



ASHP and SSHP Membership Engagement Resource Guide

For SSHP Student Liaisons and SSHP Faculty Advisors

This guide is built to help SSHP leaders and faculty on recruitment
and engagement of their SSHPs.

*This resource was developed by ASHP Pharmacy Student Forum Student Society
Development Advisory Group (SSDAG) which advises ASHP regarding growth and
development of SSHPs. SSDAG also provides resources and support to SSHPs.*

This guide is intended for information use only.

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Chapter 1: Shared Purpose & Vision

I. Purpose & Shared Vision

ASHP, the American Society of Health-System Pharmacists, the largest US pharmacy organizations representing pharmacists, pharmacy technicians, and student pharmacists who work in clinical settings including hospitals, health systems, ambulatory care clinics, and other healthcare settings.

SSHP, Student Society of Health-System Pharmacists, is ASHP's affiliated student group at individual colleges and schools of pharmacy.

For both ASHP and SSHP, it strives to represent student pharmacists, prepare students for successful careers in hospital and health-system practice, and develop an engaged community that will lead and advocate for the pharmacy profession.

II. How to Describe ASHP

- ASHP, the American Society of Health-System Pharmacists, is the largest US pharmacy organizations representing pharmacists, pharmacy technicians, and student pharmacists who work in clinical settings including hospitals, health systems, ambulatory care clinics, and other healthcare settings.
- For over 80 years, ASHP has been playing a major role in advancing pharmacy practice, supporting professional development, and advocating for both the pharmacist and patients they serve.
- ASHP is unique in that it oversees the accreditation of pharmacy residency programs. It also provides specialized resources to support students pursuing residencies, such as the [Roadmap to Residency: P4 Timeline](#), [Residency Directory](#), and [Interview Skills Packet](#).
- ASHP members have access to a wide range of resources, including clinical tools, career development opportunities, and national programming that supports them at every stage of their pharmacy journey.

III. Elevator Pitch about ASHP and SSHP

"Hello, my name is ____, and I'm a part of SSHP! SSHP is a student led organization affiliated with ASHP, the American Society of Health-System Pharmacists. ASHP and SSHP helps you gain early exposure to different career paths, access mentorship, and opportunities to build professional and leadership involvement."

Chapter 2: Understanding the P1 Audience

I. Why Focus on P1s

- P1s are learning how to adjust and figure out what they want their future career path to look like. Getting involved can feel overwhelming or easy to put off.
- Therefore SSHPs should be intentional about reaching out to P1s or we risk losing the window where connection matters most.
- Connecting with P1s helps to foster future leaders within SSHP and within health-systems and our profession
- [ASHP P1 membership is complimentary \(free!\)](#). There are so many benefits for P1 membership and no disadvantages.

II. Goals

- Promote a welcoming culture within your organization for new students to learn and grow as student pharmacists
- Provide events that can help them develop in their professional identity
- Arrange activities and opportunities that can ease some of the worries and stressors that incoming P1s often face

III. Common P1 Challenges SSHP Should be Aware of

- Overwhelmed with coursework
- Unclear career direction
- Hesitant to get involved
- Unsure where to start

IV. Key Motivators

- Belonging and “Pharmily”
 - It is important for SSHP leaders to make P1s feel welcomed into our organization!
 - Idea(s):
 - Open Welcome Meetings: Host dues-free general body meetings so students can explore ASHP & SSHP before committing
 - E-board student panel: Kick off the fall semester with a student panel to help P1 students learn more about the organization, directly from its leaders
 - Peer mentorship event: Host an event with P1s are paired with P3/P3 mentor to give one-on-one time, help answer their questions, and guide them on joining the organization

- Career Support
 - Success after pharmacy school is not based solely on academics, but being well-rounded and staying up-to-date on current pharmacy issues. Having upper classmen share and explain this to P1s is vital.
 - SSHPs can also help students feel more confident during rotations, internships, and jobs.
 - Idea(s):
 - Tutoring: Members could offer to help tutor student members in clinical topics, or understanding health-systems.
 - Sharing Information: Develop a newsletter where important pharmacy news (this is provided by ASHP) is shared directly with students
- Early career exposure
 - There are many ways in which we can provide early career exposure to our P1 students to give them a better understanding of what area of pharmacy they may want to explore in the future.
 - Idea(s):
 - Pharmacist mentor/mentee pairing: Conduct a mentorship pairing with pharmacists from a nearby hospitals and health-systems. P1 students can learn more about health-system pharmacy, obtain shadowing opportunities, get their CV reviewed, and more.
 - Invite clinical pharmacists to present at general body meetings
 - Share the We're Your Pharmacist: There's an entire webpage for students. Additionally, there's a career quiz to see what health-system pharmacist you could be:
<https://www.yourpharmacist.org/quiz/>. It's a 10 question buzz-feed like personality quiz

Chapter 3: P1 Recruitment: Pre-Semester Outreach

I. Goals of outreach

- To build awareness and create early engagement from membership interested/within the SSHP

II. Welcome email introducing SSHP

- Introduce yourself, your position and the organization – Student Society of Health-System Pharmacists (SSHP)
- Examples of things to include in this email:
 - Who is ASHP and SSHP
 - What is its mission/vision
 - Events that you may be planning to host in the future,
 - Link to the membership sign-ups (including [P1 ASHP membership which is free!](#))
 - Contact information for the executive board
- Example:

“Hi _____,

Thank you for showing interest in our Student Society of Health-System Pharmacists (SSHP) at _____ (University/College name). My name is _____, and I currently serve as the SSHP _____ (position). **If you think you may be interested in clinical pharmacy, hospital practice, or pursuing residency, SSHP may be a great place to start!** We focus on professional development and connecting students to opportunities in health-system pharmacy. ASHP, our national organization, has [free P1 membership](#). If you think you’d be interested in SSHP membership, please fill out the attached form, and we will be in touch!

Best, _____”

III. Social Media Introduction Series

- Board (for tabling)
 - “Meet the board – photo + fun fact + position”
 - “Why I joined ASHP & SSHP – testimonial”
- Tabling Events
 - Utilize QR codes printed out, sign-up sheet on table, laptop/computer to sign members up as they come up
- Opportunities
 - Leadership roles, ASHP Clinical Skills Competition, residency preparation series, ASHP Midyear Clinical Meeting

Chapter 4: P1 First 90 Days

I. Goals of P1's First 90 Days

- Feel a sense of belonging within ASHP and SSHP.
- Form at least one meaningful connection with a peer or mentor within ASHP/SSHP.
- Understand what ASHP & SSHP offers, and how it aligns with their goals.
- Be actively engaged in at least one form of involvement (events, committees, or mentorship).
- See a clear pathway for future leadership or deeper engagement.

II. Suggested Timeline

- Week 1: Intro event
 - The first touchpoint should be a low-pressure, welcoming event such as an “ASHP & SSHP 101” session. This event should introduce the organization’s mission, leadership team, and available opportunities while emphasizing inclusivity and support. Keeping the environment informal and interactive helps reduce intimidation and encourages early participation.
 - Resources:
 - [We're Your Pharmacist Campaign](#)
 - Why Join ASHP Powerpoint Presentation
- Week 2: Social/Networking event
 - Host a purely social event (e.g., coffee chat, trivia night, or mixer) to foster peer-to-peer connections. At this stage, relationship-building is more important than delivering content. Creating a sense of belonging early increases the likelihood of continued engagement.
- Month 1: Education/Clinical workshop
 - Introduce a light, beginner-friendly clinical or professional development workshop.
 - Topics should be tailored to P1-level knowledge (e.g., basic case introduction, “day in the life” sessions, or foundational clinical skills). Avoid overwhelming students with advanced material.
 - Peer mentor/buddy system: board member or current member with a P1 member
 - This provides a consistent point of contact, reduces intimidation, and creates accountability for continued involvement.
 - New member guide
 - Provide a concise onboarding document outlining what ASHP and SSHP is, how to get involved, key events and timelines, and leadership

pathways. This ensures clarity and reduces uncertainty for new members.

- Month 2: Introduce involvement in SSHP activities
 - Begin introducing structured ways to get involved, including mentorship programs, committees, volunteer opportunities, and lunch-and-learn sessions. At this stage, students should start to see how they can actively participate rather than just attend events.
 - Resources:
 - [ASHP Guided Mentorship Program](#)
 - [ASHP Student Career Resource Center](#) (includes CV resources)
 - [ASHP CV Review Program](#)
 - [ASHP Student Residency Resource Center](#)
- Month 3: Encourage deeper involvement and gather feedback
 - Encourage deeper involvement by promoting committee roles or small leadership responsibilities
 - Recognize active P1 members publicly through membership spotlights or special call outs during meetings
 - Collect feedback on their experience and help address their needs. This helps students transition from passive participants to engaged members.

III. Key Points Throughout 90 Days

- Keep engagement low pressure early on to avoid overwhelming students adjusting to pharmacy school.
- Prioritize relationship building before responsibility.
- Ensure consistent communication through follow-ups, reminders, and social media.
- Provide clear next steps after every interaction so students always know how to stay involved.
- Tailor content to the P1 level, focusing on exposure rather than mastery.
- Recognize participation early and often to reinforce engagement.

Chapter 5: Membership Engagement Strategy

A strong Student Society is built on consistent member engagement, intentional relationship-building, and creating clear pathways for involvement. Membership engagement should not begin and end with recruitment. It is a continuous process that helps members feel welcomed, valued, and invested in the organization's mission.

I. Engagement Ladder

- Step 1: First Meeting Attendance – this first interaction often determines if a student will return
 - Goal: Encourage members to return for a second event
 - Possible strategies
 - Host a welcoming first general meeting each semester
 - Clearly explain SSHP benefits, committees, and opportunities
 - Assign officers to greet new members personally
 - Offer incentives (food, graduation cords, professional resources)
- Step 2: Social & Networking Participation – members stay involved when there is social connection
 - Goal: At least one event per semester
 - Possible strategies
 - Residency workshops
 - Faculty networking mixers
 - Interprofessional collaboration events
- Step 3: Committee Involvement – committees create ownership and reduce passive membership
 - Goal: Increase committee participation across all class levels
 - Possible strategies:
 - Offer clear committee roles and expectations
 - Create short-term project committees for flexibility
 - Encourage early involvement of new members
- Step 4: Leadership Development – leadership opportunities should be visible and accessible
 - Goal: Build a strong pipeline of future SSHP leaders
 - Possible strategies:
 - Officer shadowing opportunities
 - Day in my life as an officer video
 - Leadership panels and mentorship programs
 - Structured transition meetings for future officers

II. Consistent Programming

Consistent programming (events) keeps members engaged by balancing clinical growth, professional development, and social connection.

- Clinical Workshops – events should provide practical value and support student success
 - Examples: Clinical Skills Competition preparation, case-based workshops, disease state management review, SOAP note and patient case practice
- Professional Development – professional events that provide enhancement towards professional goals
 - Examples: CV and LinkedIn reviews, mock interviews, residency panels
- Social Bonding – social connection improves retention and chapter culture
 - Examples: CV work nights, holiday mixers, and volunteering

III. Personal Touchpoints

Members remain engaged when they feel personally noticed

- Follow-Up Communication
 - Welcome messages or emails for new members
 - Thank you messages after events, especially for volunteers
 - Personalized outreach for inactive members
- Social Media Engagement
 - Event recap posts
 - Member spotlights
 - Committee recognition
 - Interactive stories and chapter updates

IV. Event/Membership Ideas

- Membership Stories & Testimonials
 - Highlight member experiences through:
 - Officer reflections
 - Alumni spotlight
 - Residency journey stories
 - “Why I Joined” testimonials
- Incentivize Recruitment
 - Bring-a-friend events to win snacks
 - Referral competitions to win free membership for a semester
 - Membership challenge weeks for SSHP shirts

Chapter 6: Retention Strategies

I. Consistent Touchpoints

Retention improves when members hear from the organization regularly and feel remembered beyond big events

- Goal: Maintain regular communication without only reaching out during recruitment periods
- Strategies
 - Weekly newsletters with upcoming opportunities
 - Social media engagement and event recaps
 - Achievement recognition

II. Provide Values

- Goal: Help members see membership as a resource for success, not just another obligation
- Strategies:
 - P2/P3 study panels
 - Internship preparation workshops
 - Share ASHP resources that help prepare their careers

III. Clear Pathway for Involvement

Members will stay where they know exactly how to stay involved. Every event should lead to a clear next step.

- Goal: Maintain active membership through involvement in activities
- Strategies
 - Offer committee sign-ups immediately after events
 - Promote upcoming events during every meeting
 - Explain leadership pathways early
 - Provide simple leadership opportunities

IV. Personalize the Experience

- Goal: Create an environment where members feel seen, supported, and needed
- Strategies
 - Learn and use members names
 - Assign officer follow-ups
 - Recognize member achievements publicly
 - Encourage peer mentorship and leadership support