

## Issues

- communicating with students
- accountability for ensuring all members receive all benefits on the local level
- accessibility of information to students when they want it
- facebook/twitter
- attractiveness/marketing (we're fun but nobody knows it)
- typecast as the "lame society"
- disconnect between CAPSI and student societies (relationships, roles, competition for sponsorship)
- social activities (local vs national)
- establishing identity at the local level - do people know what we are?
- advocacy - students don't know what we're advocating for, we're doing it professionally/thoroughly but they don't know about it, communication
- CAPSIL - get people interested in it, making it more available, engagement of local reps
- support from national council for local council - is the problem local or national - i.e. do they need more support from a local council or do they need help from national? could the exec help develop the teams locally?
- engagement of national elections locally (more representation of all the schools, standardization of election promotion across the country)
- Blueprint on the local level - is CAPSI an potential group to be promoting/disseminating this?
- evaluating resource allocation - are we spending our money appropriately?
- making our activities more student driven (more feedback from students about what they want), ongoing QA from students
- issues - policies, letters of support etc
  - pharmacist's role, employment (relationship with Workopolis and CPhA), residency and hospital pharmacy positions (particularly in Atlantic provinces), interprofessionalism, drug reform,
  - provide locals with breaking news so that they know what they should be telling students, e.g. pharmacy coast to coast (add this to someone's portfolio)
  - rather than thinking that other provinces don't care, inform those provinces so they know what's coming, how to prepare etc
  - connecting with the student member of provincial advocacy bodies/regulatory authorities (they might be good source of information)
  - use twitter
- PDW educational protocol - how do we enforce it
- More creative way of communicating with students (overload of emails)

## Suggestions

### *Communication*

- Use of social media (e.g. Facebook - create a facebook profile just as a Local Rep so you can update status and it comes up automatically on your news feed; more impact to being friends with them rather than just having a page - more discussion can occur, more people will see it, it'll pop up on people's notifications/news feeds etc; associate it with a name not just CAPSI to give it more of a connection to the reps; use a group rather than a page - make them have to opt-out of email notifications)

- more people seem to prefer Friending over Grouping; depends on what strategy do you want (news feed - Friending, email - Grouping); concern with grouping is that people can post inappropriately (possibly security settings to have to administrate approval of posts)
- should pick one and try it
- cycle who posts what on your FB Group to avoid people getting fatigued with the same person posting over and over again
- could we have a group and have friends? Group for national, Profiles for schools
- communicate with the students WHY we're using Facebook
  - Pinterest (have a CAPSI account, gives it a visual element), Twitter
  - Getting people to sign up for these social media avenues may be a challenge; make social media a part of someone's portfolio (really start using it - update it more often)
  - National forum for discussion
  - Use local resources (e.g. local student society newsletter) rather than sending out separate news blasts
  - Communicate how national works (flowchart of how council works) with locals, standardize this for all the locals
  - Focus more on individual issues rather than an overwhelming list of things
  - Forum for generating conversation on articles
  - Consider national listserv rather than going through local (decreases burden on local reps, makes dissemination of messages more consistent around the country, people may take those messages more seriously)
  - Survey said that they prefer to get communication by email but we think they're lying (not a lot of local response to emails) use social media instead (stuff they can't really ignore, stuff they flip through regularly on their "me time")
  - Blog - surveys, commentary, link to Twitter/Facebook
  - Use more of the general association groups and student societies; "can't beat em' join em'" approach
- use of class reps (either CAPSI class reps or student society class reps), class polls, class announcements

*Disconnect between what CAPSI does and what students want*

- Survey students each term; could link to an issue/CAPSIL article; provide incentives for completing
- Give our communications/activities a 'so what' factor (spin for students: what this means for you)
- "Tell us how we did" section on the website; give a prize quarterly or something (gift card, etc); put this in the budget as a consistent expense as part of our QA protocol
- Formalize direct communication with students in person rather than sending out direct surveys; e.g. town hall, AGM
- Work with other local organizations to define roles - more of who takes care of what on a local level (e.g. who takes a stance on advocacy issues)

*CAPSIL*

- Send out with local newsletter
- Dissect the issue, consider smaller more frequent messages; make separate articles separate posts on Facebook/pdfs that come up more regularly
- ClikInfo format
- Highlights from the CAPSIL to be sent out to grab attention

## *CAPSI Strategic Planning – CPhA Meetings 2012*

- Post on local website, other forums (no copyright issues); post one CAPSIL article in these forums and then link back to the CAPSIL to try to draw in readership
- Emails from DrugstoreCanada/CHN, just with headlines - can click on the article headline and it'll open up the article rather than opening the whole pdf
- Hard copies printed
- Communication with webmaster to help with new logistics
- More hard hitting issues rather than just what we did over the summer
- Fun stuff - more personal opinion, chronicles; needs to be a mix of both
  - currently it's just whatever we get, there's no focus or purposeful selection of content
  - jokes, pharmacy haiku, wordsearch/crossword, make sure it's appropriate content
- tug at people's heartstrings; be the devil's advocate; get people excited to incite more discussion
- pro/con article on a given topic - open it up to everyone and post the best submission (or excerpts from a bunch)
- submit articles that have been posted in the local newsletter and republishing it in the CAPSIL
- use the CAPSIL reps (or get them?)
- also an issue with SLC
- Anything we change we need to think about the sponsors.

## *Support for local council*

- National elections are hard to promote at a local level (likely better coordinated by national council rather than local council - would make the message more consistent)
- Bylaws, constitutional development; sharing of policies; guidelines for what we think CAPSI local should be doing (still up to the local what they do, but give more guidance at least); how to implement this type of policies not just how to develop them
- defer discussion further to Sr/Jr meeting on how things are done specifically at each school
- get locals that have constitutions to share them with Jill and we'll assemble them all
- Making sure connections between national/local are done in a timely manner (e.g. resources that are to be shared, materials that are to be sent)
- Improve communication about competitions, IPSF campaign, symposia (more guidance about what you could be doing, what's expected of you)
- CAPSI national calendar with deadlines, events (particularly those that are mandatory, or very time-specific) --> could fall under the secretary's portfolio; so that deadlines don't slip through the cracks, could use the turnover timelines as guidelines

## *Membership benefits*

- Formal list of membership benefits (nationally and at each school)
- Competitions
  - SLC uptake isn't good: maybe if it's brought out earlier, would give students more time to work on it or think about it; is EBM a potential replacement for SLC?; CPJ does sponsorship
- Consider submitting best CAPSIL submissions to CPJ, would get more people to submit to CAPSIL, no worries about people having to write specifically for SLC
  - Concern that the playing field may not be equal (4th years are winning them all hands down)
  - Need to review if this is a valuable use of resources or if it's better spent on something

- else
- Need to keep compounding, plus there's no problem with sponsorship from Medisca
- People are terrified of PIC - always a 4th year that wins it, cases are really hard, consider how we evaluate/mark it (weigh communication more, or look at how OSCEs are evaluated at each school and make it as similar as possible to the majority opinion); no sponsor right now for PIC, costs \$4500
- Consider combining PIC and OTC to one competition - "patient interaction competition"
- people who do PIC also do OTC, often there's the same winner for both (but is it really fair to say "you're too good at this, you can't compete"?), consider restricting number that you can win (would make logistics of competitions day easier, spread out opportunities around students)
- formalize restriction of OTC to junior students, PIC to senior students nationally - council has mixed feelings on this (some people for/against it); maybe look at how it's promoted locally rather than formal restriction
- consider changing PIC to communications/critical thinking skills/professionalism not just therapeutics
  - May not necessarily be about removing competition or changing them, just promoting them as they are more or differently; more focus on building experience rather than winning/losing
  - Feedback card submitted immediately after the competitions - gives more tangible public opinion, more relevant feedback
  - Should we even be thinking about new competitions? local councils are already overwhelmed at that time of year, schools with business curricula already have competitions as part of the course, some schools don't even teach business; EBM may be worth trialing; shifting timing/deadlines of SLC would reduce workload
  - What about recognition based awards, rather than monetary rewards?
- not all PAWs are coordinated just by CAPSI - who gets the money?
- awarding them money gives them more resources for the next year's PAW, more of an edge to just win again; money may not even be appropriate
- we don't even ever find out what the winning school did; give a brag session at the awards gala, consider highlighting 2nd and 3rd place too
- opportunity for groups to provide support through media exposure rather than monetary support (e.g. CHN/CPhA)
  - Change to patient interaction competition: Junior and Senior, both under Pfizer as the sponsor, would just reduce the amount of money that each school gets for food, SPs etc; could eliminate PIC; senior would still stick to OTC, junior wouldn't have therapeutics at all, just the scenario
- more inclusive of students that felt that they couldn't even participate in OTC (i.e. first years)
- could create more cases to use at their discretion
- would help facilitate earlier timeline requested by UofM to help facilitate PDW registration
- some concern that \$250 may not be enough to fund SPs
- likely worthwhile moving forward with looking at this
  - database of resources that are available to different locals (e.g. switchRx - antipsychotic switching website, RxFiles); create resource bank for members, develop it more, add therapeutic resources

## *CAPSI Strategic Planning – CPhA Meetings 2012*

### *Public image/marketing*

- Actually use the stuff we use (e.g. Facebook, Twitter)
- Make ourselves sexier :P
- Get the video done! Make it perky.
- Powerpoint presentation for membership drives
- Encourage getting media involved in PAW (local newspaper, any publication that gets our name out there)

### *Professional issues and advocacy*

- Breakout session at PDW in mixed provincial groups to discuss issues in the profession to give students the opportunity to see what other schools are doing/what's happening in their provinces
- Liase with PRA student
- Better link with CPhA (use their new social media network - ask in JOM)
- Monthly or weekly hot topics in pharmacy newsletter (on the issues, not on what we're doing); disseminate using social media
- Focus on one issue; survey the students to see what they think the focus should be (so that we can have more focus than other organizations, and that's how we differentiate ourselves)
- need to be clear about language - what do you want NATIONAL perspective on (otherwise you may have competing interests based on what they're focused on provincially e.g. PharmD); need to be broad reaching issues that will affect/be of interest to all students
- need to make sure that we reconsider how often the issue is changed (make sure we're on top of things)
- Challenge that pharmacy is provincially regulated, and we're a national association (need to consider what issues are of national mandate)
- Position statements, policy documents - gives our stance more specificity, gives us more legitimacy as a stakeholder
- concern that we won't be representative of ALL students; would have to go with majorities or take a neutral stance if it's divided equally
- polling of students, using general statistics and if we can take an action as a result then do it
- talk to CPhA about how they take a stance on issues, being provincially neutral