

A scenic view of the Nashville skyline at sunset, featuring the AT&T Building and the Nashville skyline reflected in the water, with a bridge in the foreground.

2018 Graduate Nursing Admissions Professionals (GNAP) Conference

Keeping Tempo with Change

April 2-4, 2018



American Association
of Colleges of Nursing

The Voice of Academic Nursing

Nashville, TN

Don't miss the GNAP Conference in Nashville!

The annual **Graduate Nursing Admissions Professionals (GNAP) Conference** provides an opportunity for graduate nursing admissions professionals to share their successes, develop new strategies, and establish a resource network of peers. Join this diverse group comprised of individuals responsible for graduate nursing student recruitment, admissions, marketing, and programming for lively discussions and networking opportunities.

Conference Highlights

- **LEARN** about the latest ideas, trends, and best practices on topics most urgent to nursing recruitment professionals.
- **DEVELOP** professionally with sessions customized for the career advancement needs and challenges of marketing, recruiting, and admissions.
- **SHARE** knowledge with your peers in interactive roundtable discussion sessions.
- **EXPLORE** Nashville; you'll be minutes from the Grand Ole Opry Museum and Grand Ole Opry.



Featured Speakers



A Holistic Approach to Managing Change

Tuesday, 8:30 a.m.

Joanne A. Thomas

*Director of Master's Admissions and Recruitment,
Boston University Graduate School of Arts & Sciences*

Building a Master Communication Plan

Tuesday, 10:00 a.m.

Kristi Lehmer, MBA

Director of Enrollment and Recruitment

Zachary Nichols, MEd

Recruitment Specialist

Ashley Thomas

Recruitment Specialist

Frances Payne Bolton School of Nursing, Case Western Reserve University

Helen Jone-Toms

MNO, Director of Marketing & Communications

(not shown in photo)



AACN Annual State of Graduate Nursing Education Report

Tuesday, 3:15 p.m.

Joan Stanley, PhD, RN

*Chief Academic Officer, American Association of
Colleges of Nursing*



Guiding the Professional Development of Nurses

Wednesday, 9:45 a.m.

Chris Wilson, MSN, RN-BC

*Director of Nursing Education and Professional
Development, Vanderbilt University Medical Center*

Program

Monday, April 2	
4:00-6:00 p.m.	Registration Open
4:30-6:00 p.m.	Concurrent Sessions: <ul style="list-style-type: none"> GNAP Nuts & Bolts for Newcomers Tips & Tools for Returning GNAP Professionals
6:00-7:00 p.m.	Welcome Reception
7:00 p.m.	Optional Networking Dinner
Tuesday, April 3	
7:00-8:00 a.m.	Registration Open and Continental Breakfast
8:00-8:30 a.m.	Welcome and Icebreaker
8:30-9:45 a.m.	Opening Plenary: <i>A Holistic Approach to Managing Change</i>
10:00-11:30 a.m.	Plenary Session: <i>Building a Master Communication Plan</i>
11:30-11:45 a.m.	Break and Visit with Exhibitors
11:45 a.m. -12:30 p.m.	Café Session #1: <i>Facilitated sessions and activities to explore current trends, discuss challenges, and share marketing, recruitment, and admissions ideas.</i>
12:30-1:30 p.m.	Lunch & Sponsor Introductions
1:30-2:15 p.m.	Café Session #2: <i>Facilitated sessions and activities to explore current trends, discuss challenges, and share marketing, recruitment, and admissions ideas.</i>
2:25-3:05 p.m.	Café Session #3: <i>Facilitated sessions and activities to explore current trends, discuss challenges, and share marketing, recruitment, and admissions ideas.</i>
3:15-4:30 p.m.	AACN Annual State of Graduate Nursing Education Report
7:00 p.m.	Optional Networking Dinners
Wednesday, April 4	
7:00-7:45 a.m.	GNAP Fun Walk
8:00-8:45 a.m.	Continental Breakfast
8:45-9:45 a.m.	GNAP Business Meeting & Awards
9:45-11:00 a.m.	Plenary Session: <i>Guiding the Professional Development of Nurses</i>
11:00-11:15 a.m.	Break
11:15 a.m. -12:30 p.m.	Power Presentations: <i>Ted Talk style presentations on incorporating alumni into recruitment practices, the power of mini interview in achieving a holistic admissions review process, and an overview of maintaining and tracking compliance with State Boards of Nursing.</i>
12:30-1:30 p.m.	Lunch (on your own)
1:30-3:00 p.m.	Panel Discussion: <i>Strategies for Recruiting Men to Graduate Nursing Programs</i>
3:00-3:45 p.m.	Closing Remarks & Optional Town Hall Discussion on the Future of GNAP
7:00 p.m.	Optional Networking Dinners

Program is subject to change.

Online registration and detailed information about the

General Information

AACN Members	Early Bird By 3/12	Regular After 3/12
Member of GNAAP Leadership Network	\$419	\$519
Non-member of GNAAP Leadership Network	\$449	\$549
Additional registration(s) from same school	\$419	\$519
AACN Non-Members	Early Bird By 3/12	Regular After 3/12
	\$599	\$699
Full-Time Students*	Early Bird By 3/12	Regular After 3/12
	\$225	\$275

**Full-time graduate students carrying 9 or more credit hours this semester may request a 50% discount. Submit your request together with verification of your full-time student status to conferences@aacnnursing.org.*

Venue

Gaylord Opryland
2800 Opryland Drive
Nashville, TN 37214

Save \$100

when you register by March 12.

Reservation Information

- **ROOM RATE:** Starting at \$199 single/double plus applicable taxes
- **TO BOOK:** Call 615-889-1000 (option #3) and request the group rate for AACN **OR** Book Online by navigating to the GNAAP conference page via aacnnursing.org/conferences and following the link under "Hotel Information".

The room block fills quickly, so please make your reservation as soon as possible.

Join GNAAP

Join the Graduate Nursing Admissions Professionals (GNAAP) Leadership Network today and register for the conference at a discounted rate!

To learn more and to join the network, visit aacnnursing.org/leadership-networks or contact us at cpartridge@aacnnursing.org.

Contact Information

AACN Conference Team

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The Voice of Academic Nursing

"Membership in GNAP allows us access to the latest and most relevant information and developments in graduate nursing recruiting!"

"Sharing experiences, presenting our dilemmas together, relying on each other's expertise, and supporting each other is part of our daily duties. Membership in GNAP allows for this common platform."

"Thank you for putting this event on--very educational and helpful for me to participate!"

"You all put on a great event, and being new to the School of Nursing, I thought it was awesome!"

REGISTER NOW: www.aacnnursing.org/conferences