

## INTRODUCTION

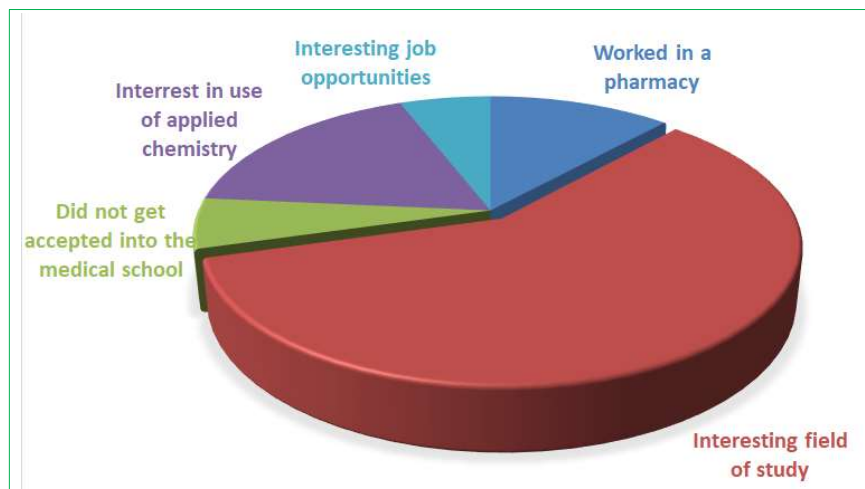
The University introduction day (UID), where all the universities in Iceland advertise their study programmes, is held for all potential students yearly. The Pharmacy programme (BS and MS degrees) is only taught at the University of Iceland within the Faculty of Pharmaceutical Sciences. Advertisement of this study programme, such as at the UID, is the responsibility of the Faculty's study board.

However, the success of student recruitment during this UD was unclear, prompting the study board to analyse why students chose this study programme and if the UID aided in their decision.

## METHODS

First-year students enrolled in the BS pharmacy programme fall 2019 were asked to participate in an online questionnaire (through Socrative) during orientation week. Specific and open-ended questions were asked relating to why they chose this study programme and if they attended the UID.

28 out of 44 enrolled students (63.4 %) participated in the survey.



**Figure 1: Participants (n= 28) answered the open-ended question “Why did you choose the pharmacy program”? Answers were categorized into these major groups.**

## AIM/S

The aim of the study was to determine if the first year Pharmacy students used the UID to get more information about our curriculum and other necessary information before deciding to join us.

## RESULTS

- 92.8 % of the participants were starting their first University programme, of which 61.5 % attended the UID.
- Interestingly, over 35 % of the participants had a friend already enrolled in the Pharmacy programme, showing that the influence of other students is crucial and perhaps underestimated.
- Figure 1 shows the analysis of the answers to the question “Why did you choose pharmacy studies”. The main reasons why the students chose this programme was because they considered pharmacy to be an interesting subject or 20 out of 28 participants (71.4 %). Some participants also answered that they chose this field of study due to their interest in chemistry (21.4 %) and four students (14.3 %) answered they enrolled due to their previous work in a pharmacy.

## CONCLUSION

Although the recruitment rate has never been a concern for the Faculty, advertisement of the Pharmacy programme is important for attracting students to the programme. An apparent interest in this field of study was evident, with over half of the participants in this study attending the UID.

Thus, the presence of pharmacy students and faculty members at the UID is evidently significant in student recruitment.