

Nursing Advancement Professionals (NAP) Conference

Innovating Integration: Exploring Opportunities for Innovation in Nursing Education Advancement

April 10-12, 2019



American Association
of Colleges of Nursing
*Celebrating 50 Years as the
Voice of Academic Nursing*

Phoenix, AZ

Explore Opportunities for Innovation and Transformation in Nursing Education Advancement!

AACN's Nursing Advancement Professionals (NAP)

Conference provides an opportunity for nursing education advancement, development, marketing, and communications professionals to explore future trends in academic nursing, share success stories, develop innovative new strategies, and to establish a resource network of peers.

If you are a development officer, advancement professional, or public relations leader from a nursing program, this conference is for you!



Stay connected throughout the year by joining the NAP Leadership Network! Becoming a NAP member will provide you the opportunity to foster professional growth and development and partake in information sharing, communication, and discussion of key issues among fellow nursing school advancement professionals at member institutions.

For more information on benefits and how to join, go to:
www.aacnnursing.org/Leadership-Networks/NAP

Conference Highlights

- Keynote and plenary sessions with leaders in advancement, media policy, donor relations, and academic nursing.
- Lively group and panel discussions.
- In-depth breakout sessions focused on communications, alumni relations, and development.
- Actionable solutions that can be implemented in your school.
- Valuable networking with advancement peers from across the nation.

Networking Dinner

Take advantage of our optional networking dinner on Thursday evening. This is your opportunity to network with your peers and build on relationships made during the conference all while enjoying the local cuisine!

Speaker Spotlight



How to Become an Authentic Communicator

Thursday, 8:30 a.m.

Manage Conflict Among Volunteers with Five Simple Strategies

Thursday, 1:00 p.m.

M.J. Clark, MA

Fellow PRSA, Integrated Leadership Systems

As an expert in senior leadership, M.J. Clark provides strategies for communication and managing conflict over two sessions. In the first interactive presentation, she reveals secrets to help you interact more assertively and authentically by outlining a three-step communication process. She provides listening tips and shares information on how to deal with difficult people that will help you succeed in your role at home. During the second presentation, Ms. Clark outlines the importance of managing conflict with volunteers. Though they are giving their time freely, failure to keep volunteers accountable can have negative impacts. Learn about five conflict management strategies to get volunteers back on track!



Diversity vs. Inclusion: Why It's Important for the Success of any Advancement Professional

Friday, 1:30 p.m.

Joshua Molina, PhD

Senior Content Marketing Manager, Axway

Much has been said about the need for diversity in the workplace, and many studies show there is greater productivity and revenue in companies that champion diversity. But there are also debates regarding to what exactly diversity refers. Is it enough to have a minority presence on a team or as the face of a marketing campaign? Hear from Dr. Molina about why inclusion may be a better goal as it refers to representation of all audiences, cultures, and demographics that make up the state or country in which you live.



Program

Wednesday, April 10	
1:00-3:00 p.m.	Registration Open
3:00-3:30 p.m.	Welcome and Introductions
3:30-4:30 p.m.	Program Session: <i>Don't Judge a Book by Its Cover: Strategic Advancement Integration</i>
4:30-4:45 p.m.	Break
4:45-5:30 p.m.	Program Session: <i>Increasing Awareness: Nurse Educators in Native American and Other Underserved Populations</i>
6:00 p.m.	Welcome Gathering
Thursday, April 11	
7:30-8:30 a.m.	Registration Open and Continental Breakfast
8:30-10:00 a.m.	Plenary Session: <i>How to Become an Authentic Communicator</i>
10:00-10:15 a.m.	Break
10:15-11:45 a.m.	Breakout Sessions <ul style="list-style-type: none"> · <i>Keys to Building a Trustworthy Relationship with a Donor</i> · <i>Integration Brings Opportunities for Growing Your Alumni Base</i>
11:45 a.m.-1:00 p.m.	Luncheon and Group Photo
1:00-2:15 p.m.	Plenary Session: <i>Manage Conflict Among Volunteers with Five Simple Strategies</i>
2:15-2:30 p.m.	Break
2:30-3:45 p.m.	Breakout Sessions <ul style="list-style-type: none"> · <i>Breaking through with Foundation and Corporate Giving: A Case Study in Three Parts</i> · <i>Own Storytelling in an Overload World of Content</i>
3:45-4:00 p.m.	Break
4:00-5:00 p.m.	Panel Presentation: <i>Dialogue with Seasoned Deans and Advancement Professionals</i>
6:00 p.m.	Optional Networking Dinners
Friday, April 12	
7:30-8:30 a.m.	Continental Breakfast
8:30-9:00 a.m.	NAP Business Forum
9:00-10:00 a.m.	Program Session: <i>Engaging Your Institution's Employees: Faculty Fundraising Responsibilities</i>
10:00-10:15 a.m.	Break
10:15 a.m.-12:15 p.m.	Roundtable Discussions <i>Themes include: Alumni Relations, Communications and Development</i>
12:15-1:30 p.m.	Lunch (on your own)
1:30-3:00 p.m.	Plenary Session: <i>Diversity vs. Inclusion: Why It's Important for the Success of any Advancement Professional</i>

Program is subject to change.

Online registration and detailed information about the 2019

General Information

AACN Members	Early Bird by 3/10/19	Regular by 4/9/19	On-Site after 4/9/19
NAP Network Member	\$419	\$519	\$545
NAP Network Non-Member	\$449	\$549	\$575
Additional Registrant(s) from Same School	\$419	\$519	\$545
AACN Non-Members	Early Bird by 3/10/19	Regular by 4/9/19	On-Site after 4/9/19
	\$599	\$699	\$725

Only one discount per person can be taken.

Conference Venue

Sheraton Crescent Hotel
2620 W Dunlap Ave
Phoenix, AZ 85021

The room rate is
\$145 single/double



Continuing Nursing Education

Continuing Education (CE) hours will be provided by the American Association of Colleges of Nursing to all meeting participants.

Contact Information

AACN Conference Team

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Washington, DC 20001

Phone: 202-463-6930

Email: conferences@aacnnursing.org

www.aacnnursing.org

Save \$100
when you register by March 10.



The Voice of Academic Nursing

"The conference did a great job of selecting speakers that are relevant to alumni relations and development."

"I came for the alumni relations and communications; this conference provided me with wonderful ideas that I have been able to bring back home and share."

"This was fantastic. A lot of great tactics were shared and overall message relevant!"

"As a relatively new dean, I found this conference to be extremely helpful. I brought back quite a few things to accomplish over the next several months. This conference gave me space to understand the type of questions I can pose to advancement staff."

REGISTER NOW: www.aacnnursing.org/conferences