



CNL CERTIFICATION AMBASSADOR PROGRAM FACT SHEET

What is the purpose of the CNL Certification Ambassador Program?

The CNL Certification Ambassador Program provides a vehicle for “grass-roots” marketing of the CNL Certification Program at the local/state level.

Are Ambassadors required to attend CNC meetings?

An annual conference call is generally conducted in the summer. Additional calls may be scheduled as necessary by CNC staff. Participation is recommended but it is not mandatory to serve as an Ambassador.

If selected as an Ambassador, where can I find promotional information or speaker resources?

CNL certification information and promotional material is available at <http://www.aacnnursing.org/CNL> or <http://www.aacnnursing.org/CNL-Certification/CNC-Publications-Resources>.

If I require promotional materials such as brochures or other handouts, how soon should I notify CNC?

You should notify CNC of your handout requirements as soon as you learn of the event (preferably no later than two weeks prior to an event). Brochures can be ordered online at <http://www.aacnnursing.org/CNL-Certification/Order-CNL-Merchandise>.

Who pays my expenses?

The CNL Certification Ambassador Program is voluntary and CNC does not reimburse for expenses (travel, telephone, etc.) to promote CNL certification.

What are my responsibilities as a CNL Certification Ambassador?

Responsibilities:

- Promote CNL certification activities, products, and services in your state or region
- Share your experience as a CNL with students, researchers, and the public
- Serve as a speaker to promote CNL certification
- Notify CNC of upcoming education events scheduled in your state/region that may serve as a venue to promote the CNL role and/or CNL certification
- Distribute CNL promotional material at local events
- Serve as an advisor to CNC’s Marketing Committee
- Participate in at least one Ambassadors’ conference call per year
- Post and share on CNC’s social media pages: Twitter, Facebook and Nurses Lounge
- Accept and complete special assignments as requested
- Respond to correspondence and information requests from CNC staff
- Assist in the development of products and services including identifying topics for *The CNL Bulletin* and education sessions
- Maintain professionalism and ethical standards (If in violation of this standard, an Ambassador may be removed from service.)
- Maintain CNL certification
- Notify CNC if unable to continue service as an Ambassador

Who is my point of contact with the CNC during my service as a CNL Certification Ambassador?

All inquiries/communication should be directed to CNC staff at cnl@aacnnursing.org, 202-370-3608.