



Call for Volunteers – Marketing Committee

The Commission on Nurse Certification (CNC) is currently recruiting volunteers to serve on the CNC Marketing Committee.

Available Positions

Two positions are available with terms beginning July 1, 2012. Service to the Marketing Committee is a two-year appointment (may be reappointed).

Composition of the Marketing Committee

The Marketing Committee includes four members – two from the CNC Board of Commissioners and two CNLs (one from the practice setting and one from the educational setting).

The CNC Board of Commissioners' Nominating Committee will evaluate the applications submitted and propose a slate of qualified candidates to fill the vacant positions. The CNC Board of Commissioners will review the qualifications and make the selections for appointments. Individuals with experience in marketing, public relations, or CNL outreach, will be given preference. The individuals appointed must have earned the CNL credential.

Charge/Responsibilities

The charge of the Marketing Committee is to promote the value of CNL certification. The committee is responsible for developing strategies to:

- Implement, monitor, and evaluate the marketing plan.
- Promote the CNC brand image.
- Educate and market CNL certification to key stakeholders.
- Promote recertification.

The committee will:

- Review and evaluate marketing materials.
- Review sponsorship applications.
- Review CNC website.
- Develop marketing campaigns.
- Collaborate with CNC staff.
- Participate in three conference calls per year – August, January, and May (additional conference calls may be scheduled as necessary). Committee members who miss two consecutive meetings may be required to relinquish their position.

Application

To apply, submit the application along with a career summary of qualifications (500 words maximum), current vitae/resume, and consent statement form. **Applications must be received at the CNC by February 17, 2012.**

Submit the application to:
Tracy Lofty, MSA, CAE
Director
Commission on Nurse Certification
One Dupont Circle, Suite 530
Washington, DC 20036-1120
e-mail: tlofty@aacn.nche.edu

Applicants will be notified by April 30, 2012 of the CNC Board of Commissioners' action regarding appointments.

For more information about the CNC, go to www.aacn.nche.edu/CNL.

**COMMISSION ON NURSE CERTIFICATION
MARKETING COMMITTEE
APPLICATION**

Complete the form below. Submit the application along with a career summary, current vitae/resume, and consent statement form **by February 17, 2012** to Tracy Lofty, Director, Commission on Nurse Certification, One Dupont Circle, Suite 530, Washington, DC 20036-1120; e-mail: tlofty@aacn.nche.edu.

1. I am applying to serve on the CNC Marketing Committee.

Name: _____

Credentials: _____

Title: _____

Institution/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

2. You may contact the following individual as my professional reference:

Name: _____

Credentials: _____

Title: _____

Institution/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

3. As a CNL, I represent the following (please check):

Practice Setting

Educational Setting

4. Attach a summary of your career experience and qualifications (limit 500 words).

Include:

- Reason for applying.
- Total number of years as a registered nurse and/or total number of years in current profession.
- CNL knowledge/experience.

5. Attach a current vitae/resume.

6. Complete and submit the consent statement form.

**Commission on Nurse Certification
Marketing Committee
Consent Statement**

I have voluntarily applied to serve on the Commission on Nurse Certification's Marketing Committee. If appointed, I acknowledge the responsibilities of service during my term as follows:

- Strive to achieve the goals and mission of the CNC.
- Adhere to the CNC bylaws, policies, and procedures.
- Serve my term of two years.
- Maintain confidentiality including but not limited to all CNC discussions, actions, and data reports.
- Avoid all conflicts of interest – perceived or actual.
- Disclose any perceived conflicts of interest and not influence matters where such a conflict may exist.
- Maintain ethical behavior and practices.
- Attend and participate in CNC committee meetings. (Consecutive absenteeism may result in dismissal of service.)
- Be prepared for all committee meetings; review supporting material/information for committee agenda items and seek clarification when necessary.
- Adhere to all deadlines and complete assignments as applicable.

I understand that all CNC contacts with news media are initiated only by the Office of Public Affairs of the American Association of Colleges of Nursing (AACN). If I wish to issue news releases or other announcements to media regarding CNC, such announcements will be reviewed by the AACN Office of Public Affairs prior to distribution. The Chair of the CNC Board of Commissioners will respond to all media inquiries in consultation with the AACN Director of Public Affairs and CNC Director.

Signature required.

Name of Applicant: _____

Signature of Applicant: _____

Date: _____