

Background

- Colleges of pharmacy face the struggle of declining number of applications during the admissions process (Figure 1).
- New recruitment strategies and initiatives can assist in targeting interested students early on and create a passion for the pharmacy profession.
- Previous studies have compiled a variety of ways to help pharmacy educators with admissions numbers.¹⁻³
- Highlighted strategies include prospective student educational sessions, improved marketing, and increased personal communication.⁴⁻⁵

Primary Objective: The purpose of this review is to discuss the content of pharmacy recruitment materials that can be paired with strategies to increase applicant interest.

Methods

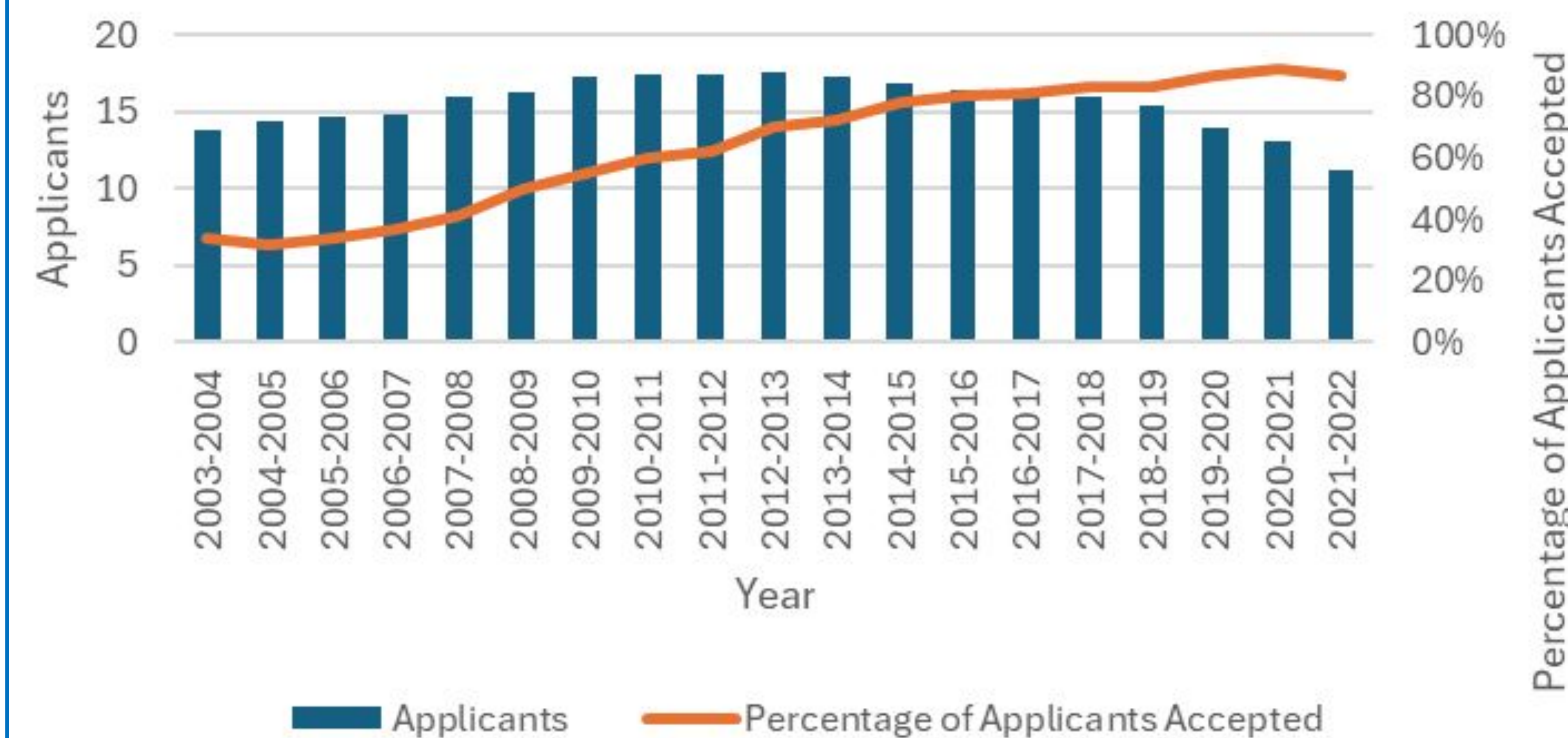
- This is a focused literature review combined with student perspectives on recruitment strategies at their own colleges of pharmacy.
- The Aspiring Academics Group created a list of ideas from their personal experiences in pharmacy school that could be utilized as potential recruitment content
- Four overarching content themes were identified by the team:
 - Increasing access to pharmacy recruitment
 - Highlighting unique program features
 - Emphasizing future roles of pharmacists
 - Promoting school resources.
- A literature search was performed to find successful recruitment strategies from each domain

Results

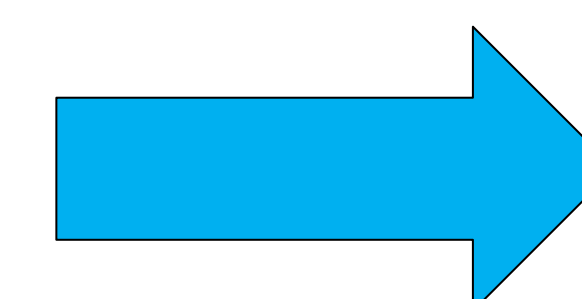
Table 1. Summary of Strategies to Address Content Domains

Content Domain	Strategy	Possible Steps		
Increasing Access	Reaching a broader audience can assist with application numbers	Utilize social media accounts	Hold virtual interview sessions	Begin mentorship early
Highlighting Unique Features	Advertising enticing opportunities to prospective students can promote interest	Dual degree programs offered	Research opportunities	International or rural rotations
Emphasizing Future Pharmacy Roles	Introducing emerging areas for pharmacy careers can engage more applicants	Informatics or AI electives	Speak at pre-pharmacy meetings	Medication safety interventions
Promoting Program Resources	Offering well-being and student support at admissions events can reassure future students	Financial scholarships available	Student academic or career support	Wellness programs and counseling

Figure 1. Pharmacy School Applicants and Acceptance Percentages vs. Time



Click here to view a full list of our group's ideas!



Conclusions

- Recruitment strategies targeting a broad audience with pharmacy-related activities can empower the next generation of pharmacists and assist with pharmacy admissions.
- Personalized approaches for prospective students that include current students and faculty is another common strategy to address the four content themes our team found.

References

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