

# Student Involvement in Pharmacy Profession Promotion and Recruitment: The University of Michigan Pharmacy Student Ambassador Initiative



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## Introduction

The **Pharmacy Student Ambassadors (PSA)** is a student-initiated volunteer organization that targets its efforts towards:

- Enhancing recruitment of prospective students
- Enriching the admissions process and welcoming potential student candidates
- Encouraging leadership and active involvement of current pharmacy students

The mission of PSA is to promote the profession of pharmacy and the UM COP program to potential candidates.

PSA serves as a unique resource for prospective students prior to, during, and after acceptance.



**67%**  
P1-P3 class participation during 2016-2017



**34**  
Elected leadership positions



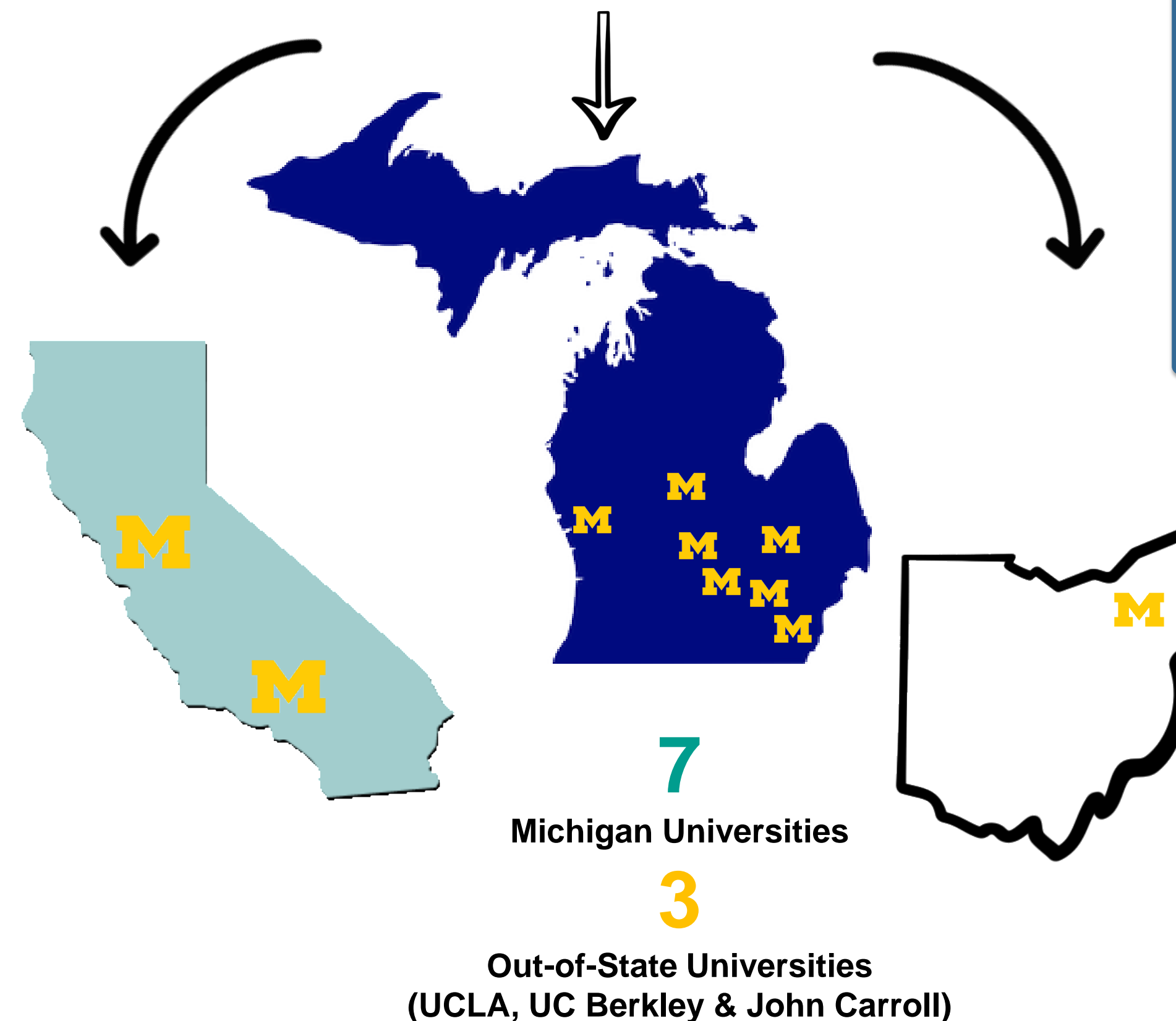
**150**  
Pre-Pharmacy Student Network Followers

## Organizational Structure

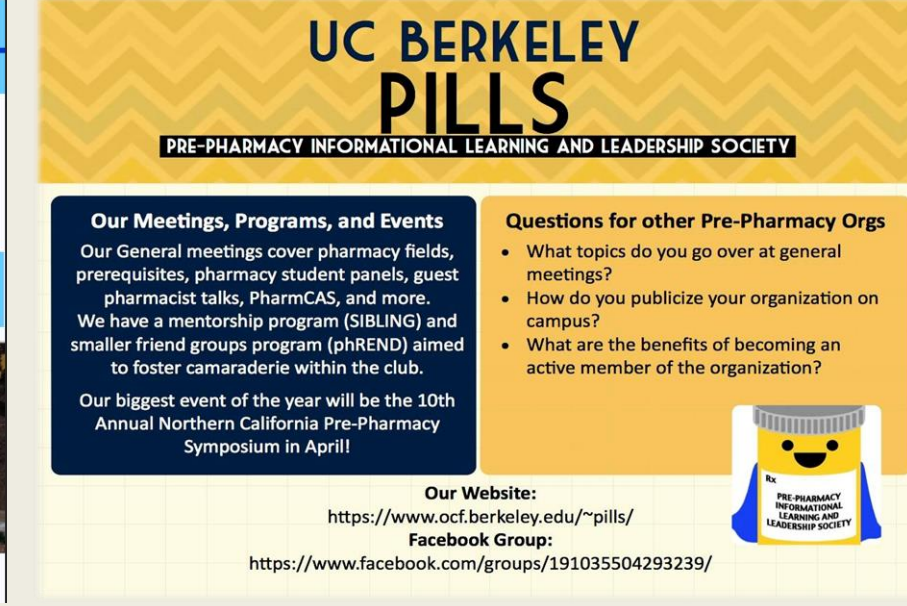
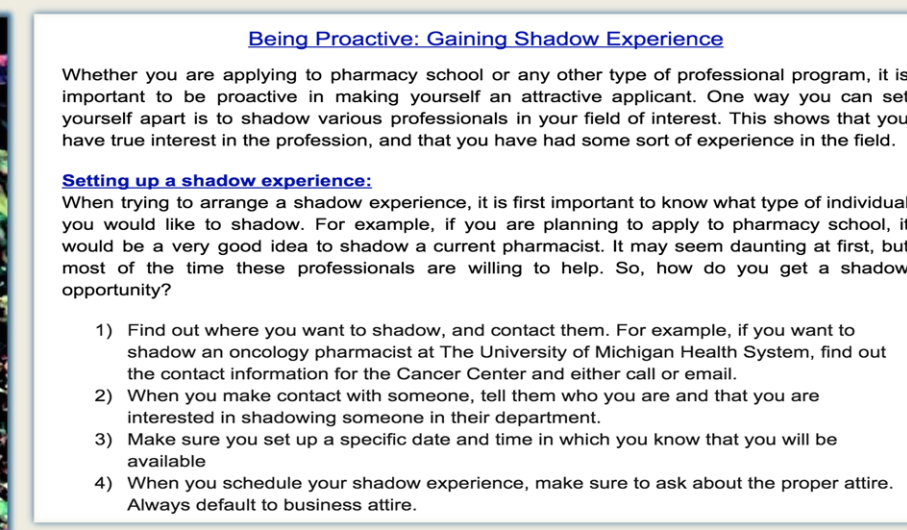


## Outreach and Engagement

- Student Life Blog
- Pre-Pharmacy Organization Showcases
- Pharmacy/Admissions FAQ Posts
- Mentorship
- Mock Interviews
- Interdisciplinary Case Study
- Student Panels



## Media Tools



## Impact

"I liked the opportunity to interact with current students- they were very helpful and answered all of our questions..... The lunch was a great idea because it allowed all the applicants to talk to the students more informally..... Speaking with the current students gave me a better idea of the program....."

"All of the opportunities we had to learn about the program and the students through conversation. I learned a lot today, more than I could have ever learned by doing research online..... Everyone was super welcoming and proud of the school - made me want to be part of it!....."

