Committee Members:
Stephanie LaPointe, chair; Sarah Mahoney, vice chair; Farah Jalloul, MPA staff liaison (Mike Wolf, MPA staff liaison until the end of July 2019); Bailey Carpenter; Courtney Doellner; Jonathan Doellner; Deed Eid; Victoria Facchini; Jennifer Gregory; Scott Kollmeyer; Toni Larson; Herve Pola Wafo; Brooke Roe; Michelle Sahr; Lisa Salvati; Bradley St. Pierre; Paria Sanaty Zadeh; and Katie Wenstrom

Meeting Dates: Jan. 16 and Sept. 11

I. Progress Report for 2019 Committee Charges

Charge #1: Plan New Practitioner event(s) for the 2019 and 2020 MPA Annual Convention.
The Committee partnered with the Student Michigan Pharmacists Association (SMPA) to conduct mock interviews at the 2019 Annual Convention & Exposition (ACE). Although the number of participants decreased from previous years, feedback from the students was still positive. The Committee plans to repeat the activity for 2020, with the suggestion of changing the day the mock interviews are conducted from Friday afternoon to Saturday morning. The reasoning is that students usually have exams/midterms on that Friday.

The New Practitioner Night on the Town was held at Granite City Food and Brewery Detroit. When compared to 2018 Punch Bowl Social Detroit, the turnout was significantly less. Granite City did not allow for networking and a relaxing environment. Therefore, the Committee plans on hosting the 2020 Night on the Town event at Punch Bowl Social, if available.

The #MPAAce Photo Contest was also promoted as a way to spread news about the convention virally. The Committee is in favor of hosting the hashtag challenge in 2020. At the 2020 ACE, the Committee would also like to present on life after college and work life balance/avoiding burnout. The Committee is also interested in hosting a New Practitioner Welcoming Event on Friday.

Charge #2: Explore and evaluate new ideas for member engagement including brief podcasts and other media.
The Committee believes that the New Practitioner Exchange has run its course, as it is not reaching that many individuals. The Committee is looking into creating quarterly podcasts utilizing GoToMeeting software and recordings. The Committee agreed that the podcast should be kept to 15 to 20 minutes, with a new topic for every quarter. The Committee would like to investigate how to share to Apple podcasts and Google podcasts.
Charge #3: Continue to produce New Practitioner profiles for sharing on social media, E-news and/or other publications.
The Committee produced New Practitioner profiles, which were shared through MPA social media, E-news and the New Practitioner Exchange. The Committee believes that Charge 2 and Charge 3 go hand in hand. Based on the outcome of Charge 2, the identified New Practitioner profiles can be publicized via the podcast or New Practitioner Exchange.

Charge #4: Continue to identify, evaluate and offer recommendations related to member engagement opportunities using social media.
The Committee has recommended using event apps and continued promotion of the #MPAAce Photo Contest in order to engage members through social media. The Committee feels that work for Charge 2, utilizing a podcast, also fits under this Charge.

II. Other Committee Activities
Annual Responsibility #1: Consider the House of Delegates resolution(s) referred to the Committee by the MPA Executive Board.
Resolution 19-01: Drug Shortage Resolution. The Committee rejects the resolution.
Resolution 19-02: Removal of Marijuana-Infused Edibles Category. The Committee rejects the resolution.
Resolution 19-05: Methadone for Opioid Addiction. The Committee rejects the resolution.

Annual Responsibility #2: Submit the annual Committee progress report to the MPA Executive Board by Oct. 1, 2019.
The annual report has been submitted to the MPA Executive Board.

III. Recommendation(s) for Next Year’s Charges
  • Charge #1: Plan New Practitioner event(s) for the 2020 and 2021 MPA Annual Convention and Exposition.
  • Charge #2: Explore and evaluate the feasibility of engaging membership via quarterly podcasts.
  • Charge #3: Continue to produce New Practitioner profiles for sharing on social media, E-news and/or other publications.
  • Charge #4: Continue to identify, evaluate and offer recommendations related to member engagement opportunities using technology.

IV. Recommendation(s) for Next Year’s Committee Members
  • Stephanie LaPointe
  • Bailey Carpenter
  • Courtney Doellner
  • Jonathan Doellner
  • Sarah Mahoney
  • Herve Pola Wafo
  • Brooke Roe
  • Michelle Sahr
Respectfully submitted,

Stephanie LaPointe, chair
Sarah Mahoney, vice-chair