

Golden Bear Summer Camp as a Tool to Aid in Diverse Student Recruitment

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Background

- It is expected that colleges/schools of pharmacy develop, implement, and assess admission criteria, policies, and procedures to ensure the selection of a qualified and diverse student body into the professional degree program (ACPE Standard 16).[1]
- Western New England University College of Pharmacy and Health Sciences (WNE CoPHS) is located in Springfield MA, an area of great diversity. Over 80% of Springfield public schools' students are from underrepresented minorities (67.9% Hispanic, 18.6% African-American, and 2.1% multiracial).[2]
- To enhance student body diversity in CoPHS programs, efforts are made to recruit qualified underrepresented minority students in addition to qualified Springfield applicants given preference in the admissions process.
- Local recruitment efforts include high school visits, presentations to civic and community groups, and operation of a free week-long pharmacy summer camp for high school students.
- Additionally, strong relationships are maintained with local community colleges comprising diverse student populations.

Objective

- By engaging local high school students in a free College of Pharmacy and Health Sciences (CoPHS)-offered summer camp, we hope to increase enrollment of a diverse student body into our 0 – 6 Doctor of Pharmacy program.

Methods

- The Golden Bear Summer Camp (GBSC) was first developed in 2016, is funded through sponsor grants, and facilitated by CoPHS faculty, staff, and students.
- The 5-day camp has been offered both in-person and remotely at no cost to high school students from diverse area schools. GBSC focuses on activities ranging from improving wellness (yoga/tai-chi), presenting compounding and DNA extraction labs, introducing clinical skills such as obtaining blood pressure/pulse, and working with our "simulation patient."
- Students have sessions on applying for college and obtaining financial aid.
- This year, GBSC will be more clinically focused where students will follow a patient case through various areas of pharmacy to learn how to treat the patient in the different care settings.

The Camp



GOLDEN BEAR CoPHS SUMMER CAMP
 • WESTERN NEW ENGLAND UNIVERSITY •
High School Juniors and Seniors

Five-day camp
 June 26-30, 2023
 8:30am-4:30pm

High School Freshman and Sophomores - Two-day camp

June 29-30, 2023
 8:30am-4:30pm
 No cost to participants

The Western New England University College of Pharmacy and Health Sciences offers opportunities for high school students to learn about careers in pharmacy, pharmaceutical sciences and occupational therapy through hands-on learning experiences. This day camp is open to high school students who demonstrate strong academic skills and an interest in pharmacy, pharmaceutical sciences, and/or occupational therapy.

Highlights:

- Learn about different career paths in pharmacy and occupational therapy;
- Get tips on how to prepare for a career in pharmacy and occupational therapy;
- Hands on activities, labs, and demonstrations;
- Camp is free for all participants
- Work with current students and faculty



Topics include:

- Introduction to pharmacy
- Introduction to occupational therapy
- Q&A with current students
- Compounding lab
- Simulation Man
- Mock pharmacy
- Ambulatory care
- DNA extraction
- Sterile products
- Undergraduate admissions
- Mock patient care experiences
- Mental Health

Full Week Schedule for Juniors/Seniors

Monday	Tuesday / Wednesday	Wednesday	Thursday	Friday
8:30 - 9:00am Drop-off	8:30 - 9:00am Drop-off	8:30 - 9:00am Drop-off	8:30 - 9:00am Drop-off	8:30 - 9:00am Drop-off
9:00 - 9:30am Introduction to Community/Ambulatory Care (Group #1)	9:00 - 9:30am Introduction to Emergency/Hospital Care (Group #2)	9:00 - 9:30am Introduction to Community/Ambulatory Care (Group #3)	9:00 - 9:30am Introduction to Emergency/Hospital Care (Group #4)	9:00 - 9:30am MBPA
9:30 - 10:00am Basic Terminology	9:30 - 10:00am Ambulatory Patient Visit	9:30 - 10:00am Sterile Products	9:30 - 10:00am Ambulatory Patient Visit	9:30 - 10:00am Sterile Products
10:00 - 10:30am Break	10:00 - 10:30am Break	10:00 - 10:30am Break	10:00 - 10:30am Break	10:00 - 10:30am Break
10:30 - 11:00am Social Determinants of Health	10:30 - 11:00am Mock Pharmacy	10:30 - 11:00am C-Value Calculations	10:30 - 11:00am Mock Pharmacy	10:30 - 11:00am C-Value Calculations
11:00 - 11:30am Break	11:00 - 11:30am Break	11:00 - 11:30am Break	11:00 - 11:30am Break	11:00 - 11:30am Break
11:30 - 12:00pm Healthcare Communications	11:30 - 12:00pm Compounding	11:30 - 12:00pm Sterile Products (Hand Washing)	11:30 - 12:00pm Compounding	11:30 - 12:00pm Sterile Products (Hand Washing)
12:00 - 12:30pm Lunch	12:00 - 12:30pm Lunch	12:00 - 12:30pm Lunch	12:00 - 12:30pm Lunch	12:00 - 12:30pm Lunch
12:30 - 1:00pm Patient Assessment & Triage	12:30 - 1:00pm Dispensing and Counseling	12:30 - 1:00pm Sterile Products	12:30 - 1:00pm Dispensing and Counseling	12:30 - 1:00pm Sterile Products
1:00 - 1:30pm Break	1:00 - 1:30pm Break	1:00 - 1:30pm Break	1:00 - 1:30pm Break	1:00 - 1:30pm Break
1:30 - 2:00pm Diabetes Management	1:30 - 2:00pm Patient Experience	1:30 - 2:00pm Sterile Products	1:30 - 2:00pm Patient Experience	1:30 - 2:00pm Sterile Products
2:00 - 2:30pm Break	2:00 - 2:30pm Break	2:00 - 2:30pm Break	2:00 - 2:30pm Break	2:00 - 2:30pm Break
2:30 - 3:00pm Occupational Therapy	2:30 - 3:00pm Occupational Therapy	2:30 - 3:00pm Leadership	2:30 - 3:00pm DNA Extraction/Purification	2:30 - 3:00pm Compounding
3:00 - 3:30pm Q&A with Current Students (ending at 4pm)	3:00 - 3:30pm Health & Wellness	3:00 - 3:30pm Prescription Drug Abuse	3:00 - 3:30pm DNA Extraction/Purification	3:00 - 3:30pm Compounding (ending at 3:15pm)
3:30 - 4:00pm Competition	3:30 - 4:00pm Competition	3:30 - 4:00pm Competition	3:30 - 4:00pm Education/Debt / Applying to College	3:30 - 4:00pm Admissions/Our (starting at 3:15pm)
4:00pm Pick-up	4:00pm Pick-up	4:00pm Pick-up	4:00pm Pick-up	4:00pm Pick-up

Two-day schedule for Freshmen/Sophomores

Thursday 6/29	Friday 6/30
8:30 - 9:00am Drop-off	8:30 - 9:00am Drop-off
9:00 - 9:30am Orientation: What is Pharmacy?	9:00 - 9:30am Sterile Products
9:30 - 10:00am Healthcare Communications	9:30 - 10:00am Sterile Products
10:00 - 10:30am Health and Wellness	10:00 - 10:30am Sim Man
10:30 - 11am Ambulatory Care	10:30 - 11am Occupational Therapy
11 - 12:00pm Mock Pharmacy	11 - 12:00pm Q&A with Current Students / PharmD and OT Students
12:00 - 12:30pm Lunch	12:00 - 12:30pm Lunch
12:30 - 1:30pm Ethics/Law	12:30 - 1:30pm Pharmacy Games/Competition
1:30 - 2:00pm Prescription Drug Abuse	1:30 - 2:00pm Prescription Drug Abuse
2:00 - 2:15pm Break	2:00 - 2:15pm Break
2:15 - 3:00pm DNA Extraction/Purification	2:15 - 3:00pm Compounding
3:00 - 3:30pm DNA Extraction/Purification	3:00 - 3:30pm Compounding (ending at 3:15pm)
3:30 - 4:30pm Education/Debt / Applying to College	3:30 - 4:30pm Admissions/Our (starting at 3:15pm)

Results

- Two versions of the schedule (junior/senior and freshman/sophomore) are used to increase the number and diversity of applicants from the Greater Springfield into the academic programs within the College of Pharmacy and Health Sciences.
- GBSC coordinators currently identify a gap in offering a youth mental health component in the camp curriculum. Mental health education (sans certificate) was added to the 2023 camp schedule.
- Gaps in social determinants of health, prescription drug abuse, communication were identified in previous version of the camp. These topics were added to the 2023 camp schedule.
- General feedback from the 2023 camp indicated positive overall feelings regarding new clinically-focused and mental health topics.
- Past admissions software did not have capability to capture camp to college enrollment, but we are planning to reconcile past camp rosters with enrollment data and seek ways to better track the camp to admission avenue.

Conclusions

- GBSC has hosted up to 50 students at a time per camp and the CoPHS has begun to investigate a tracking procedure to capture PharmD enrollment data through GBSC.
- Future camp offerings hope to capture a more diverse student population by enhancing content and pairing with community partners to allow for more broader and more sustainable funding and marketing.

Implications

- GBSC is a recruitment pathway to increase enrollment of students from our diverse, local community.
- GBSC has evolved to include more introductory clinical application skills with trends of clinical changes, and diversity, equity, and inclusion (DEI) needs and continues to grow.
- Our hope is that students will go back into our community to serve local patients.

References

1. Accreditation standards and key elements for the professional program in pharmacy leading to the doctor of pharmacy degree. Last accessed 6 Jul 2023. <https://www.acpe-accredit.org/pdf/Standards2016FINAL.pdf>.
2. Overview of Springfield public schools. U.S. News and World Report. Last accessed 6 Jul 2023. <https://www.usnews.com/education/k12/massachusetts/districts/springfield-107767>.