American Association of Colleges of Nursing
Nursing Advancement Professionals

Overview

The Nursing Advancement Professionals (NAP) group is an American Association of Colleges of Nursing (AACN) sponsored organization designed for advancement professionals with responsibilities and interests in areas of nursing philanthropy, public relations, marketing, alumni relations and institutional advancement.
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Mission

The purpose of NAP is to foster and enhance development and alumni relations activities in Schools/Colleges of Nursing by sharing fundraising, marketing, public and community relations expertise, technical skills and experiences by members of the group through an annual conference and other communication outlets.

History

The group was established in 1998 as an educational and information-sharing organization specifically for professionals in the field of academic nursing, fundraising and philanthropy. The group gradually expanded membership to include marketing, community/public relations, and alumni relations functions for AACN schools and colleges of nursing. The group has hosted, in conjunction with AACN, an annual spring conference.
Steering Committee Members

**Chair:** Katisha Paige, University of North Carolina at Chapel Hill  
**Program Co-Chairs:** Debby Powell, University of Tennessee, Knoxville College of Nursing  
**Membership Chair:** Diane Oswald, Texas A&M College of Nursing  
**Marketing/PR Co-Chairs:** Marilyn McGhee, Florida State University and Lisa Macias, University of Oklahoma  
**Hospitality Co-Chairs:** Susan Kukic, Penn State University  
**Secretary:** Marlee Stynchula, University of Wisconsin - Madison  
**Special Projects-Benchmarking:** Jeff Peery, Brigham Young University  
**Past Chair/Nominating:** Peggy Person, University of Kansas

Membership Committee

**Diane Oswald**  
Texas A&M College of Nursing
The Membership Committee serves to retain current members and enroll new members.

Membership Committee: Efforts in Recruitment/Timeline

August 2017 through March 2018:

- Solicited quotes/testimonials and photos from NAP Steering Committee to be used by AACN staff and Marketing Committee as appropriate to market benefits of membership to colleagues.
- Drafted NAP membership benefits document and provided to AACN staff for distribution to prospective members.
- Worked with AACN Staff to provide exposure to deans of all AACN Nursing School members with recruitment packet distribution at fall Dean's Conference in Washington DC.
- Generated ideas to expand membership throughout the U.S.
Membership Committee: Efforts in Recruitment/Timeline

Additional Ideas to be implemented in 2018-19:

- Appoint a Special Ad Hoc Committee to Develop NAP Webinars
- Collaborate with CASE, Advancement Resources and additional advancement training and development affiliates in cross promoting NAP membership and annual conference
- Cross promote with Deans at fall AACN Conference with podium presentation by AACN Member.
- Market the NAP annual meeting to all Deans by mail and AACN Newswatch

Membership Committee: How Can You Contribute?

- **Word of mouth:** spread the great benefits of NAP membership
- Help with **Email blasts and personal calls** to Development officers and additional alumni marketing and advancement staff in Nursing Schools in your region.
- Give your **personal testimony** for publication and distribution
- Serve on **Membership Committee** in 2018-19
- Contact all Nursing development and alumni staff at Nursing schools when you travel areas throughout the country
- Assist in serving as a regional chair on the committee.
Program Committee Members

Debby Powell, University of Tennessee, Knoxville College of Nursing (Chair)
Connie Loyd, University of Houston
Dayna Ballantyne, University of Iowa
Reena Chandra Rajpal, University of Wisconsin School of Nursing
Kara Mays, University of Nevada Reno
David Biglari, George Washington University
Peggy Person, Kansas University
Katisha Paige, University of North Carolina at Chapel Hill

Program Committee: Purpose

To plan and develop program content for the annual NAP spring conference in conjunction with AACN and the AACN NAP Steering Committee.
Program Committee Accomplishments

- Conducted monthly conference calls
- Determined Theme
- Published a call for proposals to solicit membership for program speakers and sessions
- Drafted Conference Brochure Copy

Program Committee Next Steps

- Recruit new committee members for 2018-19
- Transition to new committee by providing lessons learned, notes, etc.
- Evaluate 2018 conference surveys and implement program suggestions and requests
- Plan 2019 conference
Hospitality Committee

Susan Kukic (Chair)
College of Nursing at Penn State University

David Biglari
The George Washington University

Olivia Frazier
College of Nursing at the University of Massachusetts Amherst

Kate Haydon
Formerly at VCU School of Nursing

Hospitality Committee: Purpose

- **Serves NAP membership and conference attendees** at the annual conference location by providing a variety of information and opportunities for networking with colleagues from across the nation.

- **Conference hospitality planning** includes: providing location materials on things to do; restaurant selection details with menus and locations; tourist attractions in the area; organized group cultural activities and networking dinners; works in collaboration with the Program Committee in complementing the conference program with activities outside of conference times; works with the Marketing Committee to promote conference activities as a further attraction for conference attendance.

- **Update:** Some of this is in flux as the Conference now is only two nights: one is designated for the Welcome Reception and the other for the Group Networking Dinners. As long as this is the case, there really is no evening available to do planned group activities.
Hospitality Committee Timeline

September 2017 - First conference call and brainstorming with committee

October – December 2017 – Outreach to AACN members to secure sponsorships for the Conference.

February 2018 – Compiled list and printed out information on recommended local activities and attractions; made reservations at six local restaurants for group networking meals.

March 2018 – Confirmed reservations with all restaurants.

Hospitality Committee: How Can You Get Involved?

How can you get involved for next year’s NAP conference?

• Is your School of Nursing located near the conference site? Please sign up to help promote/ market your state and the conference area
• Join the Hospitality Committee
• Join any of NAP’s Committees
• Be an engaged Napster! We welcome YOU!
Marketing Committee Overview

**Members:** Marilyn McGhee, Florida State University; Lisa Macias, University of Oklahoma

**Purpose:** To promote both AACN NAP membership and the annual AACN NAP Conference and to provide a conduit to key information vital to the work and success of members in the field of nursing education: alumni relations, fund development and marketing communications officers.

**2017-18 Focus Area:**
- Continued use of e-blast *Save the Dates* and online registration via e-blasts
- Continued exploration of the use of *Social Media* tools for networking/connecting/conference promotion

Marketing Committee Next Steps

**Recruit** new committee members to promote AACN NAP membership, membership advantages and the conference. Explore and implement new and innovative marketing communications and social media initiatives.

**Explore** having joint meetings with Membership Committee to expand NAP membership
Slate: NAP Steering Committee 2018-19

Chair: Debby Powell, University of Tennessee, Knoxville College of Nursing
Chair Elect: Diane Oswald, Texas A & M College of Nursing
Past Chair/Nominating: Katisha Paige, UNC-Chapel Hill School of Nursing

Positions to be filled
Program Co-Chairs:
Membership Chair:
Marketing/PR Co-Chair(s)
Hospitality Co-Chair(s):
Secretary:
Special Projects (Community):

AACN NAP Conference 2019

Mark your Calendars!
April 17th-19th, 2019

LOCATION??