

Continuing Innovation: Actions of the AACP Technology in Pharmacy Education and Learning Special Interest Group

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BACKGROUND

- The American Association of Colleges of Pharmacy (AACP) hosts Special Interest Groups (SIGs) as communities for members interested in a certain topic.
- The Technology in Pharmacy Education and Learning (TiPEL) SIG promotes development and facilitation of educational technology in pharmacy education. A more recent interest of the SIG is incorporation of digital health topics.
- Engagement in the TiPEL SIG has historically been low when considering the number of members.
- AACP and SIG leadership identified a goal to increase enrollment and engagement.

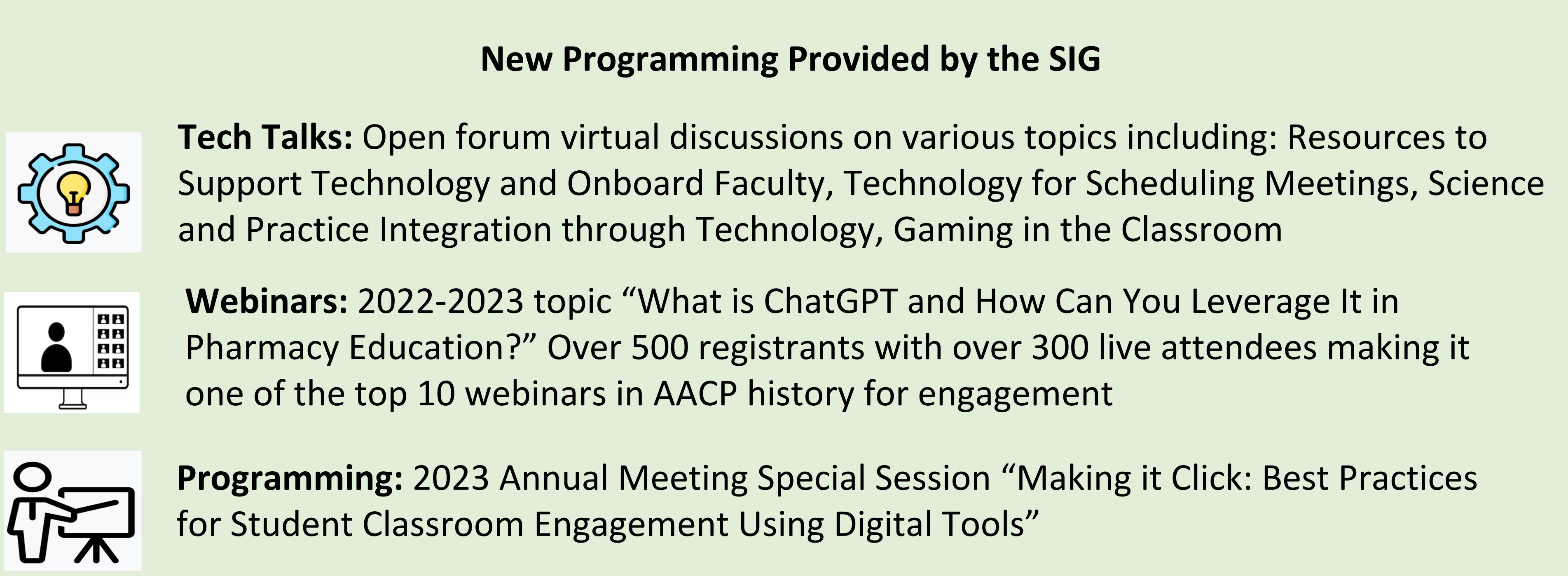
OBJECTIVE

To increase membership and enhance engagement in the AACP TiPEL SIG

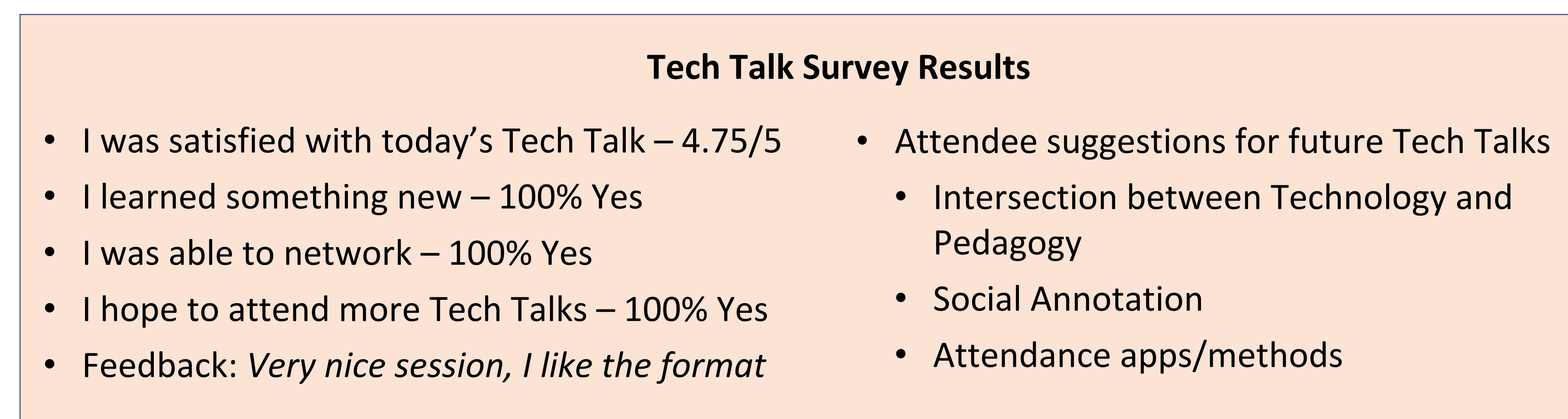
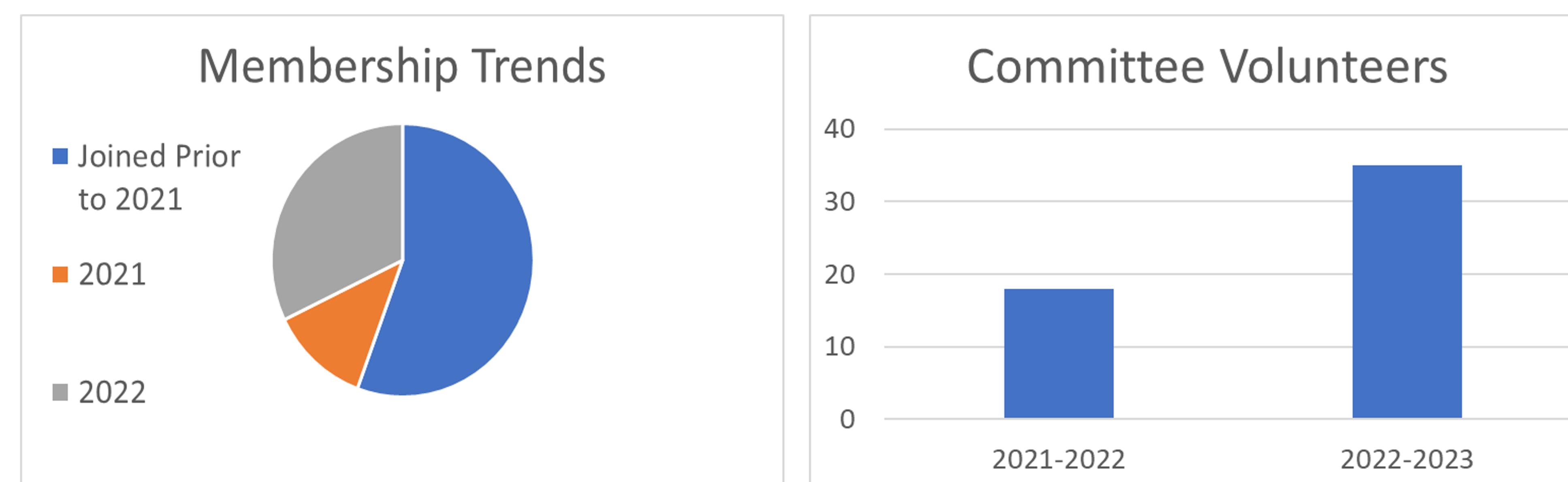
METHODS

- SIG leadership and Programming Committee identified ways to engage members
 - Programming Committee surveyed the SIG members in a needs assessment to identify potential topics for Annual Meeting programming, webinars, and Tech Talks.
 - Working groups were formed within the Program Committee to focus on the different programming needs of the SIG. Committee members lead each of the groups.
 - Monthly discussion sessions, "Tech Talks", were created as a platform for members to share ideas, network, and brainstorm solutions.
 - SIG leadership recruited committee volunteers via personalized emails for the 2022-2023 academic year.
- Membership rosters for 2021 and 2022 were compared and evaluated to identify new members.
- Committee rosters for 2021-2022 and 2022-2023 were compared to determine any changes in member engagement.
- TechTalk satisfaction survey was fielded in January 2023.

RESULTS



Currently, 126 members identify TiPEL as their primary SIG, of which 44 joined in 2022. Additional committee volunteers allowed for the expansion of the number of committees from two to four, indicating interest, engagement, and growth. One of the new committees was a networking committee, which was formed to focus on Tech Talks due to their popularity.



DISCUSSION

- The AACP TiPEL SIG was successful in increasing the number of primary members and engagement.
- Increasing programming and networking events increased visibility of the SIG and provided opportunities for learning and collaboration.
- Surveying the members to determine their wants/needs allowed for topics of interest. Topics were also purposefully timely and about emerging trends, such as ChatGPT, which likely lead to increased attendance.
- Programming task forces divided the work and allowed for more leadership within the SIG, so more member voices were heard.
- Bringing experts outside of pharmacy as speakers added to providing high quality programming.
- COVID-19 may have also contributed to peaked interest, given it highlighted the need to incorporate technology for distance learning.
- Addition of members and adding programming of interest, may have contributed to more members volunteering on committees.
- More committees provided more opportunity for engagement and leadership. It also provided time to increase events, such as Tech Talks.

CONCLUSION

- Identifying needs of the members, expanding offerings, and clarifying the scope of the SIG led to increased membership and engagement.
- All SIGs may consider these methods to enhance their own membership.

DISCLOSURE

All authors declare that they have no relevant or material financial interests that relate to the research described in this poster.