

Pharmacy Speed Networking Event

Rutgers University

Project Description & Implementation Overview

The Pharmacy Speed Networking event was hosted by the Rutgers student chapters of the Academy of Managed Care Pharmacy (AMCP) and Alpha Zeta Omega (AZO), in conjunction with Career Services. This event is a unique and fun opportunity for pharmacy students to build their networking skills and to explore the numerous career opportunities within the pharmacy profession. The event was broken down into two sessions: (1) pharmacists and students participate in one-on-two conversations that rotate every 4 minutes; (2) pharmacists are grouped by field and the students are free to interact with pharmacists they connected with during the first session, or to meet pharmacists from career areas of interest.

Through the collaboration with AZO and Career Services, as well as outreach to the Alumni Association, the Dean's Office, the Rutgers Fellowship Program, and faculty over 40 pharmacists were recruited to participate. The pharmacists represented Managed Care Pharmacy, Pharmaceutical Industry, Clinical Pharmacy/Academia, Hospital Pharmacy, Community Pharmacy, and Specialty Pharmacy. Pharmacists with additional degrees including JDs, MBAs, and PhDs participated as well. Over 80 students participate from all years, pre-professional to P4 students.

Purpose of the Project

The purpose of the Pharmacy Speed Networking event is to:

- Teach students how to develop a "60-second elevator speech";
- Provide an opportunity to build networking skills in preparation for career fairs, mid-year, and the "real" world;
- Provide an opportunity to explore the numerous career options in the pharmacy profession, including Managed-Care Pharmacy.

Project Budget: Expenses and Revenues

The total budget for the event was \$2,023.95. Pfizer sponsored the event, covering all costs for food expenses. The Pharmacy Governing Council's special event funding also granted (\$1,300) funds towards the event.

This financial support covered all costs of the program without the need to utilize any of our AMCP chapter funds. It also allowed us to scale-up the event with regards to the food, the raffle prizes, and the gifts given to the pharmacists. However, it is possible to host this event on a smaller budget by scaling-down these expenses and by partnering with other pharmacy organization to help alleviate the burden of costs.

Rutgers "gear" was raffled off for pharmacists and professional padfolios were raffled off for student pharmacists intermittently throughout the night.

Item	Cost
Room Reservation Campus Center Multi-Purpose Room	\$ 234.75
Food from Campus Center Vendor Dinner (Hot Platter and Sandwiches)for Pharmacists (~45 people) Coffee and Refreshments for everyone (~150 people)	\$ 1,111.25
Materials and Supplies: Printing Costs 1 Large Color Poster for posting at the entrance 8 Color 11" x 17" Flyers for posting at the Pharmacy School 200 B&W Flyers for distribution during class announcements 150 Handouts: agenda, networking tips, notes page 150 Evaluation forms Folders 150 Twin-Pocket Portfolios (10/pack): red folders for pharmacists and black folders for students Pens 150 provided by AMCP Chapter from previous promotional supplies Name Tags Hanging Name Tags for Pharmacists: printed name, company, and field (color-coded by category) Regular Adhesive Name Tags for students Bottled Water for Participants Rutgers University Pepsi Allocation: freely provided 2 packs (24/pack) Purchased 4 additional 24/pack bottled water Raffle Tickets and Prizes 2 rolls Raffle Tickets 1000/roll (different colors) 2 Containers to hold the raffle tickets 2 Gift Baskets of Rutgers Gear donated by Dean's Office 4 Caffeine Coffee Mugs 2 Rutgers Padfolios Thank You Gift and Cards 60 Chocolate Rutgers "R"s 100 Thank You Cards with Envelopes (50/pack)	\$1,346.00
Total	\$2,023.95

The event was free of cost to students. There was no revenue.

Who and How Many Chapter Members are Involved?

A Pharmacy Speed Networking Event Committee was formed to plan and execute the event. The Committee was headed by the AMCP Vice-President and consisted of 2 AMCP co-chairs, 2 AZO co-chairs, and 10 committee members. The planning and coordinating of the event were completed by the AMCP Vice-President and the 4 co-chairs. The 10 committee members worked on promotion, set-up, registration, and clean-up.

Who Should be Targeted? Audience or Involvement? How Do You Find Them? How Do You Contact?

Students: Anyone interested can participate in the event.

Pharmacists: For help finding pharmacists contact your alumni association as they are a valuable resource. The Dean's office, your AMCP advisor, and your AMCP diplomat can all help in suggesting people from their professional networks. Partnering with a Greek pharmacy organization was helpful to utilizing their alumni contacts. Also consider local residency/fellowship programs as they have a vested interest in promoting their program to pharmacy students. Don't forget about your own personal/work contacts!

What Materials are Needed? Outside Resources, Ordering, etc?

Please refer to budget for a full break-down of all materials purchased. Dinner was provided only to pharmacists, while refreshments were available for everyone. The pharmacists' name tags were color-coded by field, and a poster in the corresponding color was made for use in the second session.

Timeline for Implementation and Execution

Event date:

It is recommended to strategically plan the date of the event to have the best student turnout. The Rutgers event was scheduled for the end of January as that was (1) one week prior to the Pharmacy Career Fair, (2) during the peak internship/job search time period, and (3) early on in the semester before the start of exams.

6 months prior:

- Establish collaboration with AZO student chapter and Career Services Office
- Reach out to AMCP Advisor, Diplomat, Alumni Association, Rutgers Fellowship Program, and the Dean's Office with regards to finding pharmacists to participate.

3 months prior:

- Submit budget for school funding (Pharmacy Governing Council: Special Event Funding) for special events.
- Reserve room for the event and place food order
- Create a promotional flyer and recruitment email for both pharmacists and students
- Create a group GMAIL account and a google document to keep track of all pharmacist participants

2 months prior:

- Begin pharmacist recruitment (continues up to 2 weeks prior to the event)

1 month prior:

- Promotion to students: post flyers, class announcements, listserv emails, facebook group invites
- Begin student pre-registration
- Purchase all materials and supplies needed for the event

1-2 weeks prior:

- Follow-up emails to students and pharmacists

Follow-up with Faculty Members/Volunteers/Participants

Evaluations forms were provided to all event participants in order to receive feedback.

Each participating pharmacist was given a chocolate Rutgers "R" and a hand-written thank you card as a token of appreciation for their time and support. The same gesture was made for the Dean's Office and Career Services for their support in planning the event.

What Went Well? What Didn't? How Would You Improve for the Next Year?

The project was really successful. We requested that students RSVP and pre-register with Career Services who then kept track of student attendees via their school ID numbers. This allowed us to contact student attendees more efficiently and to minimize student "no shows." Furthermore, it also enabled us to have the right number so that the students were paired at a two-to-one ratio with the pharmacists. We had so much student interest that we had to place people on a waiting list. Students who participated found the life experiences and career advice shared by the alumni to be "very valuable" and even "inspirational." The alumni really enjoyed the interaction with the pharmacy students.

Based on the feedback we received on the evaluation forms from the students and pharmacists, we will try to:

- Recruit more pharmacists so that more students could participate;
- Increase the time for each two-on-one conversation as 4 minutes was too short;
- Have lists available of all attending pharmacists with their degree, title, and company information so that students know who to look for based on their interests;
- Change from the hanging name tags to clip name tags for easier visibility of the pharmacists' name and information;
- Have hand-sanitizer available as you do shake hands with many people; and
- Have more bottled-water available as 6 packs weren't enough for everyone.

Project Checklist:

- Plan your budget, including seeking sources of funding
- Room reservation: meet with student center staff to arrange room setup and equipment requests
- Select food & beverage for event
- Create Flyer
- Craft Email to pharmacists and student pharmacists for recruitment
- Create Group GMAIL account to collect RSVPs
- Create Google Doc (one person in charge) to keep track of RSVPs and Cancellations
- Begin student promotion
 - Post flyers, emails, facebook invites, class announcements
- Send follow-up Email for pharmacists:
 - Included agenda, driving and parking instructions
- Purchase all material needed
- Print name tags with color-coding by field
- Write and review emcee's speech
- Host event
- Write thank you cards
- Review evaluation forms

Pharmacy Speed Networking Event Agenda

- 6:00-7:00 **Pharmacist Registration, Dinner, and Meet & Greet**
- 6:30-7:00 **Student Registration**
- 6:45-7:00 **Pharmacists and Students will be seated**
- 7:00-7:20 **Welcome & Evening Overview**
Christopher J. Molloy, Dean of the Ernest Mario School of Pharmacy
Saira Jan, Director of Clinical Pharmacy Management at Horizon
- 7:20-8:20 **Speed Networking**
- 8:25-9:25 **Refreshments & Breakout Sessions by Field**
- 9:25-9:30 **Closing**

Pharmacy Speed Networking

Thursday, January 28, 2010

7:00-9:30 PM

Busch Campus Center, MPR

It's not what you know, it's WHO you know!

Meet pharmacy professionals in a variety of fields and specializations.

Get more comfortable with networking in preparation for career fairs and the real world! Connect with over 40 pharmacists in the areas of **Industry**, **Hospital**, **Managed Care**, **Clinical Specialty**, and **Community** who want to help students achieve their career goals. Pharmacists with additional degrees of **MBA**, **PhD**, and **JD** will be present as well. Walk away with contacts that may be the key to your future!

Space is limited, sign up required. To register, please call Career Services at 732-445-6127 with your RUID number to secure your space.

Pharmacy students from all years are welcome to register. Come prepared in **business casual attire** with your RUID, "60 second commercial," and a firm handshake!

Refreshments will be served. Raffle prizes too!

Co- sponsored by the student chapters of AMCP and AZO, in conjunction with the Career Services Office.

Visit <http://ruevents.rutgers.edu/events/displayEvent.html?eventId=64281> for more information.

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Pharmacist Recruitment Email

Hello,

The Rutgers student chapters of the Academy of Managed Care Pharmacy and Alpha Zeta Omega, in conjunction with our Career Services Office, are hosting the first-ever **Pharmacy Speed Networking** event. This is a unique opportunity to help pharmacy students learn how to network as they prepare to explore career opportunities after pharmacy school.

The primary purpose of the event is to allow students to build their networking skills while facilitating interactions with pharmacists from a variety of fields and specializations. The event will be broken down into brief one-on-one conversations and then breakout discussions by field and specialization.

We encourage you to share your career experience with pharmacy students as well as network with other pharmacists at this new and exciting event, which will be held on **Thursday, January 28th** from **6:00pm to 9:30pm** at the **Busch Campus Center Multi-Purpose Room (MPR)**. No preparation is necessary! Just come join us for a relaxed evening of conversation, dinner and refreshments. If you are interested in participating, please RSVP by December 23, 2009, to RxNetworking@gmail.com. Please include your name, employer, degree(s), graduation year, and career field.

Thank you in advance for your consideration. We look forward to hearing from you!

Best Wishes,

**AMCP,AZO
& Career Services
Present:**



PHARMACIST SCHEDULE

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- 7:00-7:20 **Welcome & Evening Overview**
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COLOR CODED NAME TAGS

Your color-coded nametag indicates different pharmacy fields. Please display at all times on right side.

- | | | |
|-------------------------|-----------------------------|-------------------------|
| Black —Community | Orange —Managed Care | Blue —Hospital |
| Yellow —Industry | Pink —Clinical | Green —Specialty |

MORE PROGRAM INFORMATION

First Session

- Rotate with 1-2 students each; these rotations will be without regard to your pharmacy field or to students' intended careers. You'll have about 3 minutes to meet with each student(s). When the bell sounds, you stay seated and the student(s) will rotate.
- Communicate quickly—the primary purpose is to allow students to determine if you could be of more help during the follow up that will occur in the second session.
- Ask students to identify themselves, their year in pharmacy school, and their career interests. Then explain your own work, how you got involved in it, what your day-to-day work is like, and whether you know anyone that might be able to help each student find more information about their intended career—or even be in a position to interview the student for a job/internship.

Second Session

- You will be grouped with other pharmacists in pharmacy fields similar to your own by color-coded nametags (see above).
- Students will seek out those alumni whose careers match their interests so they can get more detailed information about career paths, day-to-day work experiences, opportunities for advancement, etc.

GREAT NETWORKING TIPS FOR STUDENTS (& Pharmacists)

We gave this sheet to students

1. **Create an Elevator Speech** – Prepare a SHORT personal description of your work and skills, what you are looking for, and how you can help others. You will not only come across as focused and organized, but you will also be able to network more effectively with people.
2. **Create Alternative Business Cards** - Most students do not have cards, so create your own with name, contact information, email and your skills. You can create free business cards with Microsoft Word or at www.vistaprint.com. It is a good habit to carry business cards with you at all times. Each person you meet could be a potential future contact.
3. **Create a Personal Email Address** - Create an email address that is memorable and never needs changing. Stay away from slang and keep it simple with your name.
4. **Get Involved** - A great way to meet other people is to join organizations and get involved in a leadership role. By involving yourself, you will have a chance to build relationships as well as work on your leadership skills.
5. **Wear Nametags on the Right Side** - The correct spot is your right side so when you shake peoples' hands, your nametag is in their line of sight. Your left hand is also free to grab your business cards.
6. **Act Genuine When Talking with People** - Leave a good impression by acting sincere and focus on each conversation by asking questions, not interrupting, giving good eye contact and smile often. People can tell if you are not interested so make sure to give them your full attention. If you have to leave the conversation, then politely excuse yourself.
7. **Address People by their Proper Titles** - People should always be addressed by their proper title. For example, an R.Ph. should be referred to as Mr. or Ms. whereas a Pharm.D. should be referred to as Dr. Addressing people with the correct title shows a sign of respect.
8. **Let People Talk About Themselves** - Try not to interrupt people while they are talking because you might come across as disinterested or rude. Many people like to talk about themselves so your listening skills are invaluable. People will feel comfortable talking with you and help build relationships.
9. **Don't Ask People for Jobs** - Build Relationships First - When you meet someone for the first time at a networking event, don't ask this person for a job. Before you ask people for help with your job search, you need to build trust. Build relationships by immediately following up after your first introduction. When the time is right, then go ahead and ask for career help.
10. **Take Notes on Business Cards** - Whenever you meet new contacts at networking events, you should always take notes on their business cards. Write down information such as date, location of event, name of event, business/personal information, etc. By keeping notes, it will help you to sort out each person that you meet. So, when you are ready to follow up with this person, you will remember important details about your initial connection.
11. **Follow Up** - Add a personalized touch to your networking by purchasing professional looking thank you cards and envelopes with your name and address. Whenever you meet new people, send them a handwritten note mentioning that you enjoyed meeting them or thanking them for their time. A personalized and thoughtful email works well too!
12. **Keep in Touch** - After you meet people, keep in touch with them. It is a challenge to remain in contact with everyone, therefore, be selective. Choose people that you connect with and enjoy having in your network. Other ways to keep in touch include: sending emails with relevant information, mailing personal notes or articles, and giving leads or referrals. Over time, you will have built mutually beneficial relationships with your network

Your 60-Second Commercial

by Eva Kubu

Use the following guidelines to develop an introduction to use when meeting employers at career days and other networking events. Your goal is to create a positive and lasting impression in a brief amount of time.

RESEARCH

- Preview the list of organizations participating in the event and plan a strategy for the day. Put together an "A" list and a "B" list of employers you want to target. Lists of participating employers at Rutgers career days are available on our website two weeks prior to the events.
- Research all the employers on your "A" list. Look for current facts about the employer, including press releases announcing new projects or developments that will help you make an impression on recruiters.

Current Facts:

1. _____
2. _____

- Review job descriptions pertinent to your major for employer requirements. Note specific knowledge, skills, and abilities they seek. List academic or employment experiences and activities where you demonstrated these skills.

The employer is seeking:

My qualifications and selling points:

- | | |
|----------|----------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
| 4. _____ | 4. _____ |

- Review the employer's mission statement and look for key words that indicate the personal qualities the organization values in its employees. List 2 or 3 of your personal qualities that closely match.

My personal qualities:

1. _____
2. _____
3. _____

DEVELOP YOUR INTRODUCTION

Review the sample below. Using the information above, prepare and practice a brief 60-second commercial or introduction to use when meeting employer representatives.

Hello, my name is _____. I am currently a junior, majoring in economics and working part-time as a supervisor at Rutgers Campus Information Services. This role has enhanced my communication, management, and leadership skills. In addition, I had an internship over the summer with ABC Company where I worked in a team environment on a variety of marketing and website development projects. I recently read an article about your company's plans for business growth in the Northeast, and I'm interested in learning more.

Notes:

- (1) Practice your introduction with a friend or career counselor so it sounds conversational rather than rehearsed.
- (2) You may want to break your opening remarks into two or three segments rather than delivering it all at once.
Good luck with your all-important first impression!

January 28, 2010

**PHARMACY SPEED NETWORKING PROGRAM
AMCP / AZO / Career Services**

EVALUATION FORM-Students

This form is designed to gather your evaluation of the Pharmacy Speed Networking Program.

Your comments will help the Planning Committee, which sponsored this event, make improvements in it so that it will serve next year's students more effectively.

Please respond to the questions below-it will take only a few minutes of your time.

1-Did you find the Program helpful, as you plan for a career after graduation?

Check one.

-yes _____

-no _____

2-Did you leave with information that would allow you to follow up with pharmacists whose names you obtained from the event?

Check one.

-yes _____

-no _____

3-Was there enough time for each mini-meeting during the first hour of the Program?

-yes _____

-no _____

4-Was the first or second part of the Program more helpful?

-first part _____

-second part _____

5-Was the Introduction to Program, given at very beginning, clear?

-yes _____

-no _____

6-Was the Handout for Students that you received when you checked in at registration desk helpful/clear?

-yes _____

-no _____

7-How did you find out about the Program?

-Facebook _____

-Email sent from Dean Nancy's Office or Sakai _____

-Word of mouth _____

-Rutgers Career Services _____

-Class Announcements _____

-Other _____

8-Would you recommend any changes in the format of the Program?

- yes _____

-no _____

9-Would you recommend the Program to other students?

-yes _____

-no _____

10- Do you feel like enough areas of pharmacy were represented?

-yes _____

-no _____

-if not, what was missing? _____

11- Was the layout of the room comfortable and conducive to conversation?

-yes _____

-no _____

12- Please provide any additional comments/concerns that we can use to improve our event:

January 28, 2010

**PHARMACY SPEED NETWORKING EVENT
AMCP · AZO · Career Services**

EVALUATION FORM - Pharmacists

This form is designed to gather your evaluation of the Pharmacy Speed Networking Event.

Your comments will help the Planning Committee, which sponsored this event, make improvements so that it will serve next year's students more effectively.

Please respond to the questions below-it will take only a few minutes of your time.

1-Do you believe the Program was helpful to the students in planning for their careers after graduation?

-yes ____

-no ____

If no, why not? _____

2-Do you think the agenda of the Program was effective?

-yes ____

-no ____

If no, what changes in the agenda would you recommend?

3-Was the Pharmacist Handout that you received when you checked in helpful/clear?

-yes ____

-no ____

If no, what could be done to improve it?

4-Was the Introduction to the Program, given at very beginning of Program, helpful/clear?

-yes ____

-no ____

If no, what could be done to improve it?

5- Was the first part or the second part of the Program more useful?

-first part ____

-second part ____

6- Was there enough time for each mini-meeting during the first hour of the Program?

-yes ____

-no ____

7- Would you recommend any changes in format of the Program?

-yes ____

-no ____

8- Was the layout of the room comfortable and conducive to conversation?

-yes ____

-no ____

9- How did you hear about this event?

10- Please provide any additional comments/concerns that we can use to improve our event:
