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
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

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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.
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 Reality-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
Nadja Beverage, CMP
One Dupont Circle, NW, Suite 530
Washington, DC 20036
Phone: 202-463-6930
Email: nbeverage@aacn.nche.edu
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

One Dupont Circle NW
Suite 530
Washington, DC 20036
Phone: 202-463-6930
Web site: www.aacn.nche.edu

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