



THE OHIO STATE UNIVERSITY

Going Beyond the Basics to Get the Most from your Outreach and Engagement Efforts

Emily Keeler, College of Pharmacy



What is Outreach?



College of Pharmacy definition:

Outreach and Engagement is defined as ***structured*** activities that do not fall under teaching, research, or administration that perform a ***service*** to others in a ***meaningful*** way.



Outreach and Engagement
is NOT volunteering.





Outreach and Engagement
is NOT volunteering.

Can it include
Volunteering? YES.

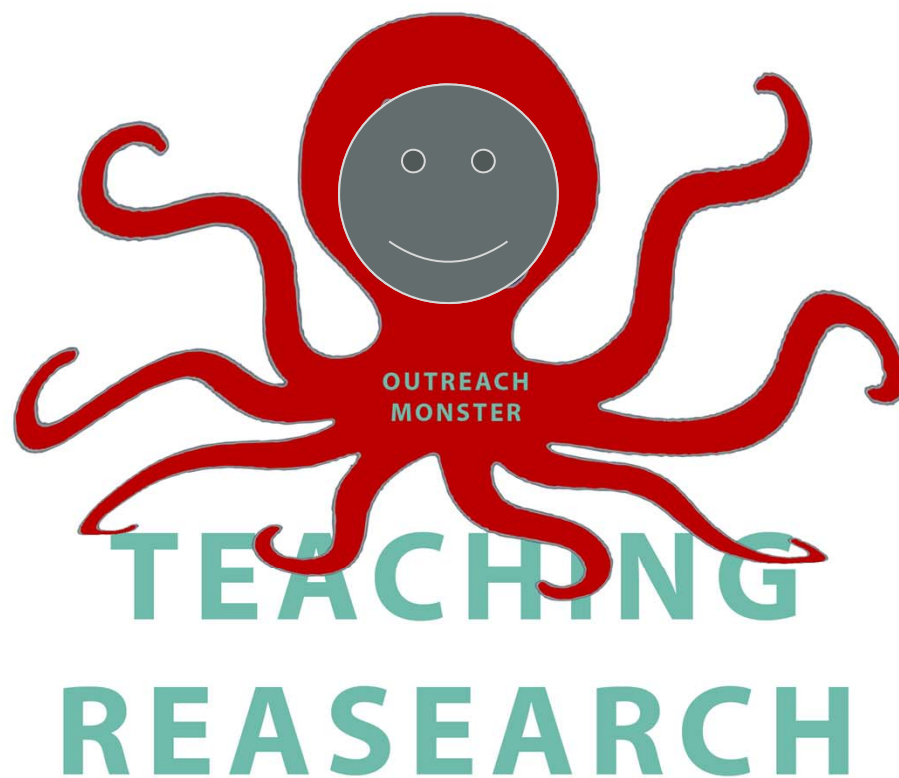




For Pharmacy, this includes:

- Pharmacy services to underserved/at risk populations (non contractual)
- International collaborations and global initiatives
- Continuing Professional Development
- Advocacy for the profession of pharmacy
- Prescription drug misuse education and prevention







Examples

Company 1 – Provides support through monetary donations.

Company 2 – Provides support through monetary donations.

What's the difference?



Company 1:

- Meets regularly to discuss overall goals
- Donates in a strategic way
- Provides resources other than money

Company 2:

- Regular meetings, but not strategic or big picture
- Donates, but not strategic
- Provides ad hoc non-monetary resources

Both are wonderful, but which program will better serve everyone's needs?



Which statement would you prefer?

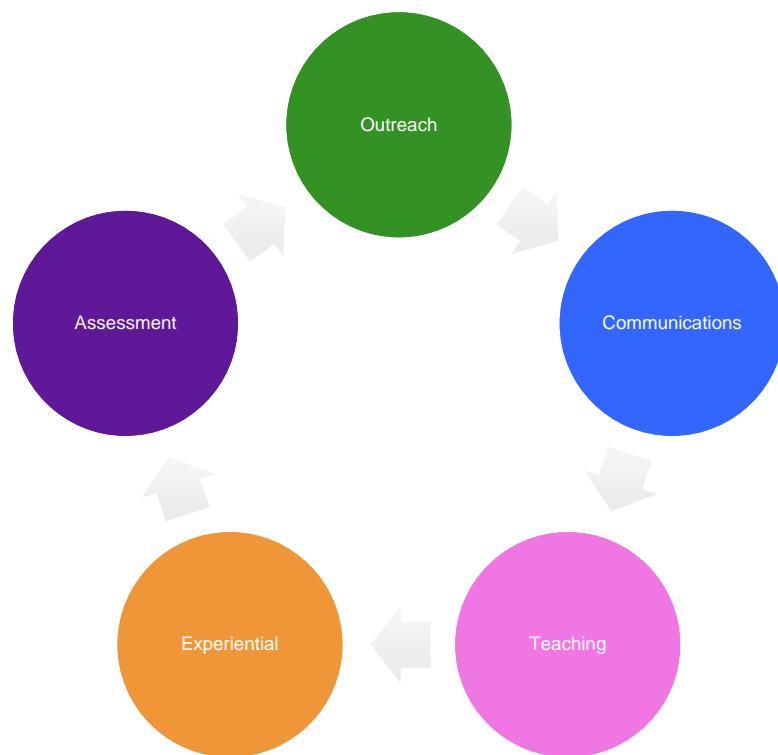
Pharmacy students
gave flu shots at
local pharmacies.

Vs.

Over the past month, 150
Pharmacy students
administered 3,000 flu shots at
23 local pharmacies. This
provided 300 hours of service
and \$10,000 in saved costs.



Data can make the difference.



Useable
Assessment
Tool



What do we need for each area?

How SHORT can we make this and still get good information?

How can we make it easy to use?



THE OHIO STATE UNIVERSITY
COLLEGE OF PHARMACY

The purpose of this survey tool is to document Outreach and Engagement activities for The Ohio State University College of Pharmacy so that we can recognize community engagement, assure quality of the work, and identify opportunities for growth and to tell stories of impact.

KEY POINTS:

- Questions marked with an * are required
- Hours can only be counted towards **ONE organization**
- Hours are reported for **ONE PERSON** by completing this survey for **ONE EVENT** (For example: If you serve at 3 diabetes screening events (even if they are at the same location), this survey should be completed 3 times; one time for each event)
- This form must be completed within **30 DAYS** of completing the service hours

Questions or concerns, please contact Emily Keeler at keeler.16@osu.edu

First Name*

- Made with Qualtrics
- Mobile friendly
- go.osu.edu/pharmhours
- Short survey with slightly more questions for hours needed for pharmacy classes
- Real time reporting



**3,290 Hours
Served since
May 15th**



Data can now be used for:

- Quantitative or Qualitative data that your program is working
- Grant proposals
- Communications
- Development or fundraising



Roll out year:

- Improve question format in some instances
- Add in new locations
- Follow up with committee

Feedback so far has been positive!



Why should I care about outreach?

- University pillar
- Better stories
- Better collaboration
- Increased funding
- More efficient use of time



Questions?

Keeler.16@osu.edu

Twitter: [blksheepdancing](#)