



New York State Council of Health-system Pharmacists

REPORT OF Director of Chapter Services

Timothy C. Hutcherson, Pharm.D.

April 7, 2022
Saratoga Springs, New York

I. Responsibility of the Division

The charge of the Division of Chapter Services, as defined in the Constitution and Bylaws of the NYSCHP, is to be responsible for:

- Developing plans to increase revenue and membership via responsible committees.

II. Committees of the Division

Membership Committee

Chair: Katelyn Steverson

Members: Erica Maceira (Vice Chair and Northeastern), Timothy Hutcherson (Director of Chapter Services, Western), Ruth Cassidy (President), Heide Christensen (Immediate Past President), Angela Cheng (President-Elect), Shaun Flynn (Executive Director), Brian Dodge and Jeremy Gleason (Central), Sum Lam and Ellen Giordano (Long Island), Neha Shah and Emily Messing (NYC), Shawn Phillips (Northeastern), Matthew Zak and Christopher Noel (Rochester), Meagan Freel and Natalie Greco (Royals), Maryann Serbonich and Amanda Mogul (Southern Tier), Kyoung-Sil Kang and Jessica Cacace (Westchester), Michelle Brown (Students), Rohama Shepard and David Chung (Technicians)

Past Activities: Review membership numbers and trends; communicate with local chapter representatives the activities of the BOD; share chapter successes and challenges; and implement tools and strategies to aid chapters be successful in the recruitment and maintaining of members.

Future Activities: Same.

Faculty Liaison Committee

Chair: Timothy Hutcherson with direct support of Katelyn Steverson and Erica Maceira

Members: Nicole Cieri-Hutcherson (Buffalo), Emma Studlack (D'Youville), Justin Andrade (Touro), Zhe Wang (Touro), Chung-Shien Lee (St. John's), Maria Sorbera (Long Island University), Nicole Stack (Albany), Courtney Caimano (Albany), Wesley Kufel (Binghamton)

Past Activities: Collaborate with representatives of the eight NYS schools of pharmacy, with help from various other NYSCHP committees, to engage their students in NYSCHP activities; help plan student programming and competitions at the Annual Assembly; and communicate important state legislative updates with Deans.

Future Activities: Same.

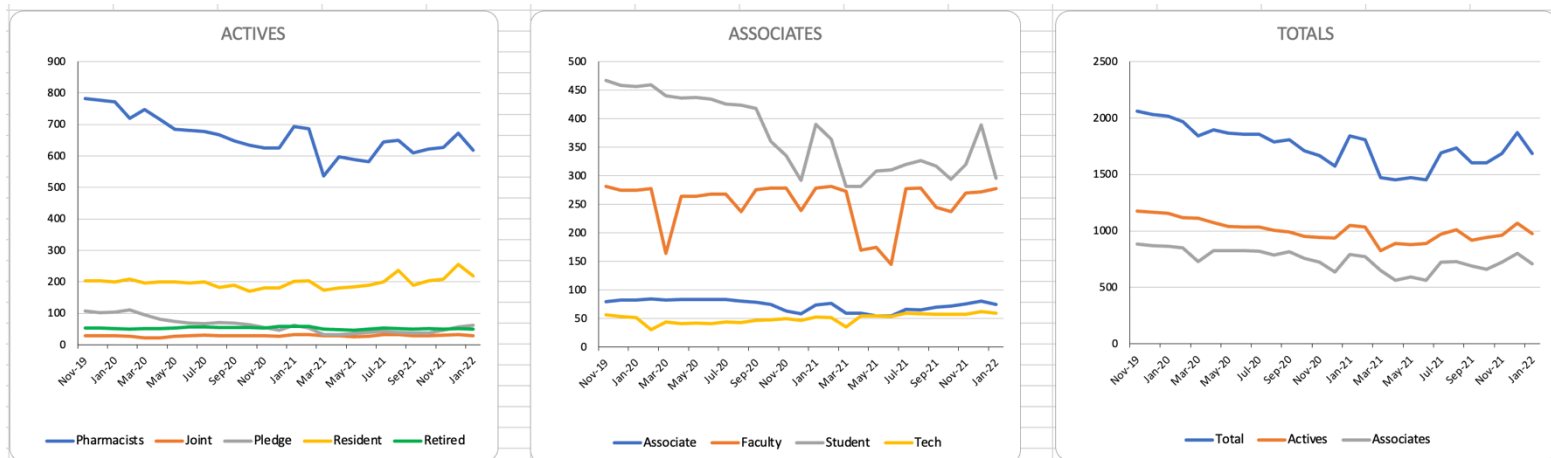
Student Committee

Chair: Sierra D'Ettore

Past Activities: Collaborate with student members to determine needs at student chapters.

Future Activities: Collaborate with student members to determine NYSCHP-driven student service activities.

III. Strategic Plan Tasks: Status Update



Date	Active Membership Categories					Associate Membership Categories				Total	Actives	Associates
	Pharmacists	Joint	Pledge	Resident	Retired	Associate	Faculty	Student	Tech			
Nov-19	783	29	108	203	53	79	281	467	56	2059	1176	883
Dec-19	777	29	102	203	53	82	274	458	53	2031	1164	867
Jan-20	772	29	103	200	52	82	274	456	51	2019	1156	863
Feb-20	720	27	111	209	50	84	277	459	30	1967	1117	850
Mar-20	747	22	95	196	51	82	164	440	44	1841	1111	730
Apr-20	717	22	82	199	52	83	264	436	41	1896	1072	824
May-20	685	27	74	199	54	83	264	437	42	1865	1039	826
Jun-20	681	29	69	197	56	83	268	434	41	1858	1032	826
Jul-20	678	31	68	200	56	83	268	426	44	1854	1033	821
Aug-20	668	28	70	182	55	80	237	424	43	1787	1003	784
Sep-20	648	28	69	190	55	78	275	418	46	1807	990	817
Oct-20	635	28	64	170	55	74	278	360	47	1711	952	759
Nov-20	626	29	55	180	53	63	278	335	49	1668	943	725
Dec-20	626	27	47	180	58	58	239	292	46	1573	938	635
Jan-21	694	32	62	202	59	73	278	390	52	1842	1049	793
Feb-21	686	32	54	204	58	76	281	364	51	1806	1034	772
Mar-21	537	29	33	174	50	59	273	281	35	1471	823	648
Apr-21	598	29	32	181	48	59	170	281	54	1452	888	564
May-21	589	26	35	184	46	54	174	308	54	1470	880	590
Jun-21	582	27	40	190	50	54	145	310	53	1451	889	562
Jul-21	644	32	42	199	53	66	277	320	59	1692	970	722
Aug-21	649	32	39	237	52	65	278	326	58	1736	1009	727
Sep-21	609	29	38	190	50	70	245	317	57	1605	916	689
Oct-21	622	28	38	204	51	71	237	294	57	1602	943	659
Nov-21	628	30	46	208	50	75	270	320	57	1684	962	722
Dec-21	673	33	56	256	51	80	272	389	62	1872	1069	803
Jan-22	619	29	62	219	49	74	277	296	59	1684	978	706
Feb-22	618	29	63	237	47	71	277	295	58	1695	994	701

Comments:

- The council and chapters viewed in-person meetings and recruitment activities as vital for continued membership growth
- Membership numbers appear to have plateaued
- It is unclear as to when membership numbers may match pre-pandemic numbers, although some organizations anticipate it may take 1-2 years
- Chapter meeting minutes appear to be inaccessible to the Director of Chapter Services (and Membership Committee Chair); please forward these items when available

Membership attainment and retention (MARF) as approved by the NYSCHP Membership Committee:

The 2021/2022 MARP was a concept-in-development over the past year, intended to provide membership-related strategies to attain council and chapter membership goals, retain current members, and reacquire lost members. The current MARP beta-tested some strategies (e.g., the 2019 chapter outreach initiative) to acquire chapter and member information to support its recommendations, although most recommendations ultimately were committee-generated via consensus of chapter representatives. Future iterations of the MARP will be highly data-driven using information acquired through defined data collection activities performed by the Membership Committee, with analysis and recommendations conducted and developed at the committee level.

1. Recommend strong focus on student, resident, and technician recruitment
 - a. Faculty-to-student membership ratio should match or exceed that ratio of academic institutions
 - b. Resident membership ratio should equate to 1 resident per program on average or greater
 - c. Technician membership ratio should equate to 1 technician per institution on average or greater
2. Recommend continued focus on all active and associate recruitment
 - a. Chapter active and associate attainment/retention should equate to 10% per year of a chapter's membership growth for any category
 - b. The sum of new memberships and retention of overdue/non-reup memberships can count toward this goal
 - c. Strongly recommend incentivizing chapters that meet their goals with one or more of the following: rebates; chapter reimbursements and membership goal achievement bonuses; awards; free memberships; bonus delegates; priority selection of speakers for installation events; free admission to pay-for-service CE events; etc.
3. Recommend council-wide strategies to promote and ensure sufficient volunteer engagement on committees and programs
 - a. May include Board and committee leader trainings on effective leadership styles, communication, and diversity
 - b. May also involve inclusion in a leadership pipeline series to fast-track dedicated leaders
4. Recommend development of a NYSCHP-conferred professional credential/designation
 - a. May include a combination of years of membership; acts of service; leadership positions; trainings completed; meetings attended; education delivered; etc.
5. Recommend continue offerings of CEs council-wide post-pandemic
6. Recommend quickly instituting longitudinal educational programming that promotes both membership and repeated/routine access to programming content
 - a. Single-session CEs are efficient, but multi-session educational certificate programs delivered piece-meal over time may promote consistent engagement
 - b. Specialist certificate programs should be designed for diversity, equity, and justice; leadership; professional communication; research development and dissemination; board certification preparatory modules; medication safety; technician trainings; and practice specialties
7. Recommend converting some content from CEs and certificate programs to non-CE-bearing certificate programs using same rationale as above
 - a. Act a clearinghouse for training throughout the council for both members, chapters, institutions, and educators (i.e., focus on job training over gaining CE)
 - b. Consider becoming a premier program hub for common institutional pharmacy training topics
8. Recommend conduct of an annual survey of members for needs, specifically what would keep members coming back routinely
 - a. A task team should be created by the Board with input from all divisions so that all interests could be captured in one survey (the Membership Committee is willing and able to assume this role)
 - b. A part of the same survey could be designed for chapter-specific (i.e., generated by chapters) questions, with reports waterfalling to chapters, so as to avoid survey fatigue by members
9. Recommend new awards, rewards, or rebates (one or all, alone, or in combination) for members
10. Recommend gratis membership options for persons of strategic importance that could assist with recruitment or champion recruitment in areas of specific need
 - a. May be considered at the council, chapter, institutional, and academic levels
- 1. Engage (note: all division activities primarily fall under the 'Engage' directive, directly or indirectly)**

Strategy	Action Items	Notes
Apprise stakeholders of membership-related strategies	<ol style="list-style-type: none"> 1. Annual membership goals statement: APRIL 1 2. Annual membership category needs assessment: DELIVERED 3. Annual membership attainment and retention plan (MARP): APRIL 1 4. Annual chapter outreach report: COMPLETE 5. Annual academic outreach report: March 1 6. Annual survey of members report: March 1 7. Produce quarterly and annual reports for stakeholders 	The MARP will change significantly in future years due to the Membership Committee's new focus on data collection and data-driven membership recommendations
Develop and execute a membership attainment and retention plan (MARP)	<ol style="list-style-type: none"> 1. Annual membership goals statement 2. Annual membership category needs assessment 3. Annual chapter outreach report 4. Annual academic outreach report 5. Annual survey of members report 	MARP development for 2022/2023 is currently in progress and on track; an additional analysis is in its final stages to map all entry points for member engagement within the council (still awaiting a couple responses), and a similar analysis will likely be recommended for chapters to undertake and report
Engage students, faculty, and schools of pharmacy to promote the NYSCHP	Student chapter outreach meetings are set to begin in March	This goal is in progress and on track
Train members, committee members, and Board of Directors, as necessary, to support the membership attainment and retention plan (MARP)	Currently providing resource training to chapter representatives at every committee meeting to facilitate documentation, reporting, and monitoring of membership changes to chapter leaders and to the council	This goal is in progress and on track
Develop relationships and foster a positive image of the NYSCHP organization within the community, committees, and the Board of Directors	<ol style="list-style-type: none"> 1. Conduct annual category needs assessment with all Officers, Directors, and Chairs 2. Conduct annual chapter outreach with all chapters 3. Conduct annual academic outreach with all academic institutions 4. Conduct annual survey of membership 	Membership Committee received approval to develop a questionnaire for a survey of all members and distribute it following BOD approval; this goal is in progress and on track

IV. HOD Recommendations: Status Update

Recommendation Assigned	Action Taken (Y/N) or Status Update	If No Action, Indicate Why
Develop a sponsorship program for NYSCHP Pharmacist members to bring in new Pharmacy Technician members.	Cyndie Walton (NYSCHP Technician Committee) has been added to the Membership Committee as a liaison; the committee will utilize her input to develop a feasible plan for NYSCHP to enact and chapters to implement a technician sponsorship program.	N/A
NYSCHP needs more Pharmacy Technician members – Pharmacy Technician Membership Recruitment	See action taken above; the committee will utilize her input in conjunction with that acquired via the annual chapter outreach initiative to identify feasible avenues to bolster technician membership, including the technician sponsorship program noted above. A recommendation by the Membership Committee was to appoint a technician member to the Board of Directors, and this has been approved.	N/A

V. Review of Position Statements: Status Update

Position Statement Assigned	Status Update	Next Steps as Applicable
<p>Statement 07-17:</p> <p><i>NYSCHP invites all pharmacists and technicians practicing within health-systems, including ambulatory and community settings, to join the organization and engage in Council activities and initiatives to collaborate across the continuum of care. Further, NYSCHP advocates for, represents, and educates practitioners in those settings.</i></p>	<p>Deliver with revisions as approved per NYSCHP Membership Committee, as follows:</p> <p><i>NYSCHP invites all persons for membership who serve the pharmacy profession across all practice settings including pharmacists, student pharmacists, pharmacy technicians, pharmacy personnel, industry partners, and pharmacy faculty. NYSCHP advocates for, represents, and educates practitioners and partners in those settings.</i></p>	<p>Deliver recommendation to HOD as directed</p>

Respectfully submitted,



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Director, Chapter Services