

Graduate Nursing Admissions Professional (GNAP) Conference

Ignite Your Graduate Admissions Team

April 1-3, 2019



American Association
of Colleges of Nursing

*Celebrating 50 Years as the
Voice of Academic Nursing*

Salt Lake City, UT

Join the Conversation and Transform Graduate Nursing Admissions!

AACN's Graduate Nursing Admissions Professional (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.



Stay connected throughout the year by joining the GNAP Leadership Network! Becoming a GNAP member will provide you the opportunity to foster professional development and partake in information sharing, communication, and discussion of key issues among fellow nursing school admissions professionals. For more information on benefits and how to join, go to: aacnnursing.org/Leadership-Networks/GNAP

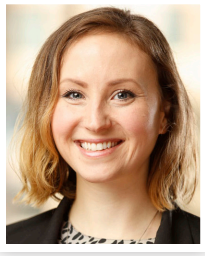
Conference Highlights

- **LEARN** the newest ideas, trends, and best practices on topics most urgent to nursing recruitment professionals.
- **DEVELOP** professionally with unique sessions for the career advancement needs and challenges of marketing, recruiting, and admissions.
- **ENHANCE** your knowledge of your role in specially-tailored breakout sessions.
- **SHARE** your knowledge with your peers during interactive roundtable discussions.
- **EXPLORE** Salt Lake City's exciting restaurants, lively nightlife, and incredible shopping.

Networking Dinners

Take advantage of our optional networking dinners on Tuesday and Wednesday evenings. This is your opportunity to engage with your peers and build on relationships made during the conference while enjoying the local cuisine.

Speaker Spotlight



Ignite Your Graduate Admissions Team

Tuesday, 8:20 a.m.

Alexandria Duffney, MS

Director of Enrollment Management, University of Rochester School of Nursing

To recruit the best students, you need a stellar admissions team. Therefore it's important to keep your team rallied throughout the year. Recognized in the top 20 under 40 by *NEPA Business Journal*, Ms. Duffney is an expert in recruitment and enrollment. Join her to hear about steps and strategies you can take to ignite your team back home.



PhD/DNP - Dual Degree Program

Tuesday, 9:45 a.m.

Patricia Gonce Morton, PhD, RN

Dean Emeritus, University of Utah College of Nursing

The DNP/PhD Dual Degree program creates a situation in which you can enjoy the advantages of two different degrees at the same time. These bridge programs prepare clinical scholars an innovative approach for combining both the highest level of practice in nursing and the development of clinical scientists for research.



Network Your Way Toward Innovative PhD Student Recruitment!

Tuesday, 11:00 a.m.

Carolyn Chow, MA

Holistic Admissions in Academic Nursing Consultant

Every PhD program in Nursing Science has something unique to offer future students. Successful recruitment is not just about recruitment and outreach activities. This session will provide a framework for thinking about PhD recruiting and outreach. We'll talk about the confluence of policies, processes, and practices that have worked well for PhD programs. The session will also provide guidance toward developing, implementing, and igniting your school's PhD recruitment plan.



Strategies for Surfacing and Understanding Your Biases

Tuesday, 1:00 p.m.

Mary Anne Berzins, MBA

Assistant Vice President of Workforce Planning for Human Resources, University of Utah College of Nursing

We all have biases, both implicit and explicit, that can impact our understanding, communication, interactions and decision-making. It's important to recognize the potential impact of our biases in our work and interactions. Mary Anne will provide insights on how to understand your own biases and strategies to facilitate how we might recognize and engage in conversations about how we might minimize potential impacts.

Program

Monday, April 1	
3:00-4:30 p.m.	Registration Open
4:30-5:30 p.m.	Concurrent Sessions <ul style="list-style-type: none"> · GNAP Nuts & Bolts for Newcomers · GNAP Gems and Suggestions for Returning Professionals
6:00-7:00 p.m.	Welcome Gathering
7:00 p.m.	Optional Networking Dinner
Tuesday, April 2	
7:00-8:00 a.m.	Registration and Continental Breakfast
8:00-8:20 a.m.	Welcome and Introduction
8:20-9:30 a.m.	Opening Plenary: <i>Ignite Your Graduate Admissions Team</i>
9:30-9:45 a.m.	Break
9:45-10:45 a.m.	Plenary: <i>PhD/DNP - Dual Degree Program</i>
10:45-11:00 a.m.	Break
11:00-12:00 p.m.	Plenary: <i>Network Your Way Toward Innovative PhD Student Recruitment!</i>
12:00 p.m.-1:00 p.m.	Lunch & Vendor Introductions
1:00-2:00 p.m.	Plenary: <i>Understanding Your Biases: How to Start the Conversation with Those of Differing Backgrounds</i>
2:00-2:30 p.m.	Break
2:30-3:30 p.m.	Plenary: <i>Student Recruitment Events: How Does your School Run Information Sessions?</i>
3:30-3:45 p.m.	Break
3:45-4:30 p.m.	Plenary: <i>Supporting the Development and Career Growth for Recruiter/Advisors/Admissions Professionals</i>
6:00 p.m.	Optional Networking Dinners
Wednesday, April 3	
7:00-7:45 a.m.	GNAP Fun Walk
8:30-9:00 a.m.	Continental Breakfast with Vendors
9:00-9:45 a.m.	GNAP Business Meeting, Awards, and Townhall Discussion
9:45-11:00 a.m.	Plenary: <i>Holistic Admissions as a Strategy to Diversify the Workforce</i>
11:00-11:15 a.m.	Break
11:15 a.m.-12:15 p.m.	Plenary: <i>Customer Relationship Management (CRM): Understanding the Various Software/System Options Available</i>
12:15 a.m.-1:15 p.m.	Lunch
1:15-2:45 p.m.	Plenary: <i>Men in Nursing: Best Practices for Recruitment and Retention</i>
2:45-3:00 p.m.	Closing Remarks
7:00 p.m.	Optional Networking Dinners

Program is subject to change.

General Information

AACN Members	Early Bird by 3/1/19	Regular by 3/25/19	On-Site after 3/25/19
GNAP Network Member	\$419	\$519	\$545
GNAP Network Non-Member	\$449	\$549	\$575
Additional Registrant(s) from Same School	\$419	\$519	\$545
AACN Non-Members	Early Bird by 3/1/19	Regular by 3/25/19	On-Site after 3/25/19
	\$599	\$699	\$725
Guest Lunch Fee*	Early Bird by 3/1/19	Regular by 3/25/19	On-Site after 3/25/19
	\$45	\$45	\$45

*One (1) lunch is included in the registration fee for registered meeting participants. Guests may attend at this fee.

Conference Venue

Hilton Salt Lake City Center
255 South West Temple
Salt Lake City, UT 84101
*The room rate is
\$219 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

655 K Street, NW, Suite 750
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Phone: 202-463-6930
Email: conferences@aacnnursing.org
www.aacnnursing.org

Save \$100

when you register by March 1

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The Voice of Academic Nursing

“Great information, applicable to everything regardless of the size of your school/program.”

“Fantastic conference: Topics, presenters, and networking – all great!”

“Great opportunity to dialogue with colleagues!”

REGISTER NOW: www.aacnnursing.org/conferences