



## PLAN NOW TO ATTEND AN ESSENTIALS REGIONAL WORKSHOP



### VISIT THE ESSENTIALS RESOURCE CENTER ON AACN'S WEBSITE

[AACN's Essentials Resource Center](#) is the go-to place for all your *Essentials* needs, including links to guides, webinars, a teaching resource database, a discussion corner, and much more.



AACN is hosting a series of regional hands-on workshops for faculty seeking strategies, resources, and solutions to adapting their undergraduate and graduate programs to meet the new competency expectations. Presenters will provide an overview of competency-based education (CBE), compare CBE to traditional teaching and learning, and discuss how CBE improves clinical judgment and prepares nurse graduates for clinical practice. Click the links for more information and to register.

[September 14, 2023](#)  
[Los Angeles, California](#)

[September 27, 2023](#)  
[Baltimore, Maryland](#)

[September 15, 2023](#)  
[Los Angeles, California](#)

[November 29, 2023](#)  
[Transform 2023 Pre-Conference](#)

[September 26, 2023](#)  
[Baltimore, Maryland](#)

## INSIDE SYLLABUS:

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## APPLY NOW FOR THE DIVERSITY LEADERSHIP INSTITUTE

[AACN's Diversity Leadership Institute](#) provides an overview of the current state of diversity, equity, and inclusion (DEI) in academic nursing and the role of diversity officers in nursing education and practice. Program facilitators frame DEI within the context of higher education and academic nursing while presenting high-involvement strategies and practices that can be deployed at schools of nursing.

Attendees gain new knowledge and experiences designed to stimulate strategic thinking and elevate impact. Program content was designed to increase self-awareness while building skills and capacity to lead change and launch successful DEI-focused initiatives. This program offers the opportunity for participants to develop a diversity plan designed to drive excellence and meet local needs. Upon completion, participants will present their projects describing how they will apply their plan within their respective organizations. At the conclusion of this program, a certificate will be awarded.

**The application deadline is June 30, 2023.**

## SUMMER SEMINAR

SOLD OUT

July 23-26, 2023 | Québec City, Canada



Coming into View: Creating a Culture to Meet Your Mission



SEAN OLSON

### SUMMER SEMINAR TO TAKE PLACE IN HISTORIC QUEBEC CITY

[“Coming into View: Creating a Culture to Meet Your Mission”](#) is the theme of this year’s Summer Seminar, to be held July 23-26 at the Fairmont Le Château Frontenac, a landmark hotel located in Canada’s historic Québec City. The venue will provide attendees with a memorable and inspiring stay in one of the most beautiful, and walkable, cities in the world.

**The seminar is sold out.**

Through guided exercises, participants will explore how to cultivate a desired personal brand and discover how their behaviors and surroundings impact the culture of an organization and influence workplace effectiveness. Through the lens of coaching, participants will be able to identify opportunities for both immediate and lasting success with a special focus on the value of partnerships to shaping the future of nursing education.

The seminar’s featured speaker is Sean Olson, an author, speaker, and executive coach with over 25 years of experience helping individuals and teams reach their full potential and effectiveness. He has worked with academic nursing leaders, deans, and teams, as well as clinical practice officers, teams, directors, and senior managers across the spectrum from start-ups to Fortune 500 companies. Sean is the co-founder and CEO of Renogize Professional Coaching, which provides executive coaching and leadership development to universities and companies throughout the United States. He is the author of [This Is How I Role: 7 Strategies to Accelerate Your Leadership Growth and Promotability](#) and is host of The Intentional Leader Podcast.

### AACN AND QGENDA LAUNCH NEW SCHOLARSHIP

AACN and QGenda have announced the launch of a new scholarship program to support the preparation of new nurses and those seeking to advance their education. Open to nursing students pursuing baccalaureate and higher degrees at AACN member institutions, this program will award nearly \$50,000 in scholarships through 2025, which will be administered by AACN’s Foundation for Academic Nursing.

“Supporting the next generation of registered nurses is essential to meeting the nation’s healthcare needs and ensuring access to quality care,” said Dr. Deborah Trautman, AACN President and Chief Executive Officer. “On behalf of academic nursing, AACN applauds QGenda for their commitment to making a real difference in the lives of nurses who are taking their first steps as future leaders of the profession.”

QGenda, a leader in healthcare workforce management solutions, approached the

Foundation for Academic Nursing about providing support for nursing students in areas of significant need. The QGenda-AACN Scholarship will be awarded to students in three categories: entry-level baccalaureate programs, accelerated programs for college graduates transitioning into nursing (baccalaureate and master’s), and graduate nursing programs (master’s and doctoral). **Please note:** The July award is open to entry-level baccalaureate students; the October award is open to students in accelerated programs; and the February award is open to students in master’s and doctoral programs.

To apply, students must complete an online application, provide demographic information and details on academic achievement, and submit a short essay outlining their career goals after graduation. **Applications are being accepted now for the first award for**

### AACN-QGenda Scholarship

NOW ACCEPTING APPLICATIONS

FOUNDATION FOR  
ACADEMIC NURSING  
AMERICAN ASSOCIATION OF COLLEGES OF NURSING



**entry-level baccalaureate students only to be presented in July 2023.** [Click here](#) to submit an application.

“To celebrate and support nurses, QGenda is thrilled to be launching this new scholarship program to honor the nation’s most trusted profession,” said Mark Geremia, QGenda Chief Marketing Officer. “We are committed to supporting nurses and the essential contributions they make to keep individuals and communities safe.”

# Q&A with George Haddad



## **GEORGE HADDAD**

**Founder and Chief Executive Officer, Liaison International**

George Haddad founded Liaison International in 1990 and currently serves as its Chief Executive Officer. Under his guidance, Liaison has become a leader in higher education, providing recruitment, admissions management software, and Centralized Application Services (CASs™) for educational institutions and affiliated professional associations. Liaison plays an integral role in streamlining the admissions processes that allow institutions to advance their recruitment strategies, provide better access to education, and share best practices throughout the global education community.

Mr. Haddad is an active board member of for-profit and nonprofit institutions that encourage scholastic achievement and personal excellence among students in the realms of K-12 and higher education.

### **What was the impetus for your creation of Liaison International?**

The creation of Liaison International with a focus on education and health professions was driven by a combination of motivations and considerations. It stemmed from a genuine passion for education and health care, a strong desire to make a social impact, and the recognition of a market opportunity. The overarching goal was to improve education and healthcare systems by leveraging innovative technological solutions and services, and fostering collaboration and coordination among different health professions constituencies.

By facilitating collaboration and coordination, Liaison aimed to enhance the admission experience for applicants and programs alike. The intention was to provide impactful and innovative solutions that would streamline the admission process, while also providing real-time data to health profession associations, enabling them to advance their missions and goals effectively.

Over the years, Liaison has actively sought feedback and participation from associations and programs, allowing for continuous evolution and improvement.

This collaborative approach has transformed Liaison into a gateway for education access, enabling millions of students to fulfill their aspirations of enrolling in higher education in the United States through CAS and other supporting products offered by Liaison.

### **How many healthcare professions participate in CAS?**

Liaison has established partnerships with over 40 health professions, utilizing our comprehensive CAS products. These alliances extend beyond nursing and encompass a wide range of healthcare disciplines. By working closely with these health professions, Liaison aims to provide tailored solutions and support to meet their specific needs and challenges in the admissions process. The diverse array of health professions programs partnering with Liaison underscores our commitment to fostering excellence and innovation across the healthcare education landscape.

### **What recent trends have you seen among the health professions programs with whom you partner?**

Health professions programs face similar challenges to those observed in the broader higher education industry. The ongoing impact of COVID-19 continues to affect the health professions, creating additional obstacles for these programs. Moreover, the upcoming demographic cliff, which will result in a 15% decline in college-bound students in the US between 2025 and 2029, presents further enrollment challenges for health professions programs. Additionally, the great resignation phenomenon has led to the loss of valuable staff and resources, compounding the existing enrollment difficulties.

The influence of geography, demography, and the economy has pushed institutions to navigate within limited margins. However, there is an opportunity for change. By fostering genuine collaboration among programs and leveraging the robust platform of NursingCAS, programs can avoid unnecessary duplication of resources and costly redundancies. Instead, these resources can be strategically directed towards nurturing the applicant pool at a deeper level, resulting in more effective and efficient enrollment efforts. This approach allows programs to address enrollment challenges more proactively and maximize the impact of their resources.

### **What are some of the challenges ahead for enrollment officers in academic nursing?**

Enrollment leaders in academic nursing are currently facing significant challenges. One of the major concerns is the approaching demographic cliff, which will result in a substantial decrease in the number of students available for admission. This poses a pressing issue for enrollment

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# Q&A with George Haddad

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leaders in maintaining a steady student population.

Furthermore, the impending SCOTUS ruling on the use of race in admissions has created uncertainty regarding how enrollment leaders will assess and admit students. This legal development adds complexity to the already challenging task of shaping an inclusive and diverse student body.

In addition, the ever-changing state and local political environments exert a considerable influence on education policies. The continual shifts in these environments necessitate a thorough evaluation of existing processes and resources. To address these challenges, there is a need for enrollment leaders to transition from a scarcity-based mindset to one of abundance by cooperating as a profession. This collaborative approach can foster innovative solutions and ensure a more effective execution of enrollment strategies that align with evolving policies and promote inclusivity and access in academic nursing.

## **How does your Centralized Application Service support your partner institutions' total enrollment goals?**

Throughout our history, Liaison has continuously evolved to meet the changing needs of the schools, programs, and applicants we serve. While CAS has remained a foundational offering to our partners, we have recently expanded our portfolio of products to provide a comprehensive solution for institutions' total enrollment goals. In the past few years, we have acquired Othot, an AI/data science practice, TargetX, a leading CRM in higher education, and Time2Track, a platform that enables students to track their training hours online. Additionally, we have introduced the Enrollment Marketing Platform (EMP) to support programs in their campaigns and digital

search efforts, allowing them to reach potential applicants and showcase the unique characteristics of their programs, ultimately driving application submissions.

This growth and evolution are also evident in CAS. With its flexible architecture, CAS adapts to the specific needs of programs, allowing them to customize their applications to address their unique campus requirements while maintaining their brand identity. CAS is a highly scalable application platform that equips institutions with state-of-the-art, no-cost technology, empowering them to be better prepared for their enrollment processes.

CAS serves as a vital connector, linking students with institutions and providing institutions with easier and improved tools and processes to help them achieve their enrollment goals. We collaborate closely with our CAS partners to examine their holistic enrollment strategies, identify gaps, and propose solutions to enhance their entire enrollment ecosystem.

## **What are the goals for NursingCAS?**

One of the primary goals of NursingCAS is to establish a robust admissions ecosystem that enables students to discover the nursing programs that best suit their needs. It provides nursing schools with the essential tools and services required to achieve their enrollment objectives. Another significant goal is to address the national nursing shortage by increasing the number of students enrolling in nursing programs. To further support this objective, Liaison has planned a substantial additional investment aimed at reaching deep into the applicant pool, which we expect to launch soon.

Regarding AACN, our aim for NursingCAS is to provide valuable data on the emerging nursing workforce. While most other health professions have achieved participation from all schools in their respective CAS, we aspire to reach a milestone of having at least 50%

of all nursing programs integrated into NursingCAS within the next 2-3 years.

NursingCAS transcends being a mere application platform; it serves as an ecosystem that administers and delivers consolidated, value-added services. By doing so, it eliminates the silos of costly and ineffective technology solutions that can hinder long-term success and sustainability.

## **What are the benefits of NursingCAS?**

Schools that participate in NursingCAS gain access to a larger pool of applicants; they also benefit from online tools and support services that assist in managing the administrative tasks faced by limited admissions and nursing staff resources. NursingCAS aims to guide students seeking admission to nursing school towards available seats at participating programs.

One compelling benefit for program administrators is the ability to offload the mundane and time-consuming efforts and costs associated with building and maintaining an application system, providing customer service support, verifying transcripts, and managing letters of recommendation—all crucial components of an effective admissions process. By freeing up time and resources, schools can prioritize establishing meaningful relationships with students and alleviate much of the administrative burden. Training and educational resources are readily accessible to schools and programs as well. Additionally, NursingCAS provides unique analytics reporting tool that offers insights into the applicant pool over time and allows for benchmarking with other relevant programs. Importantly, all these tools and services within NursingCAS are provided to schools at no cost.

For students, NursingCAS offers an easy-to-use and intuitive application interface, along with 24-hour access to monitor their application status

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## A Career in Diabetes Care & Education is in High Demand!

Nursing students interested in the specialty field of diabetes care and education will want to include earning the Certified Diabetes Care and Education Specialist® (CDCES®) credential in their career plans.

### Why would nursing students want to pursue CDCES certification?



- Expands career opportunities
- CDCESs are in high demand because the number of people at risk from and those living with diabetes continues to grow
- CDCESs have a direct impact on people living with diabetes and many CDCESs will tell you they could not think of working in any other specialty

*Help your students know about the opportunity to become critical members of the healthcare team as nurses who hold the CDCES certification!*

#### Request information to share:

- 224-607-6242
- [marketing@cbdce.org](mailto:marketing@cbdce.org)
- [www.cbdce.org](http://www.cbdce.org)



*Q&A continued from page 4*

conveniently. The centralized nature of NursingCAS enables students to discover and consider programs they may not have otherwise explored. Likewise, it enables schools to attract applicants from outside their traditional applicant pool. Through nurture campaigns, NursingCAS conducts outreach to over 160,000 students each month, encouraging them to consider NursingCAS programs and promoting participating school events. This outreach is designed to motivate students to submit their applications to participating NursingCAS schools.

#### How many schools participate in NursingCAS?

Currently, NursingCAS has a strong network of 300 participating schools offering over 3,000 combined programs.

This extensive reach provides a diverse range of options for students seeking nursing education and allows for greater opportunities for schools to connect with potential applicants. The wide participation of schools in NursingCAS strengthens the overall ecosystem and fosters collaboration among institutions in addressing nursing workforce needs.

#### How does NursingCAS increase college access and strengthen recruitment efforts?

Applying to nursing programs can be financially burdensome for many students. However, NursingCAS, in collaboration with AACN, offers a robust fee waiver program to alleviate this burden. This program enables applicants with limited financial means or those involved in service organizations to apply to nursing programs through NursingCAS at no cost. By eliminating these fees, NursingCAS

ensures that all students, regardless of their financial circumstances, have an equal opportunity to pursue a nursing education.

Liaison understands the challenges faced by nursing program enrollment teams and aims to provide comprehensive support. NursingCAS serves as an extension of the nursing program's enrollment team, helping with the cumbersome administrative tasks that can often hinder important student outreach and connections. By offloading these administrative responsibilities, schools and administrators can redirect their resources toward more targeted recruitment efforts, enhanced campus visits, and personalized outreach conducted by faculty. Liaison is dedicated to empowering nursing programs to focus on building meaningful relationships with prospective students and enhancing their overall enrollment experience.



## Free Opportunity to Increase Your Genomic Literacy

**Are you a doctorally-prepared nurse, faculty or student and wish you had a better understanding of genome science, clinical genetics and their social and ethical impacts?**

**Do you want to improve your genomic science literacy to benefit patient/population health care outcomes, particularly for those from underrepresented groups?**

**Learn more about this flexible, NIH-funded, self-paced, online course offered this September 2023 and January 2024.**

**To learn more, visit:  
[duq.edu/nursing-genomics](https://duq.edu/nursing-genomics)**

**Questions? Contact:**

**Elizabeth Flanagan, MA, Coordinator of Professional Development & Continuing Education Events**  
**[davidson@duq.edu](mailto:davidson@duq.edu) | 412.396.2072**



## AACN LAUNCHES REDESIGNED WEBSITE

AACN has launched a newly redesigned and updated website! The new website remains at [www.aacnnursing.org](http://www.aacnnursing.org) but has a different look and feel with bold colors, images, and more tools for members and stakeholders to tap into programs and resources.

### New Website Features

Our top goals were to ensure a user-friendly and highly visual experience. The website is reorganized into six navigation categories, each designed to allow members to find relevant information quickly and efficiently.

### New Navigation Menu

- [Our Initiatives](#) showcase a number of priority areas for AACN, such as the [Essentials](#), [DEI](#), [well-being](#), [grant-funded initiatives](#), and special projects.
- [News & Data](#) includes current and archived [news releases](#), [fact sheets](#), [white papers](#), [position statements](#), [data spotlights](#), and a new way to [search for news](#) based on category.
- [Conferences & Webinars](#) contain professional development opportunities, including [conferences](#), [leadership development programs](#), [webinars](#), and [learning modules](#).

The following website areas are the same as the previous site, but feature new visuals that help users navigate various resources and information:

- |   |                                       |
|---|---------------------------------------|
| • <a href="#">Policy &amp; Advocacy</a>           | • <a href="#">Essentials Tool Kit</a> |
| • <a href="#">Membership</a>                      | • <a href="#">Teaching Resources</a>  |
| • <a href="#">Foundation for Academic Nursing</a> | • <a href="#">MyAACN Dashboard</a>    |

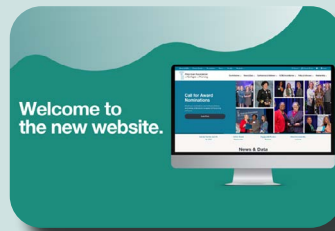
### New Features

In addition, we have new and improved features on our site, including

- Dedicated audience landing pages with a new look and feel for [deans](#), [faculty](#), and [students](#).
- Updated web page layouts that are more user and mobile-friendly
- Optimized top-performing pages and key initiative pages
- Enhanced [MyAACN dashboard](#) to personalize the member experience
- Continued improvement in web accessibility
- Updated search functionality allowing users to search keywords to find relevant information and a new quick links section enabling users to locate information and resources efficiently.

### Your Feedback

We welcome your feedback on the new AACN website. If you have any questions or comments regarding the sites' content, navigation, or visual aspects, we encourage you to fill out a [feedback form](#).



## ABOUT SYLLABUS

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