



Midwestern University

Chicago

Midwestern University College of Pharmacy AMCP Chapter

1. Assess the following dates:
 - a. Organizational Fair
 - b. Any opportunities to talk about your organizations
 - c. Dates for potential guest speakers
2. Promote the following:
 - a. Importance of leadership during job searches
 - b. Get speakers who will speak to how AMCP helped them
 - c. Ask E-board members to speak to how AMCP has enhanced their leadership qualities
 - d. Use any promotional attention grabbers
 - i. Food during events
 - ii. Speakers
 - iii. 2 credit hours offered for P&T Competition
3. For the P&T Competition:
 - a. Have past graduates speak on their experiences
 - b. Note that presentations, and journal clubs are important during APPEs
 - c. Notify students will have the opportunity to network
 - d. Importance of CV building
4. E-board Structure:
 - a. Add P-1 Liaisons to serve as class representatives so that P1 are aware of the org and are encouraged to join as a P2

Changes implemented this year:

1. Heavy usage of Instagram for promotion
2. P&T competition having guest speakers from previous years who participated
3. Added E-board members
4. Heavily advertise AMCP to P1s