



Introduction

- The Texas Tech University Health Sciences Center Jerry H. Hodge School of Pharmacy (TTUHSC SOP) began holding Student Leadership Retreats in 2007 that have evolved over the last 15 years.
- The retreat goal is to cultivate pharmacist professional and leadership identity formation for student participants.
- The 2022 TTUHSC SOP Student Leadership Retreat was a three-day event consisting of networking activities and breakout sessions designed and facilitated by students, staff, and faculty.
- The planning committee incorporated a pop culture theme as a foundational basis for the leadership retreat for the first time in 2022.
- The theme of this retreat was “BELIEVE - Leadership and Team Lessons” based on the television series *Tea Lasso*.
- Each session incorporated leadership principles based upon the television series and focused on one of four categories related to leadership: purpose/drive, empowerment, inclusion, and relationships.

Objective

To evaluate the impact of a pop culture theme on student engagement and professional identity formation at an annual Student Leadership Retreat

Methods

- Outcomes based on voluntary, de-identified post-event surveys with four-point Likert scales and a free-response question format.
- Each outcome was rated from one (lowest efficacy/benefit) to four (highest efficacy/benefit).
- Assessments included ratings of individual sessions on how well the incorporation of the pop-culture theme reinforced leadership retreat objectives, and how well the retreat cultivated leadership development.
- Results were used to evaluate student understanding and feelings of inclusion, as well as overall program benefit.
- Descriptive statistics, expressed either as a percentage or mean \pm standard deviation, were utilized for analysis.
- Outcomes Assessed:
 - Primary: efficacy of a pop culture theme on overall benefit at retreat
 - Secondary: efficacy in facilitating student understanding and inclusion at retreat

Student Engagement in a Pop Culture-Themed Leadership Retreat

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Results

Table 1: Attendee Characteristics

	n = 66
Class year, %	
P4	33.3
P3	24.2
P2	19.7
P1	22.7
Female, %	69.7

Table 2: Respondent Characteristics

	n = 63
Attended a prior retreat, %	43.9
Prior retreats attended, mean \pm SD	1.83 ± 0.71
Watched series, %	27
Show clips were highly beneficial, %	92

Table 3: Effect of a Pop Culture Theme

	n = 62
Having a common theme positively affected retreat experience, %	91.9
Effectiveness of a common theme on feelings of inclusion, mean \pm SD	3.69 ± 0.65
Effectiveness of selected pop culture theme on feelings of inclusion, mean \pm SD	3.82 ± 0.52
Attainment of retreat objectives, mean \pm SD	
Purpose & Drive	3.66 ± 0.60
Empowerment	3.74 ± 0.53
Inclusion	3.62 ± 0.61
Relationships	3.77 ± 0.49

Table 4: Benefit Comparison By Year

	2022	2021	2020
Overall learning benefit, mean \pm SD*	3.68 ± 0.56	4.38 ± 0.49	3.96 ± 0.61

* Student surveys from 2021 & 2020 utilized a five-point Likert scale

Discussion

- 63 students completed the post-retreat survey for an overall completion rate of 95%.
- Incorporating a pop culture theme as the foundational basis for a student leadership retreat can promote student understanding, inclusion, and overall benefit.
- Content from a pop culture theme in the Student Leadership Retreat enhanced the overall experience for students by allowing them to learn from and connect to real-life leadership lessons via a relatable television series, regardless of prior knowledge of the theme or series.
- Incorporation of a pop culture theme may have contributed to the increase in overall learning benefit compared to previous retreats.
- Student free-responses highlight their overall enjoyment of the retreat, along with the importance of the theme, activities, networking and various other important aspects of their experience.
- Limitations:
 - Potential for response bias
 - Ratings as a surrogate outcome for efficacy
 - First in-person retreat in two years
- Future events and surveys can compare the effectiveness of different forms of pop culture media (e.g. television series vs. movies)

Conclusions

- Incorporating pop culture as the foundational basis for a student leadership development retreat promoted engagement, understanding of leadership concepts, feelings of inclusion, and overall benefit.
- The use of pop culture content enhanced overall student experience and seems promising for future student success, inclusion, and professional identity formation initiatives.

Disclosures

- The authors of this poster have no personal, professional, or financial relationships related to this project to disclose.