

## Student Society Spotlight

Ohio Northern University Raabe College of Pharmacy  
Ada, Ohio

Years achieved ASHP/SSHP Recognition: 2008-09, 2009-10

Size of SSHP: 140



### ABOUT OUR MEMBERSHIP DRIVE

#### Results

Our membership drive increased our membership numbers by 40

#### *What tools were most effective for recruiting SSHP members?*

The most helpful tool was our newly created Facebook page. Students were invited from across the college and joined to receive updates about membership deadlines, events, meetings, and fundraisers. Members can also read the benefits of joining SSHP in our "info" section. We also used our Facebook page to provide members with a link

to the Ohio Society of Health-System Pharmacists website and the ASHP website. This was an easy way for members to learn what benefits they would receive from OSHP and ASHP as well as resources were available for them online. We knew that students would be more likely to read a Facebook page than a membership form or even an email. Utilizing this social networking tool really helped increase our membership.

### *How did you use ASHP resources to assist in the membership drive?*

The ASHP Facebook page was a helpful tool for creating our page because they posted relevant information for students that was easy to re-post to our members.

### *What will you change for your next membership drive?*

Now that our page has established fans and we have posted valuable information for our members, we need to try and increase member interaction. We will do this through adding discussions and asking trivia questions that offer members the chance to win prizes.

## **Advice for Other SSHPs**

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Communication is a vital component of a successful SSHP. Other SSHPs can increase membership and involvement by engaging in active communication through technology. Facebook has increased communication to our members in a unique way. It has also allowed us to post sign up links for volunteer opportunities and links to register for national meetings. In addition, we have just started utilizing online elections for officer selection. Online elections are another great way to ensure that the most qualified candidates are elected to your SSHP leadership, as students are able to vote at their leisure.

## **Future Plans and Goals**

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Next year, we will continue to expand our organization's role in the community. We have created a new position, Outreach Coordinator, whose sole responsibility is to create and sustain outreach events that benefit both students and members of the community. With the creation of this position, the other officers will be able to re-focus their energy on meeting planning, fundraising, and recruitment of members. Also, we will continue to increase residency awareness and preparation for our members. We will be creating a "Residency Week" within the College of Pharmacy and will feature Q&A panels with current residents, information on creating CVs, and inside tips for the potential resident.

## **SSHP Leadership 2009-10**

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- Ashley Overy – President
- Lauren Rupp – President-elect
- Kimberly Gathers – Secretary
- Ryan Fischer – Treasurer
- Lauren Desko – Fundraising
- Cassie Spray – Membership
- Elizabeth Grubb – Historian / Publicity

## Contact Information

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Faculty Advisor: Kelly Shields: [k-shields@onu.edu](mailto:k-shields@onu.edu)

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SSHP Website: [www.facebook.com/ONUSSHP](http://www.facebook.com/ONUSSHP)