



## **Report on the Graduate Nursing Student Academy (GNSA) March 2015**

Since October 2014, the following activities have been undertaken by the GNSA Leadership Council and AACN staff in support of this initiative.

**Member Registration:** As of March 6, 2015, there were 12,249 graduate nursing students registered for the GNSA. This represents a 12% increase since October 2014. Membership breakdown by program level consists of 69% of students in MSN programs, 19% in DNP programs, 8% in PhD programs, and 4% in certificate or dual degree programs. AACN will soon implement a new annual renewal process. GNSA members who have graduated will remain members for one year following graduation after which they will be dropped from membership. This will allow AACN staff to maintain accurate membership records while also tracking student graduations.

**Leadership Council:** The Leadership Council met for their second in-person meeting in October 2014. The discussion focused on providing additional resources for GNSA members such as fact sheets, engaging the Leadership Council in social media outreach, developing programming for GNSA Liaisons, writing editorials to help promote the GNSA, and onboarding the next GNSA Leadership Council. Members also reviewed and updated the Leadership Council’s goals and strategic priorities. In addition, the group reviewed preliminary results from the GNSA member evaluation survey, which was launched in October 2014. The survey yielded results from over 1,000 members and provided information on the use of current services, feedback for future Webinars, and overall satisfaction. Survey data will be used to help improve services, but also to market them better to GNSA members. The group determined that to help with the continuity of the Leadership Council’s work, a new call for applications will be held to replace members who have or will be graduating. These members will serve in a mentor role to incoming Council members. The five Council members who are still in graduate school will remain on the Council and serve another term.

The following programs and services have been provided to GNSA members since October:

**Webinars:** Between October 2014 and March 2015, six Webinars were offered. Topics continue to reflect ones that have been directly requested by the membership. In addition, new topic suggestions made in the GNSA Evaluation Survey will be explored for future Webinars. The table below identifies the Webinar titles and registration numbers.

<b>Title</b>	<b>Registration #</b>
Nursing Leadership in Women’s Health	121
Nursing Research: Grants & Resources	158
Debunking the Myths of the Dissertation Proposal Defense	49
Improving Information Literacy Skills to Enhance Evidence-Based Practice Among NP Students	51
IPEC: Improving Health Outcomes and Fostering Health Profession	334

Collaboration	
Expert to Novice: Developing Into Clinical Faculty	162

Additional Webinar topics planned for the remainder of spring 2015 include tips for conducting a national research study, a leadership-focused Webinar by one of the Wharton Executive Fellows, and communicating with patients and families from the ELNEC perspective.

**Monthly GNSA Bulletin:** The bulletin continues to be distributed on the first Wednesday of every month. Each issue features an Emerging Leader and GNSA Liaison. The Bulletin serves as the primary source of information for GNSA members on future Webinars, member information, scholarship and funding opportunities, student resources, and advocacy information. AACN staff continues to monitor open rates for each issue.

**Graduate Nursing Career Network:** Created exclusively for the GNSA, this job board highlights positions open to nurses with graduate level education. Staff are working to determine other ways to highlight this important GNSA member benefit. Staff will continue to highlight specific job opportunities in the GNSA Bulletin and are working on developing a simple guide for using the career network.

**Student Collaboration Community:** Information about the community is consistently shared through the GNSA Bulletin. Leadership Council members and GNSA Liaisons start discussions in the community to help foster engagement from other members. In addition, the GNSA-Certified Background scholarship winners were asked to make posts reflecting their winning essays in the community. To increase utilization, AACN staff developed a guide outlining the functions and features of the community.

**GNSA Liaisons:** There are currently 129 Liaisons who are committed to sharing information about the GNSA with students at their home institutions. To help Liaisons access GNSA marketing materials, AACN staff created a Liaison Engagement Packet, which is located in the collaboration community and provides one-stop access to flyers, PowerPoint presentations, the GNSA brochure, and other useful resources on effective presentation skills and developing your elevator speech. In December 2014, a GNSA Liaison certificate was developed and sent out to each Liaison with a copy to the dean, helping to give the Liaisons more exposure at their respective institutions. In February, AACN staff started hosting regional Liaison conference calls to allow Liaisons to network within their region, while also giving them an opportunity to provide feedback directly to AACN staff and members of the Leadership Council. The calls were very successful, and excellent feedback was received. Many Liaisons requested information on number of GNSA members at their school, and staff will work on developing a system to easily provide that information. The Liaison conference calls will continue to be held on a quarterly basis.

**Social Media:** The Facebook page, Twitter feed, and LinkedIn group remain active among GNSA members. New videos from the Liaison leadership project are added to the YouTube channel as they are produced. In addition, the Leadership Council developed a video showcasing GNSA benefits which is also included in the channel.

**Scholarships:** In November 2014, AACN selected the first winners of the GNSA members-only scholarships. The first program was developed through a partnership with Certified Background. For the first round of awards last fall, 306 applications were received. For the second round this spring, 174 applications were received. The second GNSA exclusive scholarship is a partnership with AACN and Uniform Advantage. By the first deadline of September 30, 2014, 188 applications were received, and 143 applications were received by the second deadline. This response demonstrates a great need for continued scholarships.

**GNSA Policy Committee:** The committee is tasked with developing a toolkit, which will be used to help inform individuals about advocacy and how to engage in the advocacy process as a graduate nurse. Through regular conference calls, members have developed an outline for the toolkit. Staff are currently working on securing a speaker that will present to the committee during the next conference call scheduled for April.

**Web Resources:** AACN continues to expand the content and resources available through GNSA's homepage: <http://www.aacn.nche.edu/students/gnsa>. Staff have developed a number of instructional pages to help GNSA members locate the GNSA membership card and navigate through the steps allowing one to opt-in to the student collaboration community.

**Marketing:** Communication is regularly sent to AACN member deans about the GNSA. In addition, staff are utilizing the Liaisons to help distribute information widely. Finally, the Leadership Council will develop some editorial pieces, which will be used to help further promote the GNSA and attract new members.