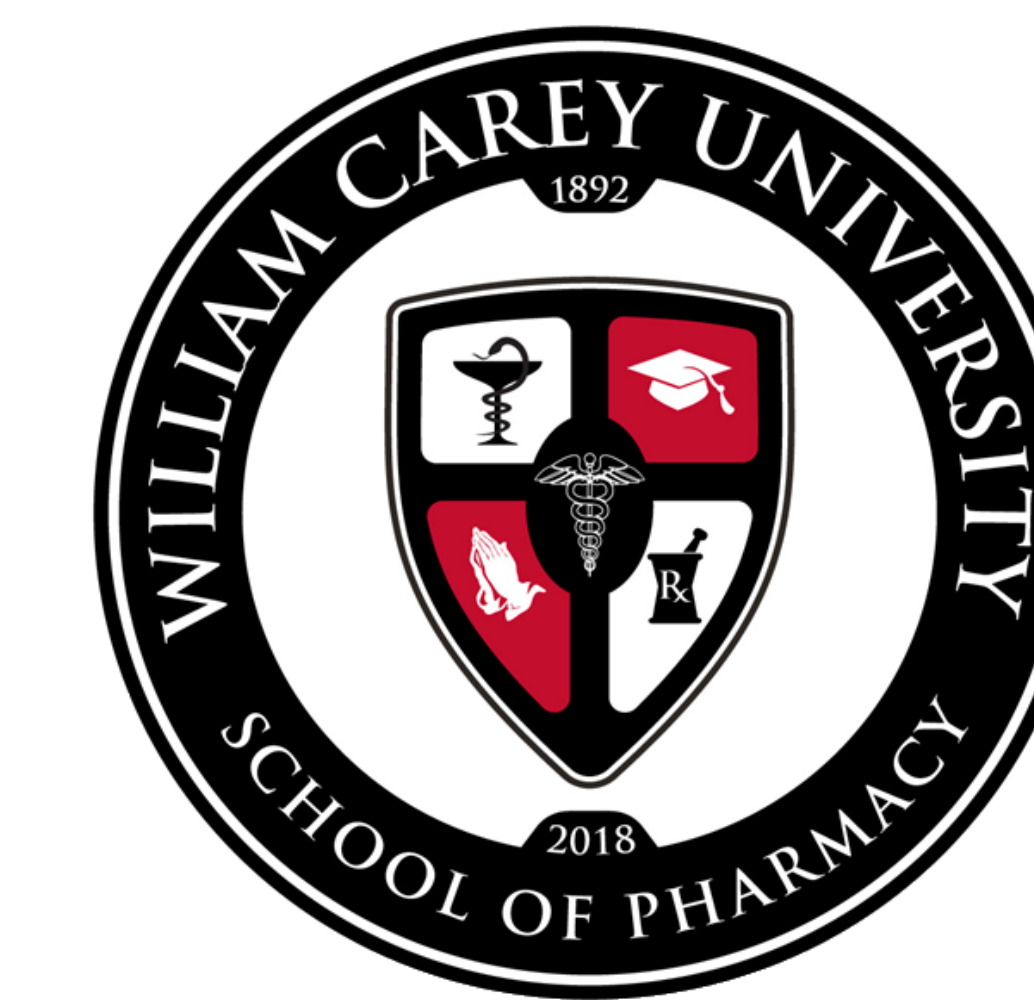




# Non-Traditional Workflows Employed at an Accelerated School of Pharmacy to Circumvent Resource Hurdles



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## OBJECTIVE

To highlight non-traditional workflows utilized by William Carey University School of Pharmacy (WCUSOP) to maximize a productive educational environment with a small workforce and limited budget in an accelerated program.

## ADMISSIONS

### Marketing

- Strategy:** Social media and digital marketing campaigns, communication with prospective students, and campus tours were increasingly prioritized this past year partly by enhancing staff involvement.
- Outcomes:** Most marketing domains have consistently displayed increasing growth each year, with especially robust metrics observed last year and continuing into the current year.

### Recruiting

- Strategy:** Executive faculty and the Deans intensified recruiting efforts at regional high schools and undergraduate schools.
- Outcomes:** Prospective student inquiries have reached a record high; enrollment has rebounded completely since the 2022-23 PharmCAS application cycle; and capture rate has held strong and steady at ~70 percent.

	2019	2020	2021	2022	2023
Social media posts	42	100	246	547	736
Facebook followers	427	821	1,172	1,384	1,600
Landing page views	3,910	7,884	7,079	8,704	13,791
Digital marketing leads	26	41	23	10	280+

	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Recruiting events	16	22	24	35	56	
Prospective student inquiries	309	511	628	544	694	
Capture rate			73%	73%	67%	

	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Enrollment	53	52	51	50	32	51

## STUDENT SERVICES

### Student Organizations

- MachForms submissions were implemented to track student organization events and student participation.
- General SOP merchandise sales are limited to one item per student organization.

### Academic Success

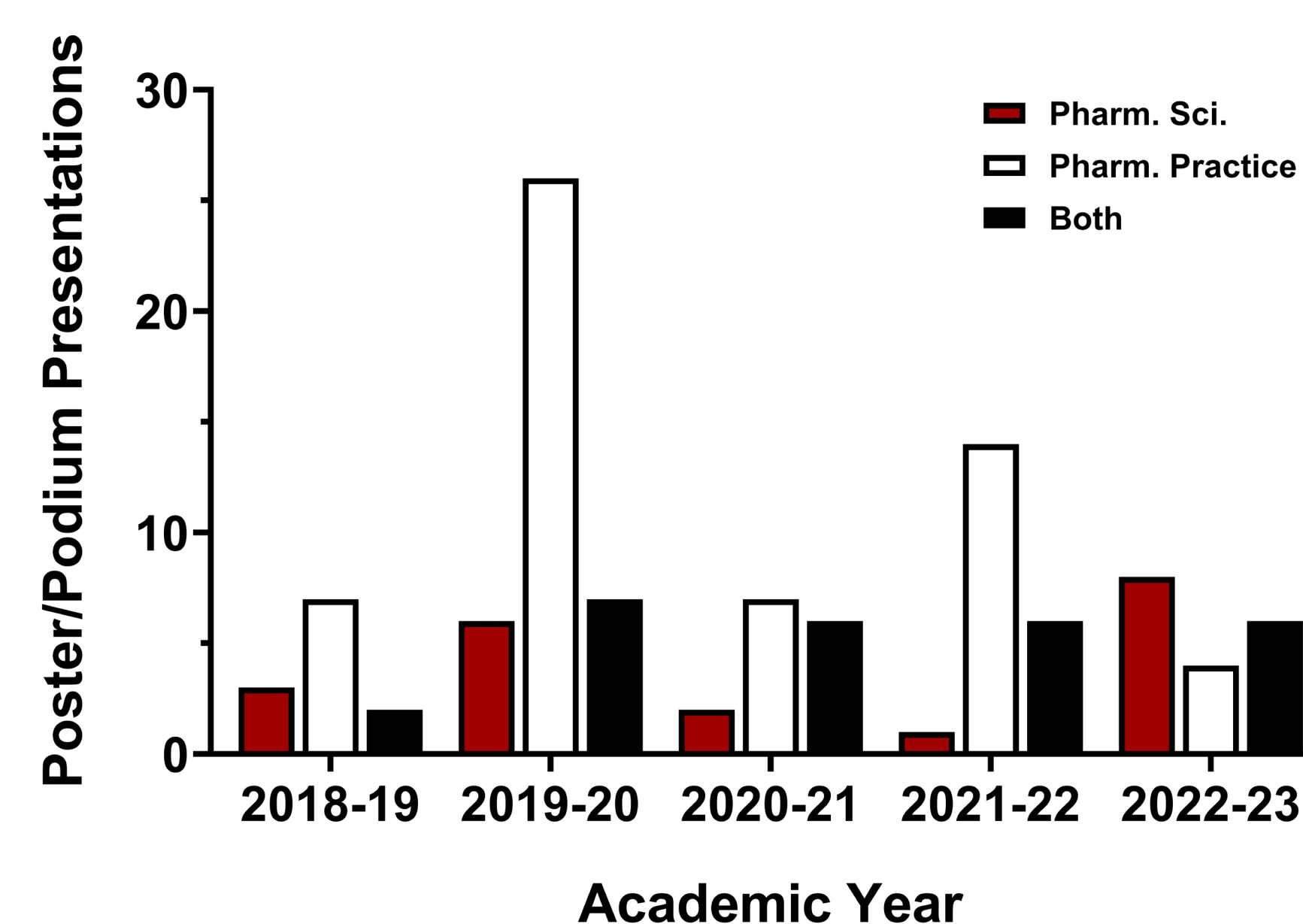
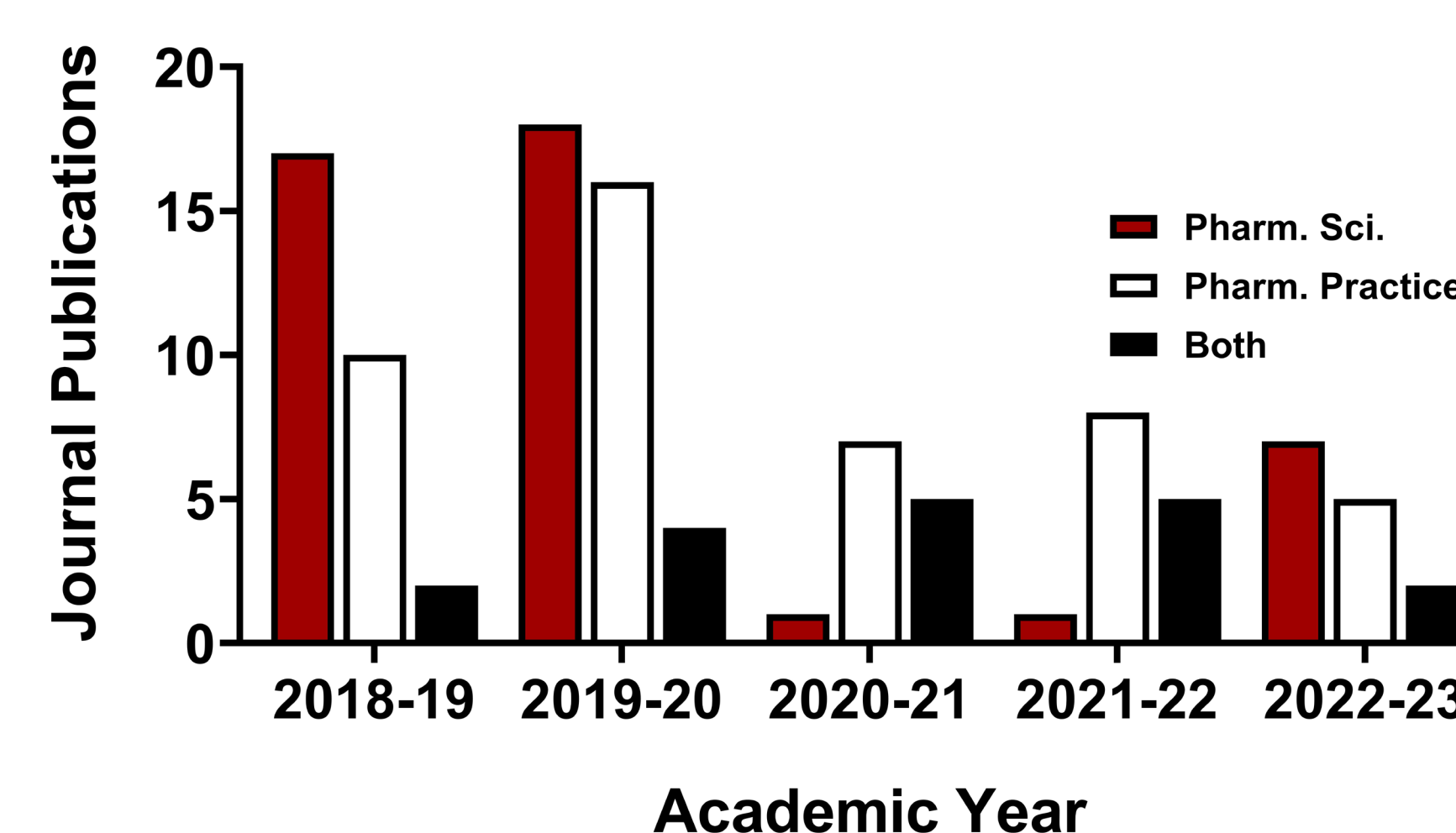
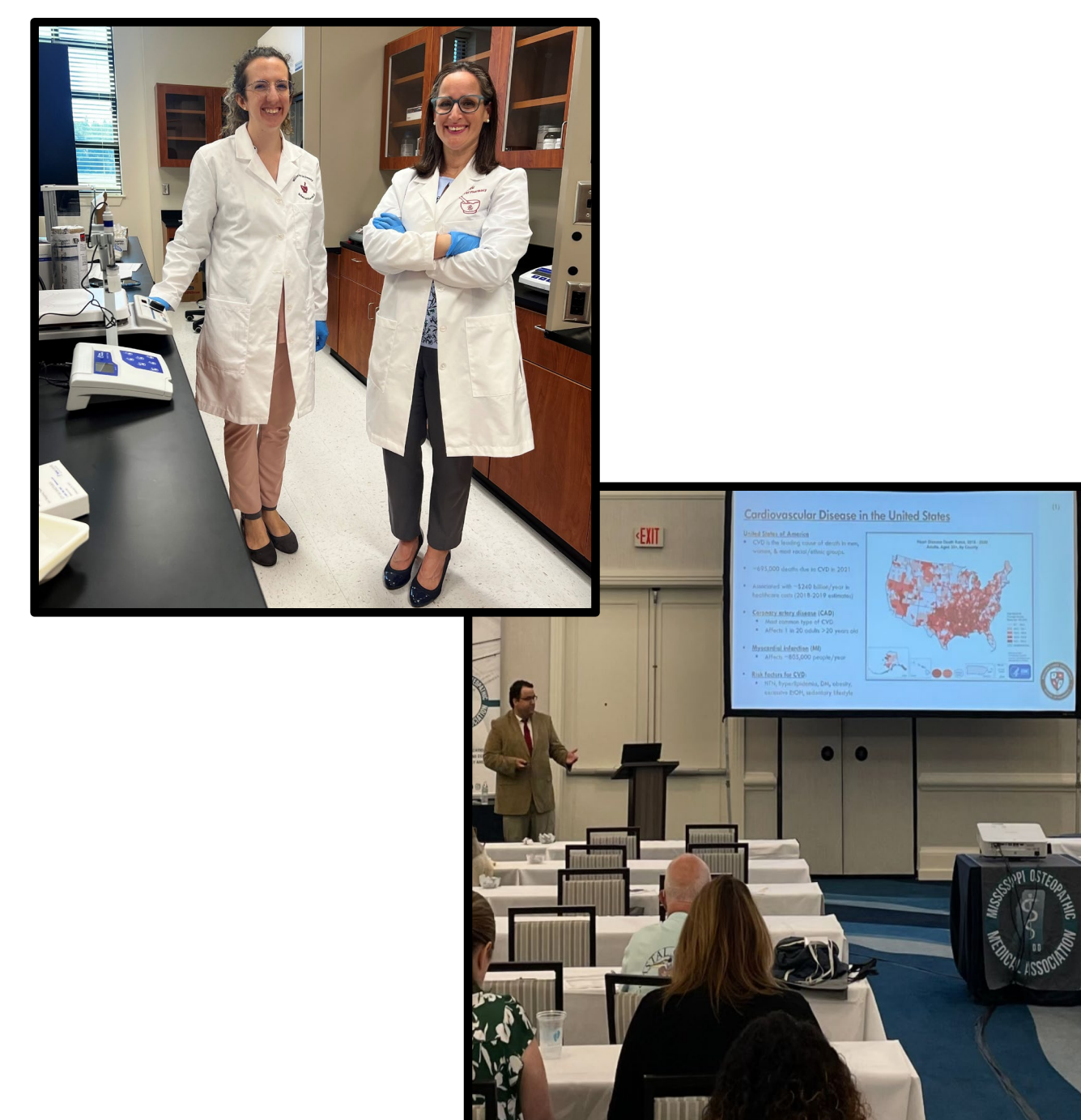
- ProgressIQ synchronized with Canvas allows for streamlined mentor monitoring of student progression.

### 2023-2024 Academic Year Stats

- 10 University approved SOP student organizations.
- 62 events organized and hosted by student organizations.
- 426 student participants in the organization sponsored activities.
  - 8 events hosted in conjunction with community partners.
  - 5 events focused on patient care activities.
- Student organizations are encouraged to develop events jointly to decrease overlap and increase student participation.

## SCHOLARSHIP

- WCUSOP is a teaching-intensive accelerated Pharm.D. program.
- Our Program consists of 18 faculty members:
  - 11 pharmacy practice faculty
  - 7 pharmaceutical science faculty
- Inter- and intradepartmental collaborations allow faculty members to maximize research resources.
- Multiple faculty members also participate in external collaborative research groups to enhance scholarship opportunities.



- Through these collaborative efforts, our faculty have contributed to 108 journal articles, 105 conference presentations, 29 CE presentations, and 6 grants since the inception of our program in 2018.

## PROFESSIONAL DEVELOPMENT

- AACP membership is provided to all faculty on behalf of the school to encourage participation in webinars and meeting attendance.
- Utilization of 20-minute Mentors via school subscription to Magna Publications.
- 'Lunch and Learn' potlucks are held once a quarter to encourage faculty engagement and professional development.
  - These events account for 44% of professional development events to date.
- Faculty are surveyed biennially to assess topics of interest and solicit recommendations on external speakers.



## CURRICULUM

### Didactic Curriculum

Limited faculty numbers exhibited the most strain on practical laboratories (Sterile and Non-sterile compounding), student training (immunization, diabetic care, BP monitoring, etc.) and OSCEs. APPE students as well as volunteers were utilized to assist faculty in these activities.



### Experiential Curriculum

The Office of Experiential Education for the School of Pharmacy employs strategic approaches to adapt and manage limited resources effectively, ensuring that School commitments are met despite regional healthcare constraints.

### Expanding Geographic Reach

General licensing requirement: LA, MS, and AL	Strategic partnerships beyond the Mississippi Gulf Coast	Student-driven partnerships	National partnerships for specialized rotations
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- 2023-2024 Academic Year** 486 rotations (shadowing, IPPE, and APPE rotations)
  - ~83% in Mississippi
  - 11% in Louisiana
  - 4% in Alabama
- 17% of the rotations were outside the established network

## CONCLUSIONS

### Critical elements for implementing non-traditional workflows



Without these tenants, any strategies to overcome limited resources would likely not be successful.