# Recruitment

*Recruiting students to become members of your AMCP Chapter is a key element to ensuring the progress of any student chapter. While recruitment can be a source of frustration to student leaders, there are many strategies that AMCP Chapters have successfully used to recruit members every year. This guide is aimed at compiling best practices to help student leaders recruit members for their AMCP Chapters.*

| Key Points |
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| • Spend time prior to the fall semester as an E-Board to develop a cohesive recruitment strategy<br>• Create a community around your AMCP Chapter<br>• Plan a mix of events to meet potential new members and explain the value of joining AMCP<br>• Early event planning will allow you to be more specific about the types of events your Chapter offers<br>• Consider creating leadership opportunities for first years so they can get involved early |

## Develop Your E-Board Chapter Strategy

Successful pharmacy student organizations are able to develop an organization culture rather than just hosting a series of events throughout the year. Because some schools lack electives or classes related to managed care or industry, your AMCP Chapter is an essential resource in pharmacy school for students interested in non-direct patient care careers. Take the time as an E-Board to think about your value at your school and work to create a Chapter community that acts as the home for these students.

Prior to the beginning of the fall semester, set up a strategy meeting with your E-Board to think about your goals for the year and answer the following questions:
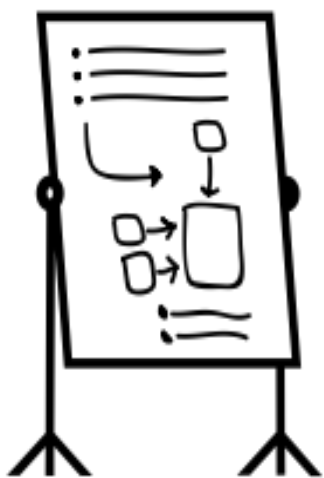


- What is our recruitment goal this year?
- What value do we bring to students? (e.g. providing networking opportunities, career development, skill development, leadership opportunities, giving students knowledge about the environment in which pharmacy operates)
- What type of presence would we like to have on campus? How can we develop that presence?
- How can we target different types of students at our school (e.g. class years, career interests)? How does understanding managed care principles benefit different types of students?
- How can we plan our year and events to make sure that we bring value to our members?
- How can we ensure our messaging is consistent during recruitment? (e.g. develop standard answers to questions that potential new members may ask)

By having your E-Board on the same page and proactively thinking about your recruitment goals, you will be more likely to have a successful recruitment process!

# Recruitment Events: Your Presence is Key!

When it comes to establishing a solid Chapter base, reaching out to potential members is key. The more your E-Board interfaces, socializes, and speaks to potential members, the easier you can begin to build your Chapter community and the more successful your recruitment will go.

The following are examples of how your Chapter can maximize your recruitment events:

**Use School-Sponsored Events:** Capitalize on your school's structure to showcase AMCP at a student organization fair, organization info sessions, or other lectures. Not sure what to include in your presentation about AMCP? Be sure to check out the "Explaining Managed Care" toolbox document as well as the "What is Managed Care Pharmacy" slide deck in the "Additional AMCP Resources" section at the bottom of this document for ideas.

**Plan an AMCP Social Gathering:** The best recruitment is done through personal interactions. Set the tone of your organization by planning a social event for new members to learn more about your Chapter, E-Board, and the network that you can provide within managed care. Invite your Chapter Diplomats, Advisor, and any local alumni to these events as well! Holding these events in an informal setting such as a restaurant or park allows potential members to have more personal interactions with Chapter leadership and begin to build your AMCP community.

**Host a Virtual Gathering:** These events can be hosted through platforms such as zoom and Google Hangouts. Some platforms even offer breakout rooms, allowing professionals and students to connect with members in smaller groups.

**Decide on a Communication Strategy:** Create a communication strategy among your E-Board to reach potential new members during the recruiting period. Each Chapter will have an individualized communication strategy to best reach their own student body. Below are themes that we have seen amongst AMCP Chapters:
- Hand out free AMCP swag (t-shirts, water bottles, candy, etc.). If you need inspiration or some merchandise to start out with, please reach out to Zain Madhani.
- Post about your Chapter events and meetings through multiple social media channels (Email, Facebook, Instagram, Twitter)
- Hand out or post flyers around your school

## Early Planning

The last component to a successful recruitment season is to think about how you can get new members engaged as soon as possible. The following are two best practices that Chapters have shared:

- Plan your events for the fall semester in advance. The more specific you can be during recruitment about the types of events offered and why they are valuable, the more students will understand your organization and want to join.
- Establish leadership opportunities to get new members involved early. Many Chapters have created first-year liaison positions that allow first year students to get exposed to your AMCP leadership team early on. This strategy is particularly helpful because these students can help recruit their classmates, provide feedback on the P1 AMCP experience, and learn the ropes so that leadership transitions in the future can be more successful.

## Beneficial AMCP Presentations to get you started:

- Benefits and Services of AMCP Membership: This resource compiles the benefits of being an AMCP member which can be listed on tri-fold posters at recruiting events.

- What is Managed Care Pharmacy Webinar (2021): This is an excellent presentation that does a great job at explaining what managed care is and can be used in recruiting presentations or posted on social media pages.

- Additional Managed Care Presentations

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