Facebook page or other social media outlet to post meeting agendas, minutes, and information on local, state, and national APhA activities.

- **Sponsor a Life on Rotation/New Practitioner Presentation for Students Entering Their Final Year** – Your chapter can host a visit from an APhA New Practitioner Mentor, who will provide a presentation detailing such topics as: life on rotations, preparing for a residency or post graduate opportunity, creating a professional image, preparing for your first position, serving as a new preceptor, and many other topics.

During the presentation, a question and answer period will allow your student pharmacist members to interact with a recent graduate who understands the rigors of becoming established in the pharmacy profession. Presentations are designed for students who will graduate the following year and should be held during the second or third weeks of April to coincide with the Spring Membership Drive.

Students can renew their final-year APhA-ASP membership, as well as join the APhA New Practitioner Network as part of the Dual Membership Program, at the conclusion of the presentation. This session can be held during an informal breakfast or lunch meeting.