Membership Vice President Workshop

Saturday March 28, 2015
8:00 am - 9:15 am
Hilton Sapphire G/H
APhA Student Membership

• MVP Position Description
• Resources for MVPs
• Membership Drives
• Member Benefits
• Membership History
• Setting Membership Goals
• Dues Processes
APhA-ASP Mission

The mission of the APhA Academy of Student Pharmacists (APhA-ASP) is to be the collective voice of student pharmacists, to provide opportunities for professional growth, to improve patient care, and to envision and advance the future of pharmacy.
MVP Position Description
Your Role As MVP

**Purpose:** Oversee efforts to recruit and sustain active membership in the APhA-ASP Chapter

**Responsibilities:**
- Plan and implement strategies for identifying, recruiting, and retaining members
- Ensure that membership development is included in the chapter’s annual plans
- Manage the recruitment and retention process
Resources for MVPs
Chapter Resources Page

- Website
  - Toolkits for MVP and Advisor
  - Membership development plans and activities
- Forms
- Videos & other marketing materials
- Membership Box
  - Sent to the advisor
- AMS System
- Chapter Cookbook

Membership Vice President Toolkit

Complete Version of MVP Toolkit (PDF)

MVP Toolkit Resources
- Chapter Membership Vice Presidents Position Description
- APhA-ASP Membership Calendar
- Eligibility, Dues (National, State and Chapter) and Why Chapters?
- Student Membership Benefits
- List of APhA-ASP Membership Benefits
- Answers to Frequently Asked Questions

Incentives and Awards for Your Chapter
- Chapter Administrative Allowance
- Membership Bonus Goals and Annual Meeting Complimentary Registration for Advisors

Membership Development Plans and Activities
- Membership Development
- Planning for Success
- Strategies for Recruiting Members
- Strategies for Engaging and Retaining Members
- Recruiting Pre-Pharmacy Students
- From “No” to “Yes” in 60 Seconds
- Tips for Membership Development Success
- Sample Membership Letters and Flyer

Dues Collection and Membership Records
- Schedule of Payments Sent to Chapters and State Associations
- New Member Online Enrollment Process
- Paper Forms Used For the Enrollment Process

Set Your Chapter’s Membership Goals
- Chapter MVPs - Take a minute to set your Chapter’s Membership Goal for 2014-2015
Tips for Success

• Personal Touch
  • This goes a LONG way!
• Meetings and events
• Run events on a budget
• Always be prepared
  • Prepare your team
• Don’t forget the FUN!
Spring Membership Drive

• Spring Membership Drive (Begins April 5th)
  - Focus on enrolling final year students (P3s transitioning to P4s)
  - Materials sent the third week in March to Chapter Advisors
  - Deadline: April 30, 2015
Life on Rotation

“Life on Rotation” Presentations

- April 13-17
- Schedule a speaker
- $100 food allowance per chapter
- Still time to schedule a presentation - see me or Tom English (tenglish@aphanet.org)
Marketing Materials

- APhA Student Membership Video - https://www.youtube.com/user/APhAASP
- Twitter, Facebook, and Linkedin
- Student Membership Brochures
- APhA-ASP Poster
Dual Memberships

• Dual Year Memberships - Exclusively for 2016 Graduates
• Benefits for Spring Drive
  - Help with a smooth transition to new practitioner
  - Ensure access to member benefits for 2 years
  - Saves money -- $105 for 2 years of membership (19% off) using coupon code DDS15 until April 30, 2015
• Exclusive bonuses:
  - Free copy of The APhA Complete Review for Pharmacy including shipping and handling
  - Access to NAPLEX review questions on PharmacyLibrary, plus 300 bonus questions
Special Benefits for Final Year Students

- **Professional Liability Insurance** while on Advanced Pharmacy Practice Experiences (APPEs)*; **Deadline is April 30**
- **Complete Review for Pharmacy** (Winter 2015)
- **Access to PharmacyLibrary** NAPLEX Review Questions Section

*Spring Drive Only*
PharmacyLibrary

• Tied to the complimentary *The APhA Complete Review for Pharmacy, 11th Edition*

• Extra review questions and access to test prep
  • Dual Members - Spring Drive: **300 additional bonus questions**; Fall Drive: **200 additional bonus questions**
  • Spring Drive - Final Year Single Membership: **200 additional bonus questions**
  • Fall Drive - Final Year Single Membership: **100 additional bonus questions**
Fall Membership Drive

- Fall Membership Drive (August - September)
  - Focus on recruitment and retention of all student pharmacists
  - Materials sent to Chapter Advisors in August
  - Rebates on Fall Drive Members
    - October 15 $3 rebate
    - November 8 $1 rebate
**Spring & Fall Drive Comparison**

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<th>Fall Drive*</th>
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*Must use coupon code DDS15 at time of enrollment/renewal*
Timelines

- Summer
  - Set Goals!

- Fall
  - Fall Membership Drive
  - Receive Membership Box
  - Student Outreach Visits
  - October 15<sup>th</sup> - $3 rebate
  - October 31<sup>st</sup> - 2016 grads to join/renew to receive full APhA benefits
  - November 8<sup>th</sup> - $1 rebate

- Spring
  - Spring Membership Drive
  - Transitioning

- Year-round
  - Member benefits and engagement
Member Benefits and Resources

• Know the Benefits
• Review the MVP Tool Kit
• Review the Membership Brochure/Folders
• Become familiar with:
  www.pharmacist.com/apha-asp
Roundtable Discussion
What are some benefits of being a member of APhA-ASP?
How do you show your members the **value** of APhA-ASP?
What are some successful membership **events** you’ve held at your chapter?
Focus on Membership!
Membership History 2007-2014

APhA-ASP

Year
2007
2008
2009
2010
2011
2012
2013
2014
Membership Count
29,944
30,789
31,739
31,954
33,552
34,129
33,358
35,981
Membership Goal Setting

National Goal
• Compiled from the sum of chapter goals

Individual Chapter Goals - Grassroots
• Review chapter trends over the past few years
• Review total enrollment
• Submit finalized goals at SLI

*Set an aggressive, yet reasonable, membership goal!
APhA-ASP Dues Processes and Reports
Students Join/Renew Online

• There are 3 ways for students to enroll
  - Online*
  - Paper Forms
  - File Uploads
Chapter Reports

• MVPs can now have access to...
  - Chapter Rosters (MBR9005)
  - New Members Report (MBR9011)
  - Non-Renewed Members Report (MBR9012)
  - Monthly Transaction Totals (MBR9013)
  - Monthly Dues Totals (MBR9014)
  - Yearly Dues Totals (MBR9015)
  - Reimbursement Reports (MBR9001-Month)
Chapter Reports

Step 1 - Login to your Chapter Administrator Account
Chapter Reports

• Step 2 - Select “My Account”
Chapter Reports

• Step 3 - Select “My Groups”
Chapter Reports

• Step 4 - Select “View Reports”
Chapter Reports

- Step 5 - Select “View Reports”
Chapter Reports

• Step 5 - Select “View Reports”
### Chapter Reports

- **Step 5** - The selected report is generated

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**Image**: Xavier University of Louisiana College of Pharmacy

**Logo**: APHA 2015
# Reimbursement Payment Schedule

## Payment 1

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<th>Months included in Check 1:</th>
<th>January</th>
<th>February</th>
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## Payment 2

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## Payment 4

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## Payment 5

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Questions?
Questions? Contact Us

Chapter Leaders Contact:
LaToya Wilson
Manager, Membership and Chapter Services
E-mail: Lwilson@aphanet.org
Phone: 202/429-7509

Students Contact:
APhA InfoCenter
E-mail: infocenter@aphanet.org
Phone: 800/237-APHA (2742)