2015 NURSING ADVANCEMENT PROFESSIONALS (NAP) CONFERENCE

Advancing the Future of Nursing

April 16-18, 2015

HYATT REGENCY
SAN ANTONIO, TX

American Association of Colleges of Nursing
ADVANCING HIGHER EDUCATION IN NURSING
WHO SHOULD ATTEND

The annual Nursing Advancement Professionals (NAP) Meeting is a networking and educational opportunity for alumni, development, marketing, and communications professionals; deans and directors; volunteer foundation and alumni board members; and anyone interested in learning more about how nursing schools can build their external relations programs.

CONFERENCE HIGHLIGHTS

Understanding the ever-changing healthcare environment is a challenge. So many questions! What impact will it have on nursing education? How will it change the way we—as Nursing Advancement Professionals—approach our work and our key stakeholders? How can we best assist our deans in meeting the demands of nursing education TODAY and TOMORROW?

Let us help you navigate the way! This conference is designed to provide you with tips, tools, and tutorials for getting results. Here are some of the outcomes you can expect:

- Keynote presentations on the future of nursing: Campaign for Action
- Specialty tracks in Fund Development, Alumni Relations, and Marketing and Communications
- Lively group and panel discussions
- Networking with colleagues from across the nation
<table>
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<tr>
<th>Date</th>
<th>Time</th>
<th>Event Description</th>
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<tr>
<td><strong>Wednesday, April 15</strong></td>
<td>5:30-6:30 p.m.</td>
<td>Welcome and Early Registration</td>
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<td>Lunch (on your own)</td>
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<td>2014 NAP Benchmarking Survey</td>
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<td>Luncheon &amp; NAP Business Meeting Forum</td>
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Wednesday, April 15

5:30-6:30 p.m.  (We will gather in the hotel lobby)
Welcome and Early Registration

Thursday, April 16

Breakfast on your own

9:00-10:00 a.m.
Conference Registration

10:00-10:15 a.m.
Welcome and Opening Remarks
Anne Webb, 2014 Nursing Advancement Professionals Chair and Assistant Dean of Advancement, University of North Carolina at Chapel Hill School of Nursing, Chapel Hill, NC

10:15-11:15 a.m.
Keynote Address
Integrating the Future of Nursing: Campaign for Action in Your School of Nursing’s Development and Communications Efforts
The Future of Nursing: Campaign for Action promotes implementation of the recommendations in the Institute of Medicine report, “The Future of Nursing: Leading Change, Advancing Health.” The campaign works to transform health care through nursing by mobilizing coalitions representing nurses, other health providers, consumers, educators, and businesses. The campaign is backed by the Robert Wood Johnson Foundation and AARP. Learn more about how this nationwide campaign is impacting nursing everywhere and the role nursing school communications and advancement professions play in these efforts.
Speaker: Susan B. Hasmiller, PhD, RN, FAAN, Senior Advisor for Nursing and Director, Future of Nursing: Campaign for Action, Robert Wood Johnson Foundation, Princeton, N.J.

11:15-11:30 a.m.
Break
11:30 a.m. -12:00 p.m.
Introductions of 2015 NAP Conference Attendees and a History of Nursing Advancement Professionals: Where We’ve Been and Where We’re Going
Facilitator: Anne Webb, Assistant Dean of Advancement, The University of North Carolina at Chapel Hill School of Nursing, Chapel Hill, NC; and Christine Meredith, Director of Development, West Virginia University School of Nursing, Morgantown, WV

12:00-2:00 p.m.
Lunch (on your own)

2:00-3:30 p.m.
Program Session
Integrating Development, Marketing and Communications, and Alumni Affairs in Nursing
Whether you make up a one-person shop or you work as part of a team of many, you often must wear many hats. Hear and learn how development, marketing and communications, and alumni affairs professionals effectively collaborate to advance a variety of priorities for nursing schools.
Speakers: Peggy Person, Senior Development Director, University of Kansas Endowment Association, Kansas City, KS; Colleen Zimmerman, Executive Director of Development and External Relations, University of Michigan, Ann Arbor, MI; and Sallie Grace-Tate, Assistant Dean for Advancement, Betty Irene Moore School of Nursing at the UC- Davis, Sacramento, CA

3:30-4:30 p.m.
Program Session
2014 NAP Benchmarking Survey
Results of the recent benchmarking survey will be announced along with an explanation of the data-gathering process.
Speaker: Kelly Gotschalk, Director of Annual Giving and Alumni Engagement, Virginia Commonwealth University School of Nursing, Richmond, VA

4:30-5:00 p.m.
Newbies and Veterans Meet and Greet
6:00 p.m. 
**Group Dinners** (sign-up sheets will be provided) 
The NAP Hospitality Committee has a listing of recommended and inviting restaurants for our networking dinner sessions. Additional details on the restaurant selections will be included in your conference packets.

**Friday, April 17**

7:30-8:30 a.m. 
**Continental Breakfast**

8:30-10:00 a.m. 
**Program Session**
**How Advancement is Critical to the Future of Nursing**
A panel of highly respected nurse leaders will facilitate a discussion on why advancement is critical to the future of nursing and how we can improve in the areas of development, alumni relations, and marketing communications.
*Panel Presenters: Cindy Zolnierek, PhD, Executive Director, Texas Nurses Association, Austin, TX; Eileen Breslin, PhD, President, AACN, and Dean and Professor, University of Texas Health Sciences San Antonio, San Antonio, TX; and Lepaine Sharp-McHenry, DNP, Dean, Oklahoma Baptist University, Shawnee, OK*
*Facilitator: Mark Alexander, Major Gifts Officer, East Carolina University College of Nursing, Greenville, NC*

10:00-10:15 a.m. 
**Break**

10:15-11:15 a.m. 
**Breakout Sessions** (Select One)

**Alumni: Creative Alumni Outreach**
*Speaker: Jennifer Cervantes, Assistant Dean of Advancement, New Mexico State University College of Health & Social Services, Las Cruces, NM*
Marketing/Communications: Nursing Schools and Social Media
Speakers: Jenny Carrick, Senior Director for Communications and Marketing, Betty Irene Moore School of Nursing at the UC-Davis, Sacramento, CA; Laura Perry, Director of Communications, University of California-Los Angeles, School of Nursing, Los Angeles, CA; and Marc Kaplan, Associate Dean for Strategic Communications and Marketing, Columbia University School of Nursing, New York, NY

Development/Major Gifts: Lessons from a Development Road Warrior
Speaker: Colleen Zimmerman, Executive Director of Development and External Relations, University of Michigan, Ann Arbor, MI

11:15 a.m. -12:15 p.m.
Breakout Sessions (Select One)

Breakout Session for Newbies: Setting Yourself Up for Success as an Advancement Professional
Ways to begin your career as a Nursing Advancement Professional that will lead to success.
Speakers: Mark Alexander, Major Gifts Officer, East Carolina University College of Nursing, Greenville, NC

Breakout Session for Veterans: Redesign Yourself as a Power Professional
Ways to create new opportunities to add value to your institution.
Speaker: MaryK McGinley, Director of Development, UNC-Greensboro School of Nursing, Greensboro, NC

12:15-12:30 p.m.
Break

12:30-1:30 p.m.
Luncheon
NAP Business Meeting Forum
1:30-3:30 p.m.
**Facilitated Tabletop Discussions: Speed Data-ing: NAP Style!**
Gather data, learn new info, and bring your questions to these lively 40-minute roundtable discussions. Choose your favorite three topics from our list and go table to table (when the bell chimes) to search for best practices. Exchange business cards, share important information, and get the data you need to help your program see results. Speed Data-ing: It’s a match made in NAP heaven! Topics include:
- **Hall of Fames**
- **Creating an E-Newsletter**
- **Galas, Retirements and Reunions**
- **Inbound Marketing: Attracting Donors and Volunteers**
- **Professorships: Acquiring and Managing Endowed Chairs**
- **Millennial Motivations: What Makes Them Want to Give**

3:30-4:00 p.m.
**The Hospitality Committee will present activities/tours in the area**

4:30 p.m.
**Afternoon trips and visits recommended by the hospitality committee**

6:00 p.m.
**Networking Dinners**

**Saturday, April 18**

8:00-8:30 a.m.
**Continental Breakfast**

8:30-9:30 a.m.
**Program Session**
The Future of Nursing: Campaign for Action: Speaking with One Voice
Two statewide Campaigns for Action Coalition leaders and a campaign communications consultant share the campaign’s key messaging as well as why and how those messages should be embraced by nursing schools and their communications and marketing programs.
*Speakers: Gretchen Wright, Vice President and Principal, PR Solutions, Inc., Campaign for Action Communications Team, Washington, DC; and Mary Dickow, Executive Director of the California Action Coalition, Oakland, CA*
9:45-10:45 a.m.  
**Breakout Sessions** (Select One)

**Alumni: Developing and Managing a Student Ambassador Program**  
*Speaker: Katisha Paige, Associate Director of Development and Alumni Affairs, UNC-CH School of Nursing, Chapel Hill, NC*

**Marketing/Communications: Onboarding Your New Dean**  
*Speakers: Robin Hutchinson-Bell, Director of College Relations, Mount Carmel College of Nursing, Columbus, OH; Tracy Wright, Director, Public Relations and Alumni Affairs, The University of Florida, Gainesville, FL; and Kimberly English, Director of Development, Florida International University, Miami, FL*

**Development/Major Gifts: Raising Funds from Employers of Our Graduates**  
A panel of NAP members will give their expertise on reaching out to companies that employ nursing graduates and how to leverage their need for quality nurses in return for philanthropic support.  
*Facilitator: Scott Zerger, Director of Corporate and Foundation Development, KU Endowment, The University of Kansas, Lawrence, KS*

10:45-11:00 a.m.  
**Break**

11:00 a.m. -12:00 p.m.  
**Program Session**  
**Debriefing the 2015 NAP Conference**  
Open discussion on what we liked and what we can improve on for 2016.
Hotel Information
Hyatt Regency San Antonio
123 Losoya Street
San Antonio, TX 78205
Phone: 210-222-1234
www.sanantonioregency.hyatt.com

The special conference room rate is $189 single/double. The **cutoff date for reservations is March 26, 2015.** For reservations, call 888-421-1442 and request the group rate for AACN/Nursing Advancement Professionals.

The **room block may fill before the deadline, so please make your reservation early.**

Transportation
The San Antonio International Airport (SAT) is located approximately a 15-minutes’ drive to/from the Hyatt Regency San Antonio. Taxi fare is approximately $25 each way. Shuttles are available through Airport Express at www.goairportshuttle.com. Shuttle fares are approximately $20 each way. For more information regarding transportation options, please visit: http://www.sanantonio.gov/Aviation/groundtransportation.asp.

San Antonio River Walk parking is available directly across the street from the hotel at the Central Parking System garage. Self-Parking is $25 plus tax, valet Parking is $35 plus tax.

Continuing Education Credit
Continuing Education contact hours will be provided by the American Association of Colleges of Nursing to all conference participants at no additional cost. CE certificates will be provided online after completion of the online evaluation to be sent to you after the conference.

Dietary and Special Needs
If you have any dietary restrictions (e.g., vegetarian, kosher, or gluten-free) or special needs, please contact us prior to the event as well as onsite at the conference registration desk.

Contact Information
AACN
Nadja Beverage, CMP
One Dupont Circle, NW, Suite 530
Washington, DC 20036
Phone: 202-463-6930
Email: nbeverage@aacn.nche.edu
www.aacn.nche.edu/conferences
Register online at www.aacn.nche.edu/conferences

**Nursing Advancement Professionals Registration Fees**

**Members**
$399 by April 3, 2015
$499 after April 3, 2015

* A $30 discount is available for NAP Network Members.
or
* A $30 discount can be applied for each additional registration from same institution.

**Non-Members:**
$549 by April 3, 2015
$649 after April 3, 2015

Meals included in this registration fee: two (2) light continental breakfasts, one (1) luncheon, and two (2) beverage breaks

**Refund, Cancellation and Substitution Policy**
Please visit www.aacn.nche.edu/conferences for detailed information.
American Association of Colleges of Nursing

Nursing Advancement Professionals Steering Committee Chair
Anne Webb, The University of North Carolina-Chapel Hill

Program Committee:
Mark Alexander, East Carolina University (Chair)
Jenny Carrick, Betty Irene Moore School of Nursing at the UC-Davis (Co-Chair)
Jennifer Cervantes, New Mexico State University
Shelley Jordan, University of Alabama
Peggy Person, University of Kansas
Kim Huyett, University of Kansas
Mary K McGinley, The University of North Carolina-Greensboro
Katisha K. Paige, The University of North Carolina-Chapel Hill
Dinny Trabert, University of Utah