

# Forming a New AAPS Community

Thank you for your interest in creating a new AAPS Community! The communities are vital in helping AAPS achieve its mission to advance the capacity of pharmaceutical scientists to develop products and therapies that improve global health.

AAPS Communities represent areas of interest to pharmaceutical scientists and provide a means to gather for professional interaction, networking, and educational growth. AAPS Communities may cover a broad range of topics that focus on advocacy, emerging topics, career advancement, or science. Activities within individual communities may vary depending on the interests and perceived needs of each communities’ members.

Please complete the following form to propose a new community. The proposal will be evaluated for approval based on the following criteria as defined by the AAPS Board of Directors.

* Proposed Community has a defined scope/purpose that addresses a new topic or unmet need that is not already being covered in an existing AAPS Community.
* At least five AAPS members must agree to fill leadership positions as described below.

## AAPS Community Proposal Form

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| **#** | **QUESTION** | **RESPONSE** |
| **1.** | **Submitter Name, Affiliation, & Email Address** |  |
| **2.** | **Proposed Community Name** |  |
| **3.** | **Describe the scope/purpose of the community in two sentences or less.**  *This description will form the basis of text used to promote the community.* |  |
| **4.** | **What specific goals will the Community address?** |  |
| **5.** | **List of leadership names and affiliations who will initiate this effort to form a new community and how the leadership align with the community leadership roles.**  **Volunteers must be AAPS members.** | **Chair:**  **Vice Chair:**  **Secretary:**  **Learning Opportunities Manager(s):**  **Member Engagement Manager(s):** |
| **6.** | **A list of at least 20 seed questions and the name of the person who will be posting each question in the online community.**  *Seed questions are important because they help to start conversations with the members and build engagement in the community.*  *See below for tips on writing and seeding questions.* |  |

As chair of this Community, you are agreeing to participate in the AAPS Community platform by posting content, attending community events and functions, and promoting your community. By signing this, you are agreeing to perform these functions.

Signature Date

# AAPS Community Leadership Positions

Please refer to the Leadership Positions Guide document for details about the positions and duties.

# Seed Questions

Seed questions are conversation starters generated by Community leadership to build engagement and generate discussions in your new or stalled communities. Seed questions should align with your members’ interests. For example, if your community focuses on biosimilars, then all questions should relate to the biosimilars field, matching your members’ interests. Before launching a new community, you’ll need at least 20 seed questions that have been vetted by AAPS staff.

## How to Write Seed Questions

* Be friendly—write seed questions in a friendly and personalized voice or tone. People are encouraged to respond when your question sounds as if you welcome their thoughts.
* Be specific—more information makes it easier for people to generate a response.
* Add context—add details about why the question is being asked, why it matters to the author, how the author is experiencing these challenges in his/her job or share the background for asking each question.

Need more ideas?  Visit <https://community.aaps.org/> and browse the discussions as examples.

## Tips for Seeding

* **Keep seeding questions.**  When the community launches, and throughout periods of inactivity in the community, you will want to use seed questions to boost engagement and encourage participation.
* **Have authors post their seed questions.**  It’s important that the user who submitted the seed question is also the one who posts the question. Not only do we want to keep the seed question with the author, we also want other members to see their peers engaging with the community.
* **The more members we have posting, the better!**  Members are more likely to respond to their peers’ questions! They are also motivated to create discussions of their own and to reply to existing discussions after seeing their peers engage in the same behavior.
* **Work as a team to encourage respondents.**  You can ask someone in the Community Leadership Team to respond to a seed question that hasn’t picked up momentum yet. The first response, even if it comes from a member of the community’s leadership, can inspire others to weigh in.