

## **Executive Summary**

The Texas Tech University Health Sciences Center (TTUHSC) School of Pharmacy (SOP) was developed to help the school refine and focus the message it seeks to convey to its core audiences: students, faculty and preceptors, community and alumni and donors. These core audiences are for each of the SOP campus sites in Amarillo, Abilene, Dallas/Fort Worth and Lubbock.

The school's reputation as an outstanding educator of pharmacists has been created by a culture that revolves around a strong commitment to a set of core values: mutual respect, professionalism and integrity. As a community of learners, the school is committed to:

- The student-centered, positive learning community in which each person is dedicated to the pharmacy profession.
- Compassionate care for each patient and an unwavering dedication to meet each pharmaceutical need.
- Community involvement while serving the health care needs of the citizens of West Texas. Academic and healthcare work characterized by its excellence and willingness to change, be progressive and innovative.

However, the pharmacy landscape has evolved, and continues to evolve in the scope of U.S. healthcare. Through this plan, the SOP seeks to enhance exiting relationships with the students, faculty and preceptors, community and alumni and donors.

## **Environmental Analysis:**

When the SOP opened, more than ten years ago, there were roughly 90 pharmacy programs in the United States. At that time, there were only three other professional pharmacy programs in Texas: The University of Texas at Austin (UT), the University of Houston (UH) and Texas Southern University (TSU), also located in Houston.

With studies indicating that the U.S. was facing a shortage of medical practitioners, most notably in nursing and pharmacy, the number of pharmacy programs began to steadily increase both nationally and within Texas by the turn of the century.

As a result, when the 2014-2015 school year begins there will be seven pharmacy programs in Texas: TTUHSC, UT, UH, TSU, University of the Incarnate Word in San Antonio, Texas A&M University at Kingsville and the University of North Texas in Denton.

The increase in pharmacy schools has created challenges but also opportunities for TTUHSC. Jump in enrollment has incrementally increased and spawned fierce competition among pharmacy schools. Making TTUHSC unique is the joint Pharm.D./MBA degree that is offered among many state-of-the-art technologies unique to our campuses.

The increased enrollment has challenged residency programs by narrowing the number of spots available. However, the elite students who are accepted into the residency program have a vast amount of living space to choose from as well as different subdivisions around the West Texas area. Students who are accepted into the SOP will rank 24 out of the 124 accredited colleges and schools of pharmacy in the U.S. The high achievements in rank, research and funding are all accolades that help our program become top tier.

The SOP most recent analysis of its strengths, weaknesses opportunities and threats (SWOT) was conducted as part of the 2011-2013 strategic development plan.

**Strengths:**

- Number and type of rotations giving students time to build confidence
- Strong curriculum
- Caliber of students
- Funding
- Quality faculty
- Focused research Centers
- Quality graduate program
- Evolving technologies

**Weaknesses:**

- Pharmacy practice experience available on other campuses
- Technology – drives room schedule
- Disconnect between learning and assessment
- Student dissatisfaction in some areas
- Intercampus communication
- Faculty recruitment
- SOM research culture is weak
- Rotating faculty

**Opportunities**

- Expand residency programs
- Interdisciplinary growth
- PharmD/PhD joint program
- Practice-based research
- Increase research funding
- New, enhanced distance learning technology

**Threats**

- State appropriations/budget cuts
- Saturation of pharmacy education market
- Reduction in qualified applicants
- Focus on quantity vs. quality education
- Reduced research funding

This SWOT is based on a current evolution of the TTUHSC School of Pharmacy. Implementing this marketing campaign will expand the strengths and opportunities for our chosen target audience.

### **Marketing Objectives**

The following marketing objectives will uphold the SOP's reputation for being a community of learners and its values of excellence. The SOP wants to emphasize its commitment to curriculum and take a vested interest of students through and after graduation. While learning is a key aspect of this campaign, providing research funding for faculty and staff is a prominent key to our success.

For the purpose of benchmarking and recruitment, we established the following measures as objectives:

- Increase recruitment and students in our program
- Increase amount of faculty recruitment
- Increase community involvement by 20 % (just random number, we can all talk about this)

### **Marketing Strategies and Implementation**

Based upon current research, we know that our audience must be broken down into segments. This campaign takes into consideration the shared experiences of pharmacy students, faculty and the community of surrounding areas and alumni and donors.

The core audiences include:

- Students: Current students as well as recruiting students
- Faculty and Preceptors: New faculty as well as faculty already on staff
- Community: Members of the community who support medical care and TTUHSC
  - o Alumni: Alumni of Tech and TTUHSC
  - o Donors: Outside beneficiaries

To more effectively reach these core audiences, the creative part of this campaign will address the school with (insert tagline here). This tagline creates community within the SOP and the factors that come from the outside. The following overarching facts and themes will help shape the SOP message for our core audiences:

1. NAPLEX pass-rate percentages for TTUHSC SOP graduates consistently outpace the state and national averages for graduates who are taking the exam for the first time.

2. TTUHSC SOP students train in a state-of-the-art sterile products laboratory and train using modern simulation centers that employ and provide hands-on experience.
3. TTUHSC has four centers for research excellence: Cancer Biology, Vascular Drug Research, Pediatric Pharmacology, and Immunotherapeutic Research.
4. TTUHSC SOP ranks among the best nationally obtaining research funding from NIH and non-NIH entities.
5. TTUHSC SOP has one of the nations most respected post-graduate residency programs to train clinicians/educators. The State and national boards, organizations and committees frequently solicit TTUHSC SOP practice and sciences faculty for their expertise and service.
6. The national rank for TTUHSC SOP is 24 out of 120 accredited pharmacy schools.