

# 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

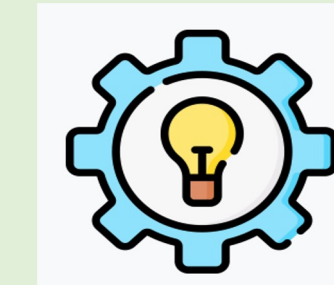
To increase membership and enhance engagement in the AACP TiPEL SIG

## 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

### New Programming Provided by the SIG



**Tech Talks:** Open forum virtual discussions on various topics including: Resources to Support Technology and Onboard Faculty, Technology for Scheduling Meetings, Science and Practice Integration through Technology, Gaming in the Classroom



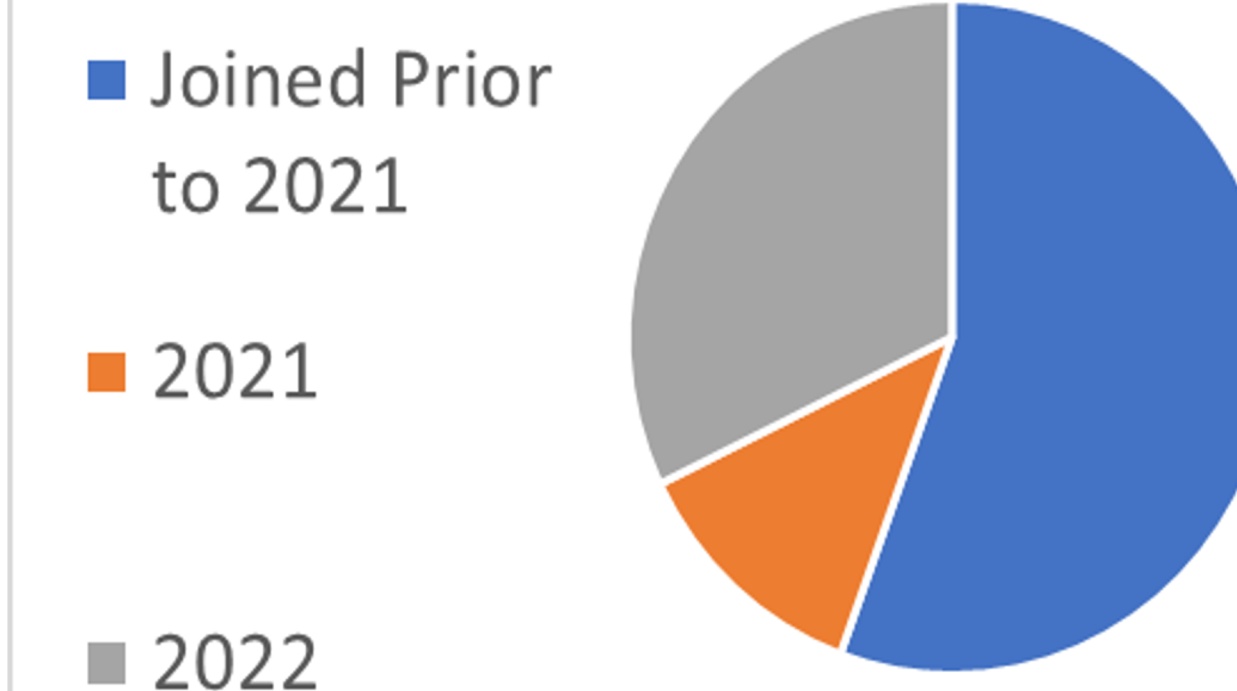
**Webinars:** 2022-2023 topic “What is ChatGPT and How Can You Leverage It in Pharmacy Education?” Over 500 registrants with over 300 live attendees making it one of the top 10 webinars in AACP history for engagement



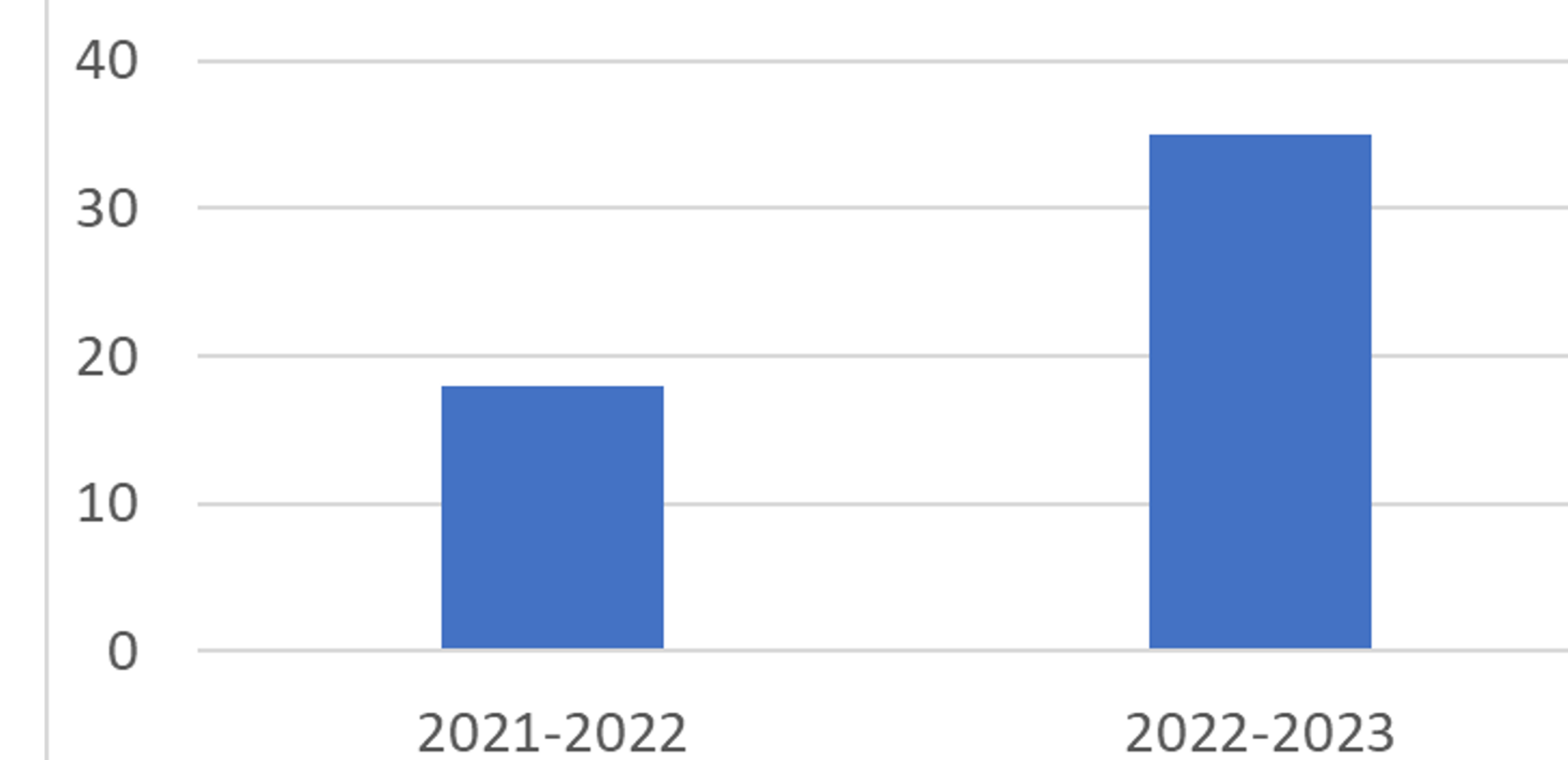
**Programming:** 2023 Annual Meeting Special Session “Making it Click: Best Practices for Student Classroom Engagement Using Digital Tools”

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.

### Membership Trends



### Committee Volunteers



### Tech Talk Survey Results

- I was satisfied with today’s Tech Talk – 4.75/5
- I learned something new – 100% Yes
- I was able to network – 100% Yes
- I hope to attend more Tech Talks – 100% Yes
- Feedback: *Very nice session, I like the format*
- Attendee suggestions for future Tech Talks
  - Intersection between Technology and Pedagogy
  - Social Annotation
  - Attendance apps/methods

## 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.