

# Nursing Advancement Professionals (NAP) Conference

*Year of the Nurse:  
Navigating Advancement*  
March 19-21, 2020



American Association  
of Colleges of Nursing

*The Voice of Academic Nursing*

Washington, DC

# Explore Key Trends in Nursing and Nursing Education to Guide You and Your Strategic Planning Initiatives!

## AACN's Nursing Advancement Professionals (NAP) Conference

provides a unique opportunity for nursing education advancement, development, marketing, and communications professionals to meet face-to-face to share their successes, develop new strategies, and to establish a resource network of peers. We are inviting deans, directors, development officers, advancement professionals, and public relations leaders from nursing programs to join us for this years program.



## Become a NAP Leadership Network Member and stay connected with peers all year long!

NAP members benefit from professional growth and development and partake in information sharing, communication, discussion of key issues among fellow nursing school advancement professionals at member institutions, and much more! Visit our website to learn more: [www.aacnnursing.org/Leadership-Networks/NAP](http://www.aacnnursing.org/Leadership-Networks/NAP)

## Conference Highlights

- Keynote and plenary sessions with leaders in advancement, media policy, donor relations, and academic nursing leadership.
- 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

Join fellow participants to kick off the 2020 NAP Conference with a group dinner. And enjoy a Meet & Greet with AACN President/CEO Deb Trautman.

# Speaker Spotlight



## Strategic Engagement through Effective Communications

### Megan Gillick

*Senior Consultant, Plus Delta Partners, Baltimore, MD*

Plus Delta Partners is known for their ability to be simultaneously polite and professional, radically honest and direct, and they strive to instill this approach in their clients. Megan Gillick, Senior Consultant, will speak to maximizing engagement through effective communication that keeps things simple, clear, and easy to understand. This shift in communication style focuses on efficiency and authenticity, not buzz words. Ms. Gillick has 25 years of fundraising experience with a track record of increasing responsibility at highly ranked liberal arts, private, and public universities.



## Future of Nursing Report: 2020-2030

### Dr. Greer Glazer

*Dean, University of Cincinnati, Cincinnati, OH, Committee*

*Member, Future of Nursing Report 2020-2030*

The National Academy of Medicine's Future of Nursing 2020-2030 initiative was launched to chart a path for the nursing profession to help our nation create a culture of health, reduce health disparities, and improve the health and wellbeing of the U.S. population. Come meet a member of the expert committee who is helping to steer this important work and learn how the nursing profession will be challenged to meet diverse health and social care demands over the next decade.



## How Gratitude Can Transform Nursing

### Betsy Chapin Taylor

*President, Accordant Philanthropy*

Betsy Taylor is one of healthcare philanthropy's most provocative thought leaders. She is an award-winning author, speaker, and consultant, drawing on more than 25 years experience in healthcare philanthropy including 17 years as chief philanthropy officer and foundation president in academic, community and children's hospitals.



## Diversity and Inclusion: Building Community with Alumni, Your Future Donors

### Dr. Vernell DeWitty

*Director of Diversity and Inclusivity, American Association of Colleges of Nursing, Washington, DC*

# Program

Thursday, March 19	
6:00 p.m.	Group Dinner and Meet & Greet with AACN President/CEO Deb Trautman (Dinner at Buca di Beppo; included with conference registration)
Friday, March 20	
8:00 a.m.	Registration Open
8:00-9:00 a.m.	Welcome and Icebreaker
9:00-10:15 a.m.	Strategic Engagement through Effective Communications
10:15-10:30 a.m.	Networking Break
10:00-11:00 a.m.	Strategic Engagement through Effective Communications- Group Work
11:30 a.m.-1:00 p.m.	Lunch & Membership Forum
1:00-2:30 p.m.	Volunteer Engagement & Board Development Panel
2:30-3:00 p.m.	Networking Break
3:00-4:00 p.m.	Diversity and Inclusion: Building Community with Alumni, Your Future Donors
6:00 p.m.	Group Networking Dinners
Saturday, March 21	
7:00-8:00 a.m.	Registration and Light Continental Breakfast
8:00-9:00 a.m.	Rise-and-Shine Roundtables
9:00-10:15 a.m.	Future of Nursing Report: 2020-2030
10:15-10:30 a.m.	Networking Break
10:30 a.m.-12:00 p.m.	Discussion Rounds with Betsy Chapin Taylor
12:30-1:30 p.m.	Lunch (on your own)
1:30-3:00 p.m.	Closing Plenary: <i>How Gratitude Can Transform Nursing</i>

*Program is subject to change.*





# General Information

AACN Members	Early Bird by 2/21/20	Regular by 2/21/20
Member of NAP Network	\$419	\$519
Non-member of NAP Network*	\$449	\$549
Additional Registrant(s) from Same School	\$419	\$519
AACN Non-Members	Early Bird by 2/21/20	Regular by 2/21/20
	\$599	\$699

*Only one discount per person can be taken.*

## Venue

The Fairmont  
2401 M Street, NW  
Washington, DC 20037  
*The room rate starts at \$299*

## Save \$100

*when you register by February 21.*

## 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  
Washington, DC 20001  
Phone: 202-463-6930  
Email: [conferences@aacnnursing.org](mailto:conferences@aacnnursing.org)  
[www.aacnnursing.org](http://www.aacnnursing.org)



## *The Voice of Academic Nursing*

*"The conference did a great job of selecting speakers who 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](http://www.aacnnursing.org/conferences)**