

2014 BONUS ANNUAL MEETING

*Bridging for the Future: Connecting Past
Experience to Inform Future Leaders*

April 23-25, 2014



FRANCIS MARION HOTEL
CHARLESTON, SOUTH CAROLINA



American Association of Colleges of Nursing

ADVANCING HIGHER EDUCATION IN NURSING

Meeting HIGHLIGHTS

Business Officers of Nursing Schools (BONUS) is dedicated to facilitating networking among those who work in the administration of nursing education and to providing education in areas of business, technology, and financial and administrative management of nursing schools. Assistants to the dean, fiscal managers, business officers and any personnel involved in the operational management of a school of nursing will benefit from attending this conference.

SCHEDULE AT A GLANCE

Wednesday, April 23	
11:00 a.m.-2:00 p.m.	Meeting Registration
12:00-12:45 p.m.	New Member Welcome and Orientation
1:00-1:30 p.m.	Welcome, Opening Remarks, Introductions, Committee Information, and Announcements
1:30-3:00 p.m.	AIM ³ + HIT+ LHS + IPE = Sustainable Academic Nursing Transformation
3:30-4:45 p.m.	Onward and Upward - Making the Tough Decisions, Managing the Dollars, and Planning for Growth
4:45-5:30 p.m.	Reception
6:30 p.m.	Small Group Dinners
Thursday, April 24	
8:00-8:30 a.m.	Continental Breakfast
8:30-9:00 a.m.	Business Meeting
9:00 a.m.-12:00 p.m.	Employee Engagement Is Broken and Other Challenges to Conventional Leadership Wisdom
12:00 p.m.	Group Picture
12:15-1:15 p.m.	Networking Luncheon
1:30-2:45 p.m.	Breakout Sessions <ul style="list-style-type: none"> • Use of Social Media in the Workplace • Growth of Graduate Education • Surviving Budget Reductions • Effective Communication Skills
3:00-4:15 p.m.	Breakout Sessions Repeated
4:15-5:00 p.m.	Poster Session
Evening	Optional Group Activities
Friday, April 25	
8:30-9:00 a.m.	Continental Breakfast
9:00-10:15 a.m.	Panel Discussion: Lessons Learned
10:30-11:45 a.m.	Essential Leadership Skills for Challenging Times

Wednesday, April 23

11:00 a.m.-2:00 p.m.

Meeting Registration

12:00-12:45 p.m.

New Member Welcome and Orientation

New members and first time attendees are invited to attend this important information session on the benefits of the BONUS Leadership Network. Topics will include the history of BONUS, tips to maximize networking opportunities, how to get involved on BONUS committees, and how to participate in online discussions. In addition, for those new to nursing, seasoned business officers will share their experiences on what nursing deans expect from their business officer.

*Facilitators: **Rudy Gomez**, Associate Dean of Finance, University of Texas Health Science Center at San Antonio; **Lisa Miller**, Associate Dean for Administrative Services, University of North Carolina at Chapel Hill; **Susan Frey**, Assistant Dean for Administrative Services, Case Western Reserve University; **Socorro Rico**, Program Manager, Western New Mexico University; **Tracy Brate**, Business Officer, Northern Kentucky University; and **Kate Brannon**, Finance Director, George Washington University*

1:00-1:30 p.m.

Welcome, Opening Remarks, Introductions, Committee Information, and Announcements

***Katharine Bonneson**, BONUS Chair, Chief Administrative Officer, University of Minnesota, and **Susan Perez**, BONUS Planning Chair, Associate Dean for Management, The University of Texas Health Science Center at Houston*

1:30-3:00 p.m.

Opening Program Session

AIM3 + HIT+ LHS + IPE = Sustainable Academic Nursing Transformation

Nursing's defensible future is anchored in meeting society's demand for improved population health, enhanced patient care experience, and reduced cost of care. While using health information technology to grow the learning health system must be the core focus of academic nursing programs, this presentation focuses on interprofessional education as the catalyst to ensure bold transformation and sustainability of your nursing programs.

*Speaker: **Connie Delaney**, PhD, RN, FAAN, FACMI, Dean, University of Minnesota School of Nursing*

3:00-3:30 p.m.

Break

3:30-4:45 p.m.

Program Session

Onward and Upward - Making the Tough Decisions, Managing the Dollars, and Planning for Growth

Accomplishing the mission of today's nursing programs requires making decisions about resource allocation, enrollment, revenue enhancement and diversification, as well as strategic planning involving all levels of the nursing school. This session will focus on some strategies employed during a time of program growth, financial system changes, as well as a nursing building program.



Speakers: **Gail Stuart**, PhD, RN, FAAN, Dean and Distinguished University Professor, and **Lynn Shull**, Assistant Dean for Finance and Administration, Medical University of South Carolina College of Nursing

4:45-5:30 p.m.

Reception

Hosted by the University of Minnesota School of Nursing and the Medical University of South Carolina College of Nursing

6:30 p.m.

Small Group Dinners

BONUS members will escort small groups to a selection of restaurants. Sign-up sheets with information on restaurant choices will be available at the conference.

Thursday, April 24

8:00-8:30 a.m.

Continental Breakfast

Guests welcome.

8:30-9:00 a.m.

Business Meeting

9:00 a.m.-12:00 p.m.

Program Session

Employee Engagement Is Broken and Other Challenges to Conventional Leadership Wisdom

For years, our organizations have been investing time, money, and energy into engaging our employees based on the promise that engagement drives results. But many organizations report that despite their best efforts, engagement just hasn't delivered as expected. While engaging our employees is critical, it turns out that engagement isn't enough. Engagement without accountability is chaos. It is the organizations that cultivate a culture of personal accountability who are truly winning. It is when engagement and accountability meet that breakthrough performance occurs. In this dynamic and provocative presentation, you will learn to see the science of employee engagement in a completely new way. This will include some practical guidance for how to cultivate the power of personal accountability within your organization. This content is new and based on Cy Wakeman's new book, *The Realty-Based Rules of the Workplace: Know What Boosts Your Value, Kills Your Chances and Will Make You Happier* (2013)

Speaker: **Nicole Price**, Vice President of Training, Cy Wakeman, Inc.

12:00 p.m.

Group Picture

12:15-1:15 p.m.

Networking Luncheon

Participants will have the opportunity to network with colleagues from similar institutions.

Lunch provided for BONUS members. Guests welcome - \$40 pp

1:30-2:45 p.m.

Breakout Sessions

- **Use of Social Media in the Workplace**

Examine the use and success of social media for recruiting and marketing at nursing schools as well as internal communication and security concerns.

*Facilitators: **Christy Kilduff**, Business and Finance Administrator, West Virginia University, and **Gerri Kremer**, Assistant to the Associate Dean for Administration, University at Buffalo*

- **Growth of Graduate Education**

Explore growth and change in nursing graduate programs with a particular focus on the Doctor of Nursing Practice (DNP). The session will focus on the mechanics of starting a graduate program, maintaining solvency, marketplace dynamics and considerations for improving program sustainability.

*Facilitators: **Katharine Bonneson**, Chief Administrative Officer, University of Minnesota, and **Walter Malecki**, Assistant Dean of Administrative Services, University of Maryland*

- **Surviving Budget Reductions**

Views on budgeting models and practical strategies to weather budget reductions and thrive.

*Facilitators: **Angie House**, Duke University, and **Linda Walsh**, The Ohio State University*

- **Effective Communication Skills**

1:30-2:45 p.m.

Discover five distinct rules to follow to have effective conversations at work and learn to improve effective communication.

*Facilitator: **Nicole Price**, Vice President of Training, Cy Wakeman, Inc.*

3:00-4:15 p.m.

Effective communication at work and improving communication strategies.

*Facilitator: **Jill Thewke**, Administrator II, and **Lori Turner**, Administrator I for Academic Programs, University of Nebraska Medical Center*

2:45-3:00 p.m.

Break

3:00-4:15 p.m.

Breakout Sessions (repeated)

4:15-5:00 p.m.

Poster Session

All BONUS members are encouraged to bring posters on work-related topics, which will be displayed throughout the meeting. BONUS members will also have the opportunity to present their posters during this open session.

Evening

Optional Group Activities

Sign-up sheets with information on group activity choices and restaurants will be available at the conference.



Friday, April 25

8:30-9:00 a.m.

Continental Breakfast

Guests welcome.

9:00-10:15 a.m.

Panel Discussion: Lessons Learned

Lessons learned on key issues at Nursing Schools including program solvency, new budget models, faculty practice plans and other topics identified at the 2013 conference.

*Panel Members: **Lynn Shull**, Assistant Dean for Finance and Administration, Medical University of South Carolina; **Lisa Vaughan**, Director of Business Operations, The University of Mississippi Medical Center; **Susan Frey**, Assistant Dean for Administrative Services, Case Western Reserve University; and **Lisa Miller**, Associate Dean for Administrative Services, University of North Carolina at Chapel Hill*

10:15-10:30 a.m.

Break

10:30-11:45 a.m.

Closing Program Session

Essential Leadership Skills for Challenging Times

Change and challenge are the watch words for our world today. This presentation will explore challenges and opportunities professionals are facing during turbulent times. Leaders are being challenged on every front to increase value within a limited or diminishing resource pool.

Jack Welch, former chairman and CEO of General Electric, stated, "Good leaders create a vision, they articulate the vision, passionately own the vision, and relentlessly drive the vision to completion." Strategic thinking, informed decision making, and effective communication are essential leadership skills for success today.

*Speaker: **Dr. Jairy C. Hunter Jr**, President, Charleston Southern University*

11:45 a.m.-12:00 noon

Closing Comments and Preview of 2015 BONUS Meeting

***Deidre Wesley**, BONUS Chair-Elect, Assistant Dean for Operations and Resource Development, Rush University Medical Center*

General

INFORMATION & REGISTRATION

Hotel Information

Francis Marion Hotel
387 King Street
Charleston, SC 29403

The room rate is \$199 single/double. The **cutoff date for reservations** at the group rate is **April 1, 2014**. For reservations call 877-756-2121 and request the group rate for AACN. The room block may fill before the deadline, so please make your reservation early.

Transportation Information

Charleston International Airport (CHS) is located approximately 13 miles from the Francis Marion Hotel. Taxi fare is approximately \$30 each way; Shuttle cost is approximately \$26 each way:

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 upon request.

Dietary and Special Needs

If you have any dietary restrictions (e.g., vegetarian, kosher, or gluten-free) or special needs, please let AACN know via the registration process as well as onsite at the conference registration desk.

Contact Information

AACN
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Phone: 202-463-6930
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www.aacn.nche.edu/conferences

Registration

The deadline for early registration is **April 11, 2014**. Late fees will apply to registrations received after April 11. E-mail messages confirming registration for this meeting will be sent to all participants.

Register online at:

www.aacn.nche.edu/conferences

Business Officers of Nursing Schools Registration Fees:

(Only one discount per person, per conference can be taken.)

AACN Members:

\$399* by April 11, 2014

\$499* after April 11, 2014

*A \$30 Discount will be given for BONUS Network Members.

*A \$30 Discount can be applied for each additional registration from same institution.

Non-Members:

\$549 by April 11, 2014

\$649 after April 11, 2014

Guest Lunch Fees: \$40

Refund, Cancellation, and Substitution Policies

Please visit www.aacn.nche.edu/conferences for detailed information.



American Association of Colleges of Nursing



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Business Officers of Nursing Schools (BONUS) Steering Committee

Katherine Bonneson, University of Minnesota (Chair)
Deidre Wesley, Rush University Medical Center
Sybil Strano-Perry, University of Nevada-Las Vegas
Delores Armstrong, Virginia Commonwealth University
Susan Perez, University of Texas
Christina Kilduff, West Virginia University School of Nursing
Sylvia Mason, Indiana University – Kokomo
Cheryl McPherson, Oakland University
Lisa Vaughan, University of Mississippi Medical Center

