

## KEEPING STUDENTS IN THE CLASSROOM

### ...EVEN WHEN THEY AREN'T IN THE CLASSROOM

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## Developing Pharmacy Leaders

- New elective course
  - Servant leadership
  - Advocacy and outreach



## Servant leadership

- Started with reading assignment:
  - "The Fred Factor" or "29 gifts"
  - Class discussion
- Challenge: How to get students to implement servant leadership into their daily lives?
- Answer: Using Twitter (140-character microblogs known as tweets)



## The Assignment

- Create Twitter account
- Follow me and each other
- Tweet minimum of 5 days per week (for second half of semester)
- Tweet what they had done that was "Fredly" or "Giftly"

## Taking it one step further

- Retweeted inspirational or leadership quotes and advice
- Classmates/friends joined in
- While developing advocacy project:
  - Tweeted links to youtube videos pertaining to topic
  - Posted advice/tips to classmates pertaining to advocacy topic, such as health warnings about earbuds

## What did the students think?

- "...refreshing to read something and then apply it right away"
- "...the most unique assignment I have had in pharmacy school"
- "...made me think daily how I could create value for others and how to reinvent myself daily"
- "...motivated me to do things that I normally would not do, and I often found myself looking for nice things to do"
- "...reinforced what I had learned"
- "This was a great project and I hope you continue to do it each year"