

2016 Nursing Advancement Professionals (NAP) Conference
Branding Your School and Promoting the Nursing Profession

March 16-19, 2016

The Fairmont Washington
Washington, DC

Wednesday, March 16

5:00—6:30

Registration

5:30-6:30 p.m.

Welcome, meet your mentor and about NAP

Thursday, March 17

Breakfast on your own

8-8:30 a.m.

Conference Registration

8:30-8:45 a.m.

Welcome and introduction of keynote

Peggy Person, 2015 Nursing Advancement Professionals Chair

8:45-10:15 a.m.

The Media's Portrayal of Nursing

Sandy Summers, RN, MSN, MPH

Sandy Summers is executive director of The Truth About Nursing. Since 2001 she has led the effort to change how the world views nursing by challenging damaging media depictions of nurses. Summers is the co-author of *Saving Lives: Why the Media's Portrayal of Nursing Puts Us All at Risk*. Her media advocacy work began when she and fellow Johns Hopkins graduate students began the movement in April 2001.

10:15-10:30 a.m.

Break

10:30 a.m. – noon

The Gap Between Nurses' Perceptions of Their Brand Image and Those Held by the American Public

Tom Hayes, PhD, and Judi Godsey, PhD, RN, Xavier University

Sallie Grace Tate and Jenny Carrick, Betty Irene Moore School of Nursing at UC Davis

Xavier University and UC Davis representatives present results of research the two schools completed that examines perceptions of the images and roles of the nursing profession among nurses, nursing alumni and the general public. The presentation will include a discussion of the implications of these findings and how nursing school professionals may support more accurate, consistent and positive brand positioning for nursing.

Noon-2:00 p.m.

Lunch (on your own)

2:00-3:30 p.m.

Breakout Sessions

Alumni Affairs: Alumni Engagement in the Virtual Age

Denise Barrett, Director of Development and Alumni Relations, and Angela Bailey, Associate Director of Development and Alumni Relations, Frontier Nursing University

This presentation will highlight the secret sauce in the alumni engagement recipe! Engaging graduate program alumni in giving and other university activities is a challenge. By researching best practices in alumni engagement and fundraising, The Frontier Nursing University staff creatively adapted the traditional methods of alumni programming to build engagement and encourage donations from graduates. This new initiative at Frontier Nursing University resulted in a 120% increase in donations since the program began, almost 800 alumni actively engaging through social media, and an increase in attendance at alumni events and programming. Join us to explore Alumni Engagement strategies for the virtual age!

Communications: Creating Your School's Comprehensive Communications Strategy and Branding Campaign

Elizabeth Willy, Director of Development and Communications, East Carolina University College of Nursing

In this session, conference attendees will learn about one college's journey from having no strategic communications vision, to creating a comprehensive strategy. Attendees will discover why having a plan is advantageous, hear about one college's process for creating one, see an outline of their plan, and learn next steps for implementation.

Development: Fundraising for Faculty Recruitment and Retention: How to Compete with Limited Resources

Dinny Trabert, University of Utah School of Nursing

Today all nursing programs in the country are competing to recruit and retain highly, sought-after educators in order to increase enrollment of the 70,000 qualified applications that are denied each year. Learn about and share strategies on how to talk to donors and decision makers about funding faculty salaries in order to achieve excellence as an individual institution and address the national nursing faculty shortage.

3:30-3:45 p.m.

Break

3:45-5:15 p.m.

Breakout Sessions

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Communications: A Structure to Keep Social Media in Tune

Mary Beth Lewis, University of Michigan School of Nursing, and

Tammy Berwanger, Director, Marketing and Communications, Johns Hopkins School of Nursing

Colleges and universities use social media channels as an extension of their marketing and communications programs—as inexpensive vehicles to build audiences for stories and messages. But how do you get full value out of time invested in these efforts? As with any other communications projects, articulating goals, creating structure, and evaluating performance are key. Learn more about these topics and bring your questions:

- Define the Brand: Articulate the channel’s “voice,” remembering there’s no “I” in school.
- Harvest Hashtags: Health media is full of special-interest weeks, annual conferences, policy commentary, research areas—and there’s often a hashtag to jump aboard for whatever it is.
- Evaluate and Use the Evidence Base: Understand what works and what doesn’t, who’s listening, and what they want to hear.
- Have Healthy Boundaries: Schedule what you can, and don’t take on more than you can handle.
- Be Ready for Changing Technology: Platforms morph to stay ahead of mischief and find revenue streams, so stay up to date on basics and protocols to implement when hacked or flamed.

Development: Strategic Portfolio Management and Metrics

Colleen Zimmerman, University of Michigan School of Nursing

In a climate of increasing demands and decreasing resources, it is becoming more important than ever to manage and align fundraising activity to meet financial goals. Learn about portfolio assessment and management strategies, and participate in a discussion to share best practices in how to use a portfolio to meet goals and key metrics.

6:00 p.m.

Group Dinners (*sign-up sheets will be provided*)

The NAP Hospitality Committee has a listing of recommended and inviting restaurants for our networking dinner sessions. Additional details on the restaurant selections will be included in your conference packets.

Friday, March 18

7:30-8:30 a.m.

Continental Breakfast

8:30-11:00 a.m.

Telling Your School’s Story

Caryn Stein

Vice President, Communications and Content, Network for Good

By connecting through emotional stories, you can get people to pay attention and take action. Stories help illustrate your mission, inspire donors, and attract support. During this dynamic session we will discuss how people's minds really work and learn how to use behavioral economics principles for more effective messages that win the hearts and minds of your supporters. Caryn Stein is Network for Good's fundraising training expert. She has helped thousands of nonprofits create online engagement strategies and optimize their fundraising campaigns. She also is the editor-in-chief of The Nonprofit Marketing Blog.

Storytelling is the single most powerful communications tool you have available. Stories you're your school relatable, tangible and touching. Moving stories tug at people's heartstrings and motivate them to take action. But crafting a compelling story isn't always easy, and not all stories are created equal. In this two-part workshop you will learn how to

- Build the elements of a great story
- Choose the best, most effective stories to tell
- Incorporate powerful visuals
- Use emotion and a sense of urgency to motivate audiences
- Tell your story through different vehicles such as social media

11:00-11:15 a.m.

Break

11:15a.m. -12:15 p.m.

Sharing Your Success Stories: An Opportunity with funders, Grantors and Foundations

Speakers to be announced

A great way to share the value of a grant or research funding is to tell the story. Grantors and funders welcome and look for schools to share their successes and how they use the funding to advance science and practice.

12:15-1:30 p.m.

Luncheon

NAP Business Meeting Forum

1:30-3:00 p.m.

Breakout Sessions

Alumni: Mentoring

Melanie Osterud, Director of Advancement, College of Nursing, University of Utah

An open discussion about mentoring programs at your school including how to start the program, how to manage the program and what additional departments to work.

Communications: The Power of Video: Turn a Spotlight on What's Great About Your School!

Rebecca Badeaux, Writer, Betty Irene Moore School of Nursing at UC Davis

Janelle Drumwright, Communications Manager, University of Arizona

Danny Cohen, New Media News TV and AACN TV

Video is one of the best ways to tell your school's story. Tech-based tools enable us to inform, engage and support the work of students, faculty and researchers. Gone are the days of the professionally produced 10-15 minute videos. Today, you need much shorter videos and video

vignettes that can be captured spontaneously and produced within a tight timeframe in order to maintain timeliness. Video should be a key part of your school's marketing and advancement strategies. In this session, we'll explore the opportunities today's technology present when launching into a video program for your school.

Development: Tabletop Speed Discussions

Actively engage with your colleagues in four 15-minute mini-sessions around the topics of creative stewardship plans, successful development boards, fundraising for interdisciplinary programs, and new and creative ideas to acquire new major gift donors.

3:00-3:15 p.m.

Break

3:15-4:45 p.m.

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Development: Donor Panel—Everything You Ever Wanted to Know but Your Donors Will Not Tell You

Join us for a discussion with a panel of current major gift nursing donors. Bring your questions and be prepared to listen and learn.

6:00 p.m.

Networking Dinners

Saturday, March 19

8:00-8:30 a.m.

Continental Breakfast

8:30-10:00 a.m.

Breakout Sessions

Alumni: Alumni Board Governances

Debbie Boggs, RN, Director, Alumni Relations, Mount Carmel College of Nursing

Marilyn McGhee, PhD, Marketing and External Relations Representative, Florida State University, College of Nursing

Open discussion on structuring alumni boards and managing alumni expectations so your nursing program gets the support needed and board members have a meaningful experience. Come ready to discuss your issues, successes, policy and structure formats and feel free to bring your bylaws, board government documents.

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11:45 a.m. -1:30 p.m.

Lunch (on your own)

1:30 p.m. – 3 p.m.

Maverick

From Silence to Voice: Putting Nursing Center Stage
Program Session concurrent with Deans' Conference
Suzanne Gordon

It is critical for nurses to explain their work to the broad public as well as to their patients. Nurses, however, tend to work in silence and remain silent regarding their work in broader media and social conversations about healthcare. How can this be changed? What strategies do nurse educators need to mobilize to encourage nurses to move from silence to voice, particularly in an era when there is an intense concentration on interprofessional education and practice. Suzanne Gordon is an award-winning journalist and author. She has written for the *New York Times*, the *Los Angeles Times*, *The Washington Post*, the *Atlantic Monthly*, *The Nation*, the *American Prospect*, the *Globe and Mail*, the *Toronto Star*, *JAMA*, *The Annals of Internal Medicine*, *The BMJ* and others. She is the co-editor of *The Culture and Politics of Healthcare Work* series at Cornell University Press.