

TTUHSC SOP COMMITTEE CHAIR'S ANNUAL REPORT  
(Report Due June 1 following year of service)

COMMITTEE: Continuing Education Committee

YEAR: May 1, 2006 to April 30, 2007

CHAIR: April Y. Allen, PharmD

CHAIR ELECT: Kathleen Henson

MEMBERS AS APPOINTED BY THE DEAN OR ELECTED BY THE FACULTY:

Kathleen Henson, Majid Moridani, Joel Epps, Sherry Luedtke, Tim Purser, Niambi Horton, and Marissa Escobar

NUMBER OF MEETINGS HELD DURING MAY 1-APRIL 30: 4

MAJOR INITIATIVES UNDERTAKEN DURING THE YEAR AND A DESCRIPTION OF ACCOMPLISHMENTS, BARRIERS TO FURTHER PERFORMANCE, AND WORK REMAINING FOR NEXT YEAR'S COMMITTEE TO COMPLETE: (Note: List each major initiative, then describe in narrative or bullet form the information requested. Use another page if necessary.)

Major Initiatives and Description of Accomplishments:

- The Mind Flash online continuing education (CE) program was operational since April 2006. Currently, there are 5 CE programs currently on Mind Flash. Out of those 5 programs, only 2 programs have been assessed online - Getting Started: The Basics of Precepting (6 participants) and Being a Successful Preceptor for Community Pharmacy Students (133 participates). The Mind Flash online CE program is basically paying for itself. But, due to expenses and maintenance related to the Mind Flash program, the financial gain has been minimal.
- The committee developed several different strategies for marketing the Mind Flash program this year and even had guidance from Ms. Cinda Courtney, a marketing manager, with Texas Tech University Health Sciences Center Communications. Ms. Courtney reviewed our website for CE programs and suggested the following changes:
  - Add the CE office's phone number to website
  - Add more colors and pictures to website
  - Bold upcoming events and live programs on the web page
  - Contact Mark Hendricks for advertising in the local newspaper
  - Contact Accent West Magazine to put in advertisements for CE programs
  - Contact Texas Society of Health System Pharmacists (TSHP) for advertising CE programs in their newsletter

- Consider adding link to on School of Pharmacy home page for CE Committee minutes

Also, information about CE programs was given out at the TSHP Spring meeting this year to help with advertisement.

- The committee decided to develop a survey to send out to participants of the Mind Flash program to evaluate the validity of our online CE programs. A survey was going to be sent out 3 months after the CE program was completed to all participants to evaluate the effectiveness of the program and relevance of it to their practice.
- After reviewing the updated Accreditation Counsel for Pharmaceutical Education (ACPE) CE guidelines this spring, a written response was submitted to ACPE by our CE office giving recommendations about the proposed changes to the guidelines.

#### Barriers:

The CE Committee had barriers due to membership changing constantly throughout the year with members leaving and not at times having a quorum at meetings. Several meetings were cancelled due to lack of quorum.

#### Work Remaining:

- Continuing to develop CE programs (live and online) and to motivate faculty participation
- Developing other methods of advertising (local, state, and nation-wide) the Mind Flash program and obtaining financial gain from it
- Continuing to work on validating and evaluating our CE programs through online surveys providing feedback from participants on the quality of our CE programs

#### DUTIES AND RESPONSIBILITIES ASSIGNED BY SCHOOL BYLAWS:

The Continuing Education Committee shall serve as the standing faculty committee to advance the quality and relevancy of the pharmaceutical education programs offered by the School's Office of Continuing Education. Activities of the committee shall include:

- Propose topics and delivery formats for future continuing education programming, evaluate topics and subject matter pertinent to the contemporary practice of pharmacy, as identified through an appropriate needs assessment process for use in guiding the content of future continuing education programs
- Review marketing techniques to improve the availability and attendance at CE seminars, help facilitate live CE programs held during the academic year, review policies and procedures regarding operation of the CE program and propose changes to the director, who shall be responsible for executing those changes

within the accreditation guidelines as established by ACPE, and assist the director of continuing education to compile an annual report of the prior years continuing education activities and present it the faculty

#### DUTIES AND RESPONSIBILITIES ASSIGNED BY DEAN'S CHARGE:

Establishing an evaluation tool for an online CE program that will give validity and reliable access to both the program quality and the learning outcomes facilitated by the online program

CE Committee decided to send out a survey to those who participated in the Continuing Education office's Mind Flash program 3 months after completing the online program. This survey would be used for participates to evaluate the CE program and to indicate if that particular program assisted or influenced his/her practice.

#### WORK REMAINING FOR SUBSEQUENT COMMITTEE:

- Committee needs to continue working with Mind Flash program to have more CE programs on in it and be able to gain better financial outcomes
- Continue to develop and advance survey tool to evaluate the effectiveness of online CE through the Mind Flash program
- Continuing to develop methods for advertising CE programs (live and online)
- Develop more live CE programs such as "New Drug Updates"

April Y. Allen, Pharm.D.  
Chair's Signature

8-16-07  
Date Submitted