



Graduate Nursing Admissions Professionals

Annual GNAP Business Meeting 2015



Our Mission

To foster and enhance recruitment, admissions and marketing communications initiatives in Colleges of Nursing by sharing expertise, technical skills and experiences of GNAP members through AACN membership, annual conference participation and other communication and networking opportunities.



GNAP Fast Facts

Established in 2001 by The Ohio State University as an informal educational and information sharing organization for graduate nursing admissions, recruitment and marketing professionals

Became official Network Group of AACN in 2006

GNAP meets annually in conjunction with NSNA's Annual Conferences



2015 GNAP Steering Committee

Chair:	Stephanie Boyd Frontier Nursing University
Chair Elect:	Jerryl Morris Kennesaw State University
Secretary:	Shannon Brecheisen Michigan State University
Past Chair:	Carol Aspinwall University of Wisconsin-Madison



2015 GNAP Steering Committee

Program Chair:	Angela Serpetti University of Michigan
Hospitality Chair:	Jane Dolan Pace University Sue Brody University of Pittsburgh
Sponsorship:	Jerryl Morris Kennesaw State University
Communications:	Stephanie Boyd Frontier Nursing University
Awards Chair:	Cheryl Feldner Vanderbilt University
Historian:	Jackie Min The Ohio State University



Conference Program Committee

Committee Purpose

To plan and develop program content for the annual conference in conjunction with AACN and the GNAP Steering Committee

Chair:

Angela Serpetti, University of Michigan

Members

Paddy Peerman

Arnita Howard

Greta O'Keefe

Josh Schmitz

Sharon Warner

Cheryl Loud



Conference Program Committee

Achievements

- Worked with Steering Committee/ AACN via monthly conference calls to determine program session topics & speakers
- Developed conference brochure and theme
- Utilized membership survey to determine conference topics



Conference Program Committee

Next Steps

Evaluate 2015 conference surveys and implement program suggestions and requests

Solicit GNAP members for 2016 conference topics and speakers

Plan 2016 GNAP Conference in Orlando, FL



Communications Committee

Committee Purpose

To develop and implement GNAP marketing communication initiatives to effectively position network among key audiences, enhancing AACN GNAP membership and conference attendance

Chairs

Kim Ferguson & Kim Bailey

Members

Merle Koury

Anita Barrow-Morrell

Kim Campbell



Communications Committee

Achievements

- Maintained GNAP Facebook page
- Assisted in communication for all steering committee meetings as well as communication to membership listserve



Communications Committee

Next Steps

Post 2015 Highlights on GNAP web and Facebook page

Explore opportunities to increase membership and conference attendance

Expand use of social media in network conference promotion



Sponsorship Committee

Committee Purpose

Generate sponsorship/ funding for GNAP conference programming and activities

Chair

Jerryl Morris

Members

Jim Duncan

Embry Ice

Misti Woldemikael

Marchelle Payne-
Gassaway



Sponsorship Committee

Achievements

- Solicited funding for 2015 conference
- Obtained sufficient sponsorship to provide for Monday evening reception



Sponsorship Committee

Next Steps

Maintain current sponsors for 2016 and cultivate new sponsorships

Assess if membership wants sponsors who will provide food in order to make a formal presentation about their product



Hospitality Committee

Committee Purpose

Plan and implement social and networking opportunities for conference participants, enhancing overall conference experience

Chairs

Jane Dolan & Suzanne Brody

Members

Maria Laughner

Caroline Luscombe

Jackie Min



Hospitality Committee

Achievements

- Monday evening welcome reception
- Tuesday networking dinners

Next Steps

Recruit committee members for 2016 Conference

Continue mentoring “first-time” attendees

Identify Activities for GNAP 2016 in Orlando



Awards Committee

Committee Purpose

To select two members per year for a service award and a best practices award for the organization.

- Chair

Cheryl Feldner



AACN Liaison

Beth Aronson, Membership Director

- Gathers Conference Evaluations and prepares summary report for GNAP Steering Committee
- Coordinates monthly Steering Committee call
- Makes all arrangements with conference hotel
- Prints and distributes GNAP brochure
- Monitors budget of GNAP conference, ensures smooth functioning

Thank you Beth!



Committee Volunteers

We need you!

- ✓ Conference Program Planning
- ✓ Sponsorship
- ✓ Hospitality
- ✓ Communications
- ✓ Awards

It's a great way to get involved.



2016 AACN GNAP Conference

Questions as we move forward:

Continue back-to-back with NSNA?

Continue two full-day conference?

THANK YOU FOR YOUR PARTICIPATION



Future AACN GNAP/NSNA Conferences

March 28 – April 4, 2016 – Orlando, Florida

April 3 – 9, 2017 – Dallas, Texas



Questions?
