

Buckeye-Bound: Utilizing Student Ambassadors to Yield a Robust PharmD Class

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OBJECTIVE

While applications to pharmacy schools have been gradually increasing, a submitted application is only half the battle for schools of pharmacy. The true work of recruitment occurs after a student has already applied. Time, budgets, and personnel can often pose barriers to successfully yielding candidates, but student ambassador programs may offer a solution. A pilot program sought to describe the work and outcomes associated with a new student ambassador program.

METHODS

29 student ambassadors were recruited for the 2022-2023 academic year and 34 student ambassadors were recruited for the 2023-2024 academic year. The volunteer ambassadors were trained and overseen by the Office of Recruitment & Admissions staff. Throughout the admissions cycles, ambassadors participated in yield activities, historically executed by staff. Ambassadors were incentivized to participate with apparel earned through a point system. Events, equivalent staff effort, incentives, and associated costs were catalogued for the 2023-2024 academic year.

RESULTS

Throughout the pilot, ambassadors wrote a combined total of 507 postcards and made over 1,100 calls. Ambassador efforts were roughly equivalent to 8 weeks of full-time staff work (322 hours). Ambassador implementation and efforts corresponded to increased matriculation. The Ohio State University's Doctor of Pharmacy Program recruited a full class for the Autumn 2023 start term and is projected to have a full class again in Autumn 2024. A waitlist was established in the 22-23 and 23-24 admissions cycles.

Calendar of Ambassador Events During PharmD Admissions Cycle 2023-2024

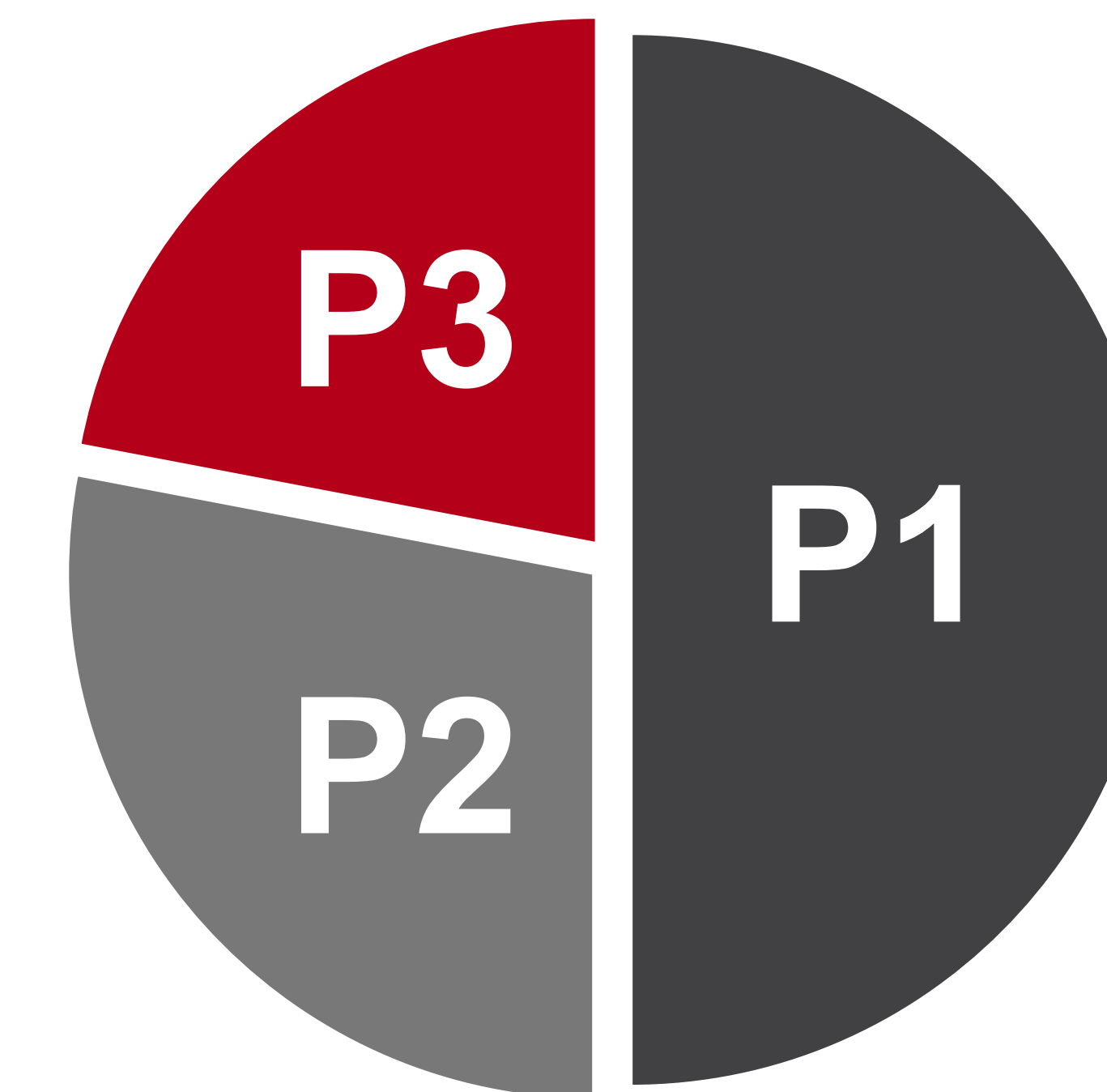


Participation Metrics Event: #Ambassadors

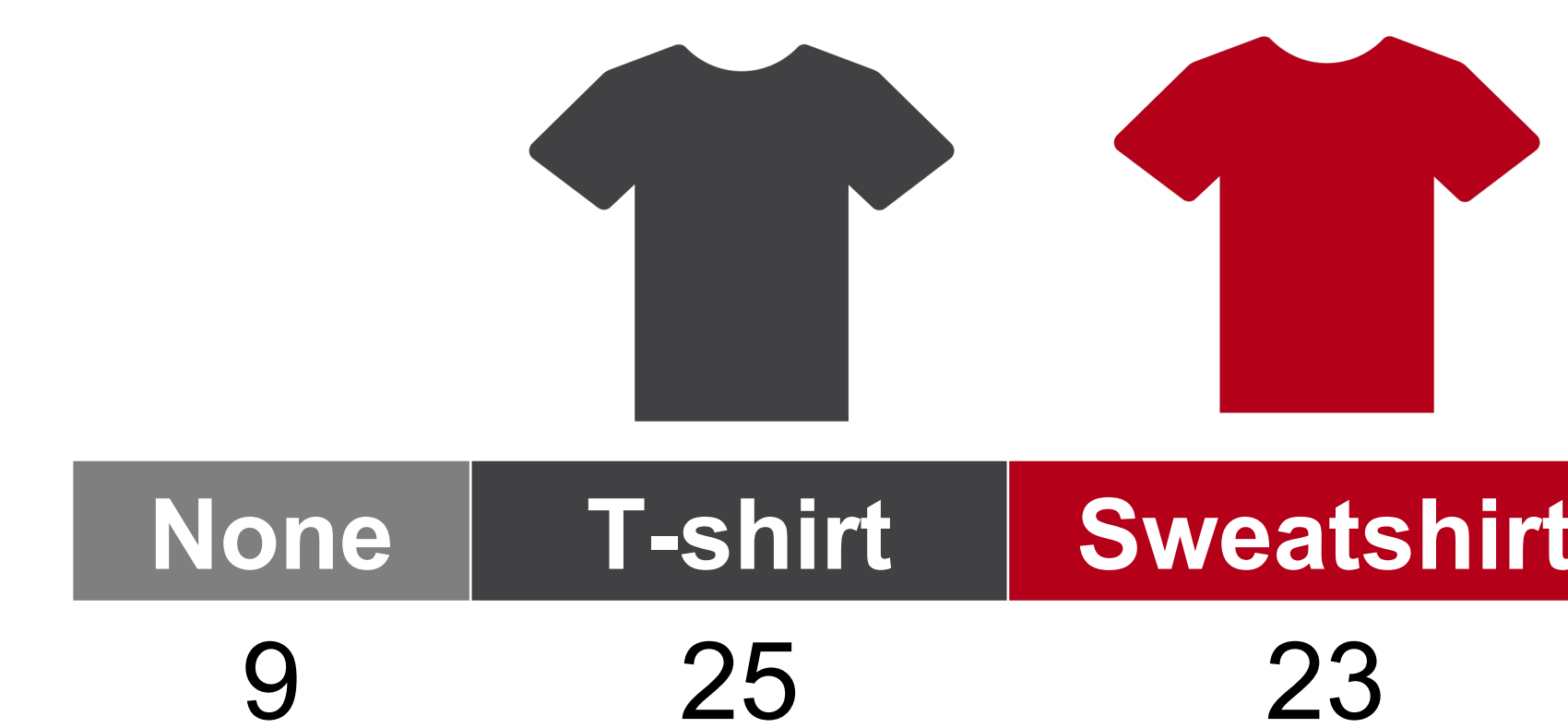
Visit days: 18
 Virtual overviews: 9
 Postcard Campaigns: 38
 Calling Projects: 52
 Organization Visits: 6
 Interview Panels: 68
 Ambassador Chats: 10

Ambassador efforts equated to 8-weeks of full-time work (322 hours).

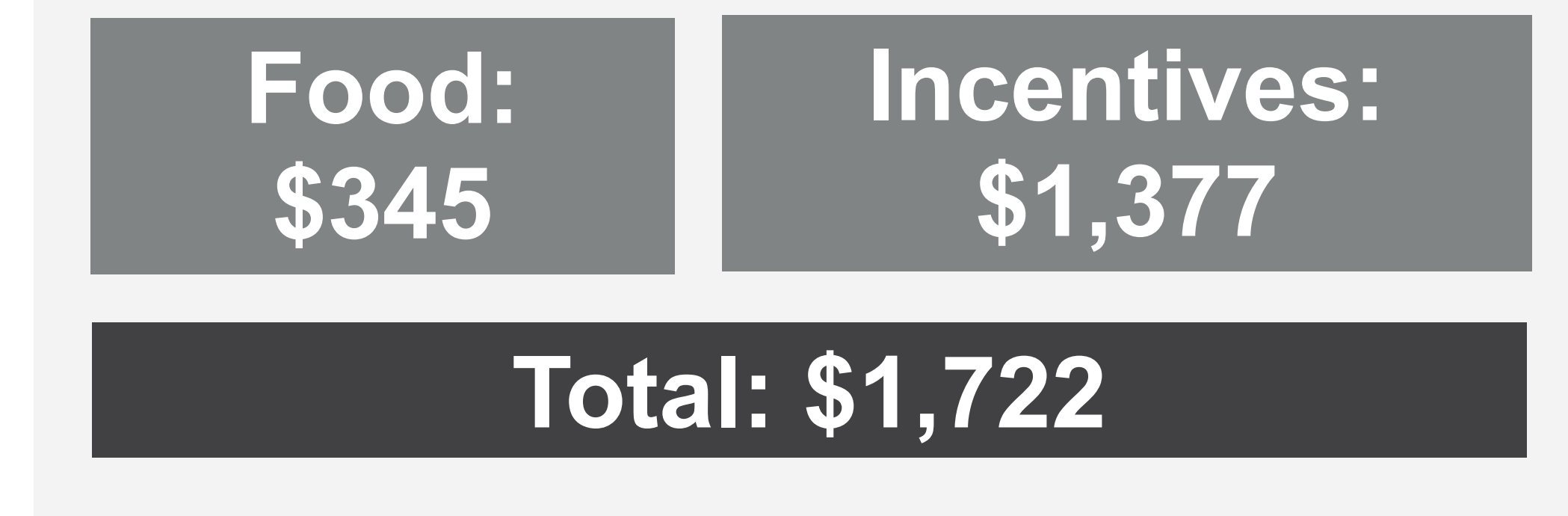
Makeup of 2023-2024 Ambassadors



Incentives Provided



Program Cost 2023-2024



CONCLUSION

Ambassador programs give schools of pharmacy a tool to engage current students and prospective candidates.

Programs can be incorporated into existing administrative and recruitment efforts, is low cost, and benefits recruitment and yield activities.