

# 2016 NURSING ADVANCEMENT PROFESSIONALS (NAP) CONFERENCE

*Branding Your School and Promoting  
the Nursing Profession*

March 16-19, 2016



THE FAIRMONT  
WASHINGTON, DC



American Association of Colleges of Nursing  
ADVANCING HIGHER EDUCATION IN NURSING

# Branding Your School and Promoting the Nursing Profession

The annual **Nursing Advancement Professionals (NAP) Conference** is a networking and educational opportunity for alumni relations, development, communications and marketing professionals; deans and directors; volunteer foundation and alumni board members; and anyone interested in learning more about how nursing schools can build their external relations programs and advance their schools.

## Agenda

Wednesday, March 16	
5:00–6:30 p.m.	Registration
5:30–6:30 p.m.	Welcome and Orientation
Thursday, March 17	
8:00–8:30 a.m.	Registration
8:30–8:45 a.m.	Welcome and Opening Remarks
8:45–10:15 a.m.	The Media's Portrayal of Nursing
10:15–10:30 a.m.	Break
10:30 a.m.–12:00 p.m.	The Gap Between Nurses' Perceptions of Their Brand Image and Those Held By The American Public
12:00–2:00 p.m.	Lunch (on your own)
2:00–3:30 p.m.	Breakout Session #1
3:30–3:45 p.m.	Break
3:45–5:00 p.m.	Breakout Session #2
6:00 p.m.	Group Networking Dinners
Friday, March 18	
7:30–8:30 a.m.	Continental Breakfast
8:30–11:00 a.m.	From Engagement to Impact: Telling Your School's Story
10:00–11:00 a.m.	Discussion Group: Implementing Storytelling Practices
11:00–11:15 a.m.	Break
11:15 a.m.–12:15 p.m.	General Session
12:15–1:30 p.m.	Luncheon and NAP Business Meeting Forum
1:30–3:00 p.m.	Breakout Session #1
3:00–3:15 p.m.	Break
3:15–4:45 p.m.	Breakout Session #2
6:00 p.m.	Group Networking Dinners
Saturday, April 19	
7:30–8:30 a.m.	Continental Breakfast
8:30–10:00 a.m.	Breakout Session #1
10:00–10:15 a.m.	Break
10:15–11:45 a.m.	Breakout Session #2
11:45 a.m.–1:30 p.m.	Lunch (on your own)
1:30–3:00 p.m.	Joint Session with Deans: From Silence to Voice
3:00–3:30 p.m.	Closing and Debrief

# Plenary Speakers

## Sandy Summers

*The Truth About Nursing*

### The Media's Portrayal of Nursing

Media products have long shaped and reinforced inaccurate perceptions about the nature of nursing work. Public health research shows that even entertainment media products have a significant effect on how people think and behave with regard to health care. But today too few decision-makers, from government officials to the public at large, know that nurses are skilled professionals who save lives and improve outcomes. Sandy Summers will explore some overlooked roots of the nursing crisis and its effects, and offer strategies to help nursing school professionals respond.



Sandy Summers

Her media advocacy work began when she and her fellow Johns Hopkins graduate students began the movement in April 2001. Since then, Sandy Summers 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*.

## Suzanne Gordon

*Cornell University Press*

### From Silence to Voice: Putting Nursing Center Stage

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

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.

## Caryn Stein

*Network for Good*

### Better Storytelling for Greater Impact

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

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*.

# Breakout Sessions

## (Alumni Relations, Communications, Marketing and Development)

### Thursday, March 17

2:00–3:30 p.m.

3:45–5:00 p.m.

### Friday, March 18

1:30–3:00 p.m.

3:15–4:45 p.m.

### Saturday, March 19

8:30–10:00 a.m.

10:15–11:45 a.m.

Two breakout sessions are planned for each day and are broken out by profession: **Alumni Relations, Communications and Marketing, and Development**. Each breakout session will be provided twice to allow participants to mix and match sessions for their own professional growth needs.

Alumni relations sessions include alumni engagement in the digital age, alumni board governance, and cultivating a culture of professionalism. Communications and marketing sessions include discussions on strategic planning, the use of video to tell stories, and best practices in social media. Development sessions will include presentations on strategic portfolio management, faculty retention, and a donor panel.

Other breakout sessions continue to be planned. Full descriptions will be available online in January.

## Conference Highlights

Promoting your nursing school and the benefits of a nursing career can be a challenge given the public's often conflicting views about nursing roles and professional expectations. Whether you work in development, with alumni, or as part of the communications and marketing team, you are faced with reaching target audiences whose views about nursing are influenced by stereotyped imagery and role confusion. Hear expert speakers discuss how the media's portrayal of nurses differs from the actual work that nurses do, learn about recent studies on the perceptions of nurses among several audience groups, and participate in a storytelling workshop. Attendees will learn how to effectively communicate with donors, alumni, the media, and consumers and how best to position their schools to advance the nursing profession.

Here are some of the outcomes you can expect:

- Keynote presentations on media perceptions of nursing.
- Breakout sessions each day in the Alumni Relations, Communications and Marketing, and Development disciplines.
- Lively group and panel discussions.
- Networking with colleagues from across the nation.

## Networking Opportunities

### Networking Lounge

Friday and Saturday, March 18-19

[Open during conference hours](#)

Our networking lounge is set up for you to take a break, connect with colleagues, and engage in interesting conversations. Charging stations are conveniently located in the lounge.

### Welcome and Orientation

Wednesday, March 16

[5:30–6:30 p.m.](#)

Is this your first time attending the NAP annual conference? Do you want to learn more? Kick off the meeting by coming to this orientation session for an overview of NAP and learn how to navigate the conference. New this year is a buddy-and-mentoring match. Sign up in advance if you are new to the NAP conference and would like to have a friend waiting for you at registration or if you are interested in being matched with a mentor. Email Colleen Zimmerman at [cmzimme@umich.edu](mailto:cmzimme@umich.edu) to participate. Take advantage of these opportunities to network with other first-time attendees and pick up tips and tricks from conference veterans before the conference officially begins.

### Group Networking Dinners

Thursday and Friday, March 17-18

[6:00 p.m.](#)

Connect with colleagues over dinner at a local restaurant! Each dinner is attended by a member of the NAP steering committee. Sign-up sheets are posted at the registration desk. Participants meet in the lobby at 5:45 p.m.



# General Information and Registration

Detailed information about our events is available at [www.aacn.nche.edu/conferences](http://www.aacn.nche.edu/conferences).

## Registration Fees

	<b>Early Bird</b> by March 4, 2016	<b>Regular</b> after March 4, 2016
<b>AACN Members</b>		
NAP Network Members	\$419	\$519
Non-Network Members (NAP)	\$449	\$549
Additional Registrant(s) from same Institution	\$419	\$519
<b>AACN Non-Members</b>		
	\$599	\$699
<b>Full-Time Students*</b>		
	\$225	\$275

\* Full-time graduate students carrying 9 or more credit hours this semester may request a 50% discount. Submit your request together with verification of your full-time student status to [conferences@aacn.nche.edu](mailto:conferences@aacn.nche.edu)

## Venue

The Fairmont Washington  
2401 M Street, NW  
Washington, DC 20037  
Phone: 202-429-2400  
[www.fairmont.com/washington](http://www.fairmont.com/washington)

## Continuing Education Credit

Continuing Education contact hours will be provided by the American Association of Colleges of Nursing to all conference participants at no additional cost. CE certificates will be provided online after completion of the online evaluation, which can be accessed through the AACN App.

## Contact Information

AACN  
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### AACN App

Debuting this year, the AACN App is your gateway to access program and speaker information, networking opportunities, exhibitor and sponsor listings, and much more.

*Information about the NAP Conference can be found inside the Spring Annual Meeting Guide.*





## Advancing Higher Education in Nursing

### Quotes from Past Attendees:

*"I can't overstate how helpful this conference was to me as a development officer. I left the meeting with actionable ideas I am planning to implement in my university. Looking forward to next year!"*

*"Thank you for an amazing conference! Great speakers, wonderful networking opportunities, and I loved the roundtable discussions!"*

*"The speakers were wonderful! I am a longtime marketing professional and I came away from this meeting with new, innovative ways to promote my nursing program."*