

**Phi Lambda Sigma
Leadership Challenge 2020-2021
Leadership Development Series**

The purpose of Phi Lambda Sigma is to promote the development of leadership qualities, especially among pharmacy students. By peer recognition, the Society encourages participation in all pharmacy activities. One activity that could use more intense attention from pharmacy students and pharmacists in general is advocacy on behalf of the profession. Advocacy from a pharmacy standpoint is defined as taking meaningful, specific action to make sure members of the Government and those around them are educated about pharmacy issues and our concerns and priorities as pharmacists¹.

The responsibilities of a pharmacist are constantly changing. With the arrival of COVID-19 the pharmacists' role within healthcare is changing again, especially in the community setting. It is imperative for the career to continue to grow into a more vital component of the healthcare system that current and future pharmacists work to make sure that local, state and national leaders understand the impact pharmacists can bring to their communities. Too often many people still do not understand what goes into becoming a pharmacist or how pharmacists fit into their healthcare team so there is also a need to educate the general population as well.

With that in mind the focus of this year's Leadership Challenge is to increase the advocacy efforts of your fellow students, faculty, alumni and others within your community. The Phi Lambda Sigma (PLS) National Executive Committee proposes the following Leadership Challenge to the Chapters for 2020-2021:

- 1. Develop a series of events intended to provide advocacy on behalf of the pharmacy profession. Activities to consider can include letter writing initiatives, discussions with local, state or national leaders, participation in state legislative days and submission of amendment proposals to state organizations to name a few. You should focus on a number of initiatives that can help move the pharmacy profession forward and also better help your community understand the important role pharmacists play in their healthcare.**

- 2. Develop a team approach by partnering with at least two of the following: a faculty member (preferably different than the Chapter Advisor); a non-faculty pharmacist; another healthcare professional; a local, state, or**

¹<https://www.pharmacist.com/advocacy>

national government official; or a local, state or national pharmacy organization leader.

- 3. Identify outcome goals for the chosen initiative/project; gather and submit any data that can quantify the impact of the initiative/project.**
- 4. Incorporate Phi Lambda Sigma alumni to serve as mentors throughout the project.**

Preferential consideration will be given to proposals that (1) Include baseline metrics on the leadership development that is currently offered at their school (2) include measurable metrics for evaluating programmatic impact (such as testimonials, photos, etc.), (3) are scalable and able to be replicated by other chapters, and (4) include all four of the above components.

Project proposals should include the following:

1. The project objectives. Explain the specific activities that the series will address and what the chapter hopes to accomplish through this project.
2. A description of the project. This should be detailed enough that another school would be able to successfully implement the same project based on the information provided.
3. A description of how the project will engage the above mentioned individuals, current members, and PLS alumni.
4. A detailed project budget.
5. Data to quantify the project's impact once implemented. (This can be pilot data that reflects what was gathered at time of packet submission even though the project may still be ongoing.)

Submission: Please submit **one complete application packet electronically** (single PDF file) by **February 15th, 2021** to awards@philambdasigma.org. Signature pages should be scanned and submitted with the packet.