

Use of Pharmacy Faculty and Student-Led Recruiting Initiatives to Increase Pre-Pharmacy Admissions

Erin Callen, Pharm.D., BCPS, Krista Brooks, Pharm.D., BCPS, Amelia Kerr, SWOSU Pre-Pharmacy Student, Margaret Larson, SWOSU Pre-Medical Student Southwestern Oklahoma State University, Weatherford, Oklahoma



Objective

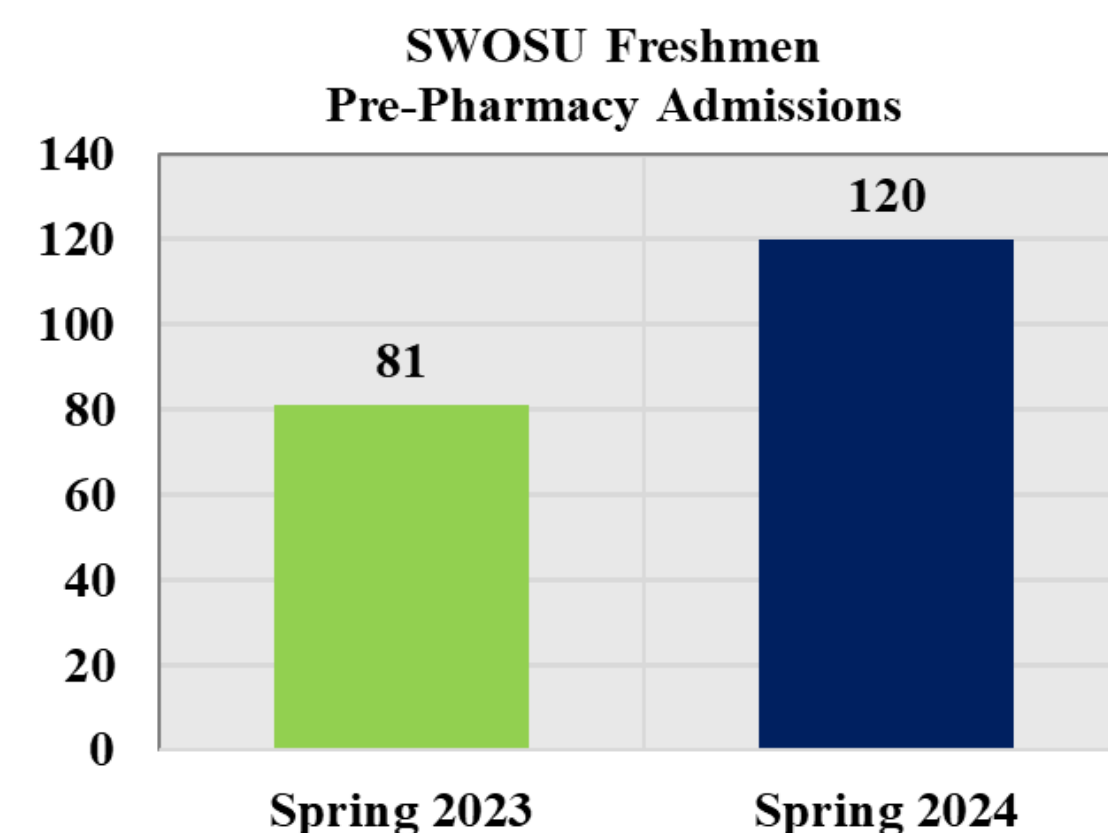
- To determine the impact of pharmacy faculty and student-led recruitment initiatives on pre-pharmacy freshmen admission rates.

Methods

- At Southwestern Oklahoma State University College of Pharmacy (SWCOP), a faculty and student-led task force was developed in February 2023 to design, coordinate, and implement various high school recruiting activities to increase freshmen pre-pharmacy admission rates.
- Interested pharmacy students were provided materials regarding the pharmacy profession and the SWCOP program and were tasked with presenting this information to area high schools.
- Faculty members volunteered to staff SWCOP interactive booths at high school career fairs across the state of Oklahoma.
- On campus, pharmacy students and faculty participated in multiple high school-related events and hosted two pharmacy workshops.
- Pre-pharmacy freshmen admission data was collected from Spring 2023 and Spring 2024.

Results

- Over one year, SWCOP students visited 20 high schools and presented information to more than 1200 Oklahoma high school students.
- Faculty members attended 35 career fairs and directly interacted with over 500 students.
- On campus, SWCOP students and faculty hosted more than 100 high school students in two, hands-on pharmacy workshops.
- From Spring 2023 to 2024, the number of pre-pharmacy freshmen admissions rose from 81 to 120 students, which represented a 48% increase.**

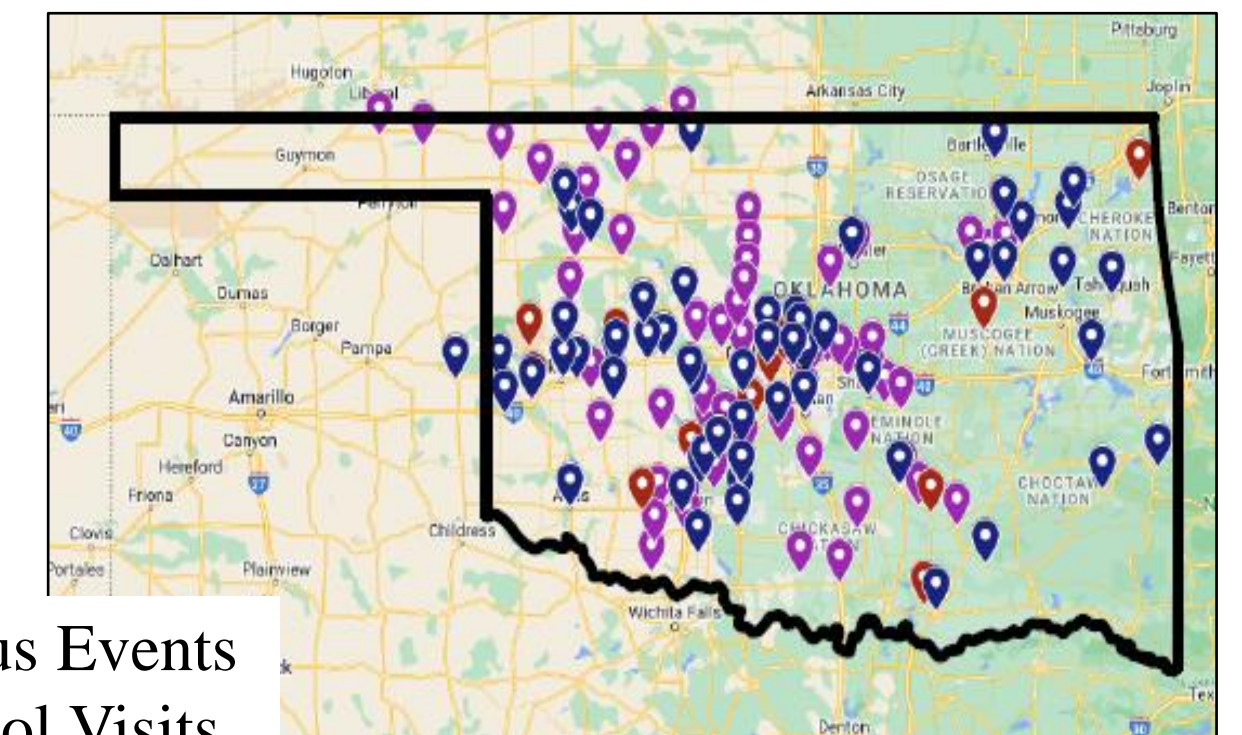


High School Outreach



2022-2023

- On-Campus Events
- High School Visits
- Career Fairs



2023-2024

Discussion

- As pharmacy applicant numbers continue to decline while the number of pharmacy programs expands, it is important to increase the number of high school students who consider pharmacy as a potential career.
- Since effective recruitment strategies often require additional staff and a significant amount of time and resources, many institutions are limited in their ability to expand their efforts.

Conclusion

- Student and faculty-led recruiting initiatives can be effective in increasing pre-pharmacy admission numbers.

