

Professionalism/Ethics Lecture Series & Fundraiser

University of Maryland at Baltimore

Project Description & Implementation Overview

This year-long fundraiser was focused on helping student pharmacists increase their professionalism and ethical awareness within the field of pharmacy while raising money for our student chapter. There were three parts to this fundraiser:

Career Development Series:

In this year-long series, students attended at least seven workshops focused on various topics including: Type and Leadership (Myers Briggs Type Indicator), Public Speaking, Interview Skills, Civility in the Workplace, Cultural Understanding, Moral & Ethical Leadership, Creating a Digital Presence, and 7 Habits for Highly Effective People. The purpose of these workshops is to help students develop “soft” skills that will be beneficial in the workplace after graduation. During these workshops, pharmacy students interact with students from the six other professional UMB schools, including dentistry, medicine, law, social work, graduate, and nursing.

The Interprofessional Student Learning & Service Initiatives at the University (ISLSI) had most of the lecture series devised already, however we altered the program to fit what we decided would be most appropriate for the AMCP chapter’s Career Development Series. We wanted to focus on three core classes: MBTI (Myers Briggs Type Indicator), Public Speaking, and Interview skills, which differed from ISLSI’s previously developed program. The Public Speaking and Interview skills were also new programs that we designed in collaboration with the ISLSI. ISLSI was responsible for generating speakers at each the sessions.

Fall Fundraiser: Business Card & Portfolio Sales

Business Cards and Portfolios: Business cards are very useful when networking. Business cards were sold in packs of 100 for \$25 (non-AMCP members) and \$23 (AMCP members). Student pharmacists were able to customize business cards with their own information. Portfolios were sold for \$25 (non-AMCP members) and \$23 (AMCP members). The portfolios had the UMB logo on the front. We also offered a combination deal of both a 100 pack of business cards and a portfolio for \$45 (non-AMCP members) or \$43 (AMCP members.)

Spring Fundraiser- Professional Headshots:

Professional headshots are becoming beneficial as technology and websites such as LinkedIn, continue to flourish. We charged \$15 for a professional headshot in digital copy form (can be reused).

Purpose of the Project

The purpose of this project was to increase professionalism and ethical awareness among the UMB School of Pharmacy students while raising funds to support the immediate and long-term needs of our AMCP school chapter.

Project Budget: Expenses and Revenues

Career Development Series:

\$250 for kick-off event – for food & beverage

We received sponsorship from the UMB Office of Interprofessional Student Learning & Service Initiatives (ISLSI).

Fall Fundraiser- Business Cards and Portfolios:

- We buy our portfolios in boxes of 36 for \$492.12 (or \$13.67 each), and were sold for either \$25 or \$23.
- Business cards cost \$15.95 for a set of 100, and were sold for \$25 or \$23.
- 71 business card sets and 44 portfolios sold. The overall profit from this fundraiser was \$964.06.

Spring Fundraiser- Professional Headshots:

No expenses for the Chapter because we worked with the UMB School of Medicine Photography Studio. We charged \$15 per headshot. This fundraiser has just begun – profits are not determined yet.

Other Revenues: We had a large increase in membership from student pharmacists who wished to participate in the Career Development Series. Local member dues are \$10, and we had more than 90 members this school year (over \$900 from local membership dues).

Who and How Many Chapter Members are Involved?

The Professionalism/Ethics Lecture Series & Fundraiser required the entire E-board (8 people)

Two E-board members charged with oversight of the events:

1) President Elect: Career Development Series

2) Secretary: Fall (Business Cards and Portfolios) and Spring (Professional Headshots)

Fundraisers

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

We targeted all UMB School of Pharmacy students. Each of the items sold in our three fundraisers are beneficial to students of all years. We appealed to each class by specifying how each class could benefit from the fundraiser item. For example, we targeted the 4th year class by advertising how beneficial business cards are at ASHP Midyear conference (since UMB is very clinically-focused and many students attend this conference for information on clinical

residencies. We found it extremely beneficial to target specific messages at each class of how these events/fundraisers will benefit them.

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

Not many materials were needed for the lecture series because our partnering organization provided many supplies (the UMB ISLSI provided books for some of the workshops for the Career Development Series). The UMB School of Medicine Photography Studio provided all of the photography supplies. Business cards and Portfolios were ordered after orders were placed. We e-mailed advertisements and set up tables at the UMB School of Pharmacy showcasing our products. Google docs/forms was used for registration, and is a great tool for fundraisers.

Timeline for Implementation and Execution

Career Development Series

- 2 months ahead: Get a sense of the environment at your campus- what programs are currently available, what is lacking, what can you additionally provide? See if you can team up with other campus programs/chapters
- 1 month ahead: Meet with UMB ISLSI (or a program you find) to see how you can work together
- 2 weeks ahead: Start e-mailing advertisements asking for RSVPs
- Kick-off event (with free food to entice students) to explain the career development series, its benefits, and the requirements associated with it
- Workshops were scheduled by UMB ISLSI periodically throughout the school year (Roughly three sessions per month, with many classes repeated throughout the year)
- Every semester: Check in with UMB ISLSI to see if they need any other help

Fall Fundraiser- Business Cards and Portfolios

- 2 months ahead: Get a sense of the environment at your campus. Do other schools provide similar fundraiser items? What can you bring to the table that will benefit students at your school? Start calling various companies to get the best deal. Get samples!
- 2 weeks ahead: Start e-mailing advertisements for the fundraiser items as well as informing students of when tables at the pharmacy school with samples will be set up
- Set up tables at the pharmacy school to show off samples. Do this for 2 weeks!
- 1 week later: Make sure all \$ is collected before placing order.
- 4 weeks later (depending on how fast you get your order): Distribute business cards and portfolios
- (Optional: Hold another fundraiser later in the semester if more students want to place orders)

Spring Fundraiser- Professional Headshots

- 2 months ahead: Get a sense of the environment at your campus. Do other schools provide photography services? Search for photography studios and negotiate prices for students.
- 1 month ahead: Start e-mailing advertisements

- 1 week ahead: Collect all payments and allow students to schedule appointments with photography studio
- Students take photos!
- 2 weeks later: Check in with UMB School of Medicine photography Studio to say thank you and make sure things went smoothly

Follow-up with Faculty Members/Volunteers/Participants

We thanked all of the E-Board and especially the two E-Board members in charge, UMB ISLSI and the UMB School of Medicine Photography Studio. The Secretary in charge of the Business card fundraiser was thanked in person and was recognized at the E-Board Meeting. The Career Development Series is still on-going, but we plan to thank our ISLSI partners at the end in person and via e-mail. The Professional Headshot Fundraiser is also still on-going, however we plan to thank the secretary in person and recognize her at the E-Board Meeting. We also plan to thank the photography studio at the University of Maryland School of Medicine in person and via e-mail upon completion of the fundraiser.

Project Evaluation:

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

What went well:

- Many students bought business cards, portfolios, and signed up for the career development series.
- Good timing for the business cards and portfolio fundraisers (way before ASHP Midyear conference)
- Appealing to all pharmacy students (and even students from other professional schools)
- Google docs/forms as the RSVP tracking
- Developing partnerships with existing programs on campus

What didn't:

- More marketing for the professional headshot fundraiser

How would you improve for next year:

- More marketing for the professional headshot fundraiser
- Expanding to see if you can target students at other professional schools
- Looking for other fundraising items that can be beneficial for professional events

Project Checklist:

- Brainstorm fundraiser items that are beneficial to and would appeal to all students
- Acquire a sense of the campus environment- what existing programs can you team up with?
- Delegate one or two people to be in charge of each fundraiser
- Recruit E-Board to help with the fundraisers

- Use various advertising techniques: e-mail, word-of-mouth, etc.
- Thank everyone involved
- Solicit feedback (informally) from student pharmacists and E-board members to see how these fundraisers can be improved in the future.