

AMCP Chapter Newsletter

Midwestern University, Downers Grove

Project Description & Implementation Overview

The chapter newsletter is an essential part of the chapter's operation. The main purpose of the quarterly newsletter is to communicate and disseminate information to all chapter members. The newsletter keeps all chapter members informed of chapter activities and functions. In addition, the newsletter is an great opportunity for the AMCP chapter to showcase what it has done for the community. The newsletter is broken down into four sections: (1) president's intro; (2) current events; (3) recap events and (4) future events/calendar.

Purpose of the Project

The purpose of the AMCP chapter newsletter is to:

- **Educate** - One of the MWU chapters' main goals is to educate student pharmacists about what managed care pharmacy is, what managed care pharmacists do and what career opportunities are available. The newsletter provides an avenue to provide education on how managed care affects many aspects of pharmacy practice.
- **Motivate** – The newsletter is one way to motivate chapter members about all the possibilities that are available. Student pharmacists have busy schedules so it's important to motivate them to take time to see what AMCP has to offer. Testimonials are an important aspect of motivating student pharmacists.
- **Communicate** – The newsletter is a tool used to communicate to active, inactive, and absent chapter members. The newsletter will assure that all chapter members are aware of past, current and future plans and actions. In addition, it provides advance schedules of chapter events so that chapter members can plan accordingly around their schedules.
- **Provide Leadership Opportunities** – The MWU AMCP chapter seeks to build leaders. Similar to motivating, the newsletter helps chapter members focus on managed care pharmacy events and information. By taking part in the newsletter, chapter members learn to be accountable and responsible for various duties.
- **Solicitation** – The newsletter helps to solicit volunteers and attendance at events. In addition, the newsletter is created by student pharmacists; therefore student pharmacist feedback is important in helping to improve the newsletter.

Project Budget: Expenses and Revenues

The most economical method to pass on the newsletter to AMCP chapter members is via an electronic PDF file. As such, MWU has no set budget for the project. Additional expenses would be incurred if a chapter wants to print the newsletter in hardcopy form.

Who and How Many Chapter Members are Involved?

A newsletter committee was formed in order to expedite the process in creating the newsletter. The committee was headed by the AMCP chapter Vice-President and consisted of the entire executive board, who were in charge of writing articles about past, current and future chapter events, and testimonials about the events. The Vice-President/Editor collects, prepares, and edits the layout of the newsletter and sends it out to the chapter as well as the pharmacy school student body.

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

Our main target audience is made up of current student pharmacists at MWU. While the chapter expects most interest in the newsletter comes from current chapter members, the chapter hopes to gain interest among potential members at the MWU School of Pharmacy. In addition, the chapter would like to target the campus community as a whole in order to showcase the AMCP chapter and its accomplishments, and bring increased visibility of the chapter to the University.

Newsletter Distribution

- **Email Newsletter:**
 - Campus listserv
 - Current membership roster
 - List of interested student pharmacists gained from campus events
- **Print Newsletter:**
 - Student mailboxes
 - Table in the Student Union
 - Flyer students individually
 - Advertise in a designated area
 - Pass out in classes or on campus

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

- Microsoft Office (Word, Excel and Publisher)
- Adobe Photoshop
- Templates for Newsletters (Google is your friend!)

Timeline for Implementation and Execution

Completion Date: It is highly recommended to announce a completion date to ensure everything is completed a timely manner. A newsletter is scheduled to be completed each quarter with the goal of distributing it at the beginning of the quarter so that student pharmacists are aware of upcoming events.

3 months prior:

- Set up a newsletter committee meeting
- Reach a consensus on articles to be published
 - Incorporate suggestions/feedback from last newsletter

2 months prior:

- Delegate committee members to write articles for the upcoming newsletter
- Ask past participants of events to write testimonials about their experience
- Create/order template for upcoming newsletter

1 month prior:

- Send out follow-up e-mails with a deadline for completion of articles
- Begin to outline the newsletter (placing articles/pictures in their respective place)

1-2 weeks prior:

- Final edits to layout
- Convert to PDF file
- Send out "final" copy to committee and faculty advisor for final approval

Day of: Send out newsletter via email to distribution list

Ideas to include in the newsletter

- Letter from the president
- Getting to know the executive board
- Letter from the editor
- Letter from the advisor and/or diplomat
- Student member spotlight
- Calendar of events
- Testimonials
- Picture collage
- Special achievements
- AMCP conference information
- How to become a member

Follow-up with Faculty Members, Volunteers and Audience

Once the newsletter is sent out, the MWU chapter seeks feedback from AMCP chapter members and faculty members via email/in person. Suggestions/comments are recorded to be reviewed and utilized in the next issue. All who contribute to the newsletter receive a thank you e-mail.

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

The newsletter is very successful. At the quarterly chapter meeting, members were requested to send suggestions (via e-mail or in person) for the newsletter. Based on suggestions from the chapter members, the newsletter committee hopes to incorporate the new ideas for the next issue. This is a great way to involve student pharmacist members into the creation process. Furthermore, it motivates chapter members to become more active in AMCP. The newsletter was sent to the MWU student body, as well as faculty members. Overall, opinions were positive that the newsletter was a great way to recap past, current, and future events.

Based on the feedback we received from the chapter members and e-board, we will try to:

- Ensure each article is sent in a timely manner so that the person in charge of organizing the newsletter has ample time for the layout/design process.
- Include chapter members in the newsletter committee instead of just the present e-board.
- Divide up the work equally among the committee members.
- Create a picture collage as student pharmacists/faculty like seeing their involvement in the chapter.
- Include a student pharmacist spotlight as a way to get to know your fellow AMCP members.

Project Checklist:

- Set up meeting with committee
- Select articles to be included in the newsletter
- Delegate committee members to write upcoming articles
- Create newsletter template
- Send out follow-up reminders to ensure the articles are sent in by deadline.
- Outline newsletter
- Review the newsletter for any grammatical errors or spacing issues
- Convert to PDF file
- Send "final draft revisions" to newsletter committee for final approval
- Send out to faculty and AMCP chapter members/distribution list
- Ask for feedback