July 17 - 20, 2003

Staff Development: Gateway to Excellence

Crystal Gateway Marriott
Arlington, VA

CONVENTION 2003
Program Goals

The Goals of the 2003 NNSDO Convention are to:
▲ Develop new skills to improve educational outcomes.
▲ Network with peers on issues of common concern.
▲ Increase knowledge of trends and issues.

What are the key benefits of attending?

The annual convention will include . . .
▲ Top-level, national speakers . . . As always, the opening,
keynote, and closing sessions feature proven professionals who will
inform and inspire.
▲ An information-packed program book for reference during the
convention. And it’s a great resource for the workplace!
▲ Preconvention workshops that allow for in-depth study of
contemporary issues in staff development.
▲ Endless opportunities for networking.

▲ Opportunities to develop new friendships with other staff
development professionals.
▲ Participation in the annual business meeting. Make a difference
in the future of the organization!
▲ Peer-reviewed concurrent session presentations by top
professionals in the field.
▲ New and innovative ideas for application in a variety of staff
development settings.

Who will benefit by attending?

You’ll benefit from attending if you are a . . .
▲ Staff Development Specialist or Director of Nursing
Education/Staff Development.
▲ Patient Educator in any setting including acute care, long-term
care, and home care.
▲ Human Resources Manager with continuing education
responsibilities.
▲ Staff Nurse with responsibility for staff development and/or
education of unit personnel.
▲ Consultant in the field of staff development and/or patient
education.

▲ Nursing faculty member with education and research
responsibilities in the areas of patient education and staff development.
▲ Novice or beginner in the field of staff development.
▲ Provider of products and services for continuing education and
staff development.
▲ Graduate or undergraduate student in nursing or education with
a specialization in nursing education, staff development, or patient
education.

Get the answers to these crucial questions.

Have you ever asked . . .
How can I use interactive video?
How can I write successful grant proposals?

Networking

As always, a key benefit of attending the NNSDO Convention is the
opportunity to develop relationships with your colleagues through
networking. Networking provides many tangible benefits to convention
participants.

Message Board
NNSDO will have a message board to facilitate networking. Bring your
questions and ideas to post for response by your colleagues. If you have
a special interest, arrange to meet others with your interests. We
encourage participants to post job listings on the message board.

Exhibits
One group of professionals worth cultivating is exhibitors. Representatives from a variety of companies will be on hand to answer
your questions and demonstrate their products. You will learn about
the latest products and services for staff development, and your practice
will benefit from having a productive relationship with industry
representatives who can keep you informed of the latest developments
in technology, pharmaceuticals, software, publications, and other
products and services for the staff development professional.

There is a concurrent session which addresses each of these questions. Descriptions begin on page 7.
Program at a Glance

Wednesday, July 16, 2003
7:00 a.m. - 5:00 p.m. ...................................................... Registration
8:00 a.m. - 5:00 p.m.
Nursing Professional Development Certification Preparatory Course - Day 1
Kari Schmidt, MS, RN, BC
8:00 a.m. - 12:00 noon ...................................................... Workshop I
Taming the Internet: Tactics for Staff Development
Linda R. Puetz, BSN, BA, RN
8:00 a.m. - 12:00 noon ...................................................... Workshop II
Opening the Gateway to Your Creative Potential
Mary Lynn Mayhugh Hall, MS, RN, BC
8:00 a.m. - 12:00 noon ...................................................... Workshop III
Getting Started in Clinical and Nursing Staff Development
Bette Case, PhD, RN, BC
8:00 a.m. - 12:00 noon ...................................................... Workshop IV
E-Learning for Staff Educators
Diane M. Billings, EdD, RN, FAAN
Pamela R. J effries, DNS, RN
1:00 p.m. - 5:00 p.m. ...................................................... NNSDO Executive Board Meeting
1:00 p.m. - 5:00 p.m. ...................................................... Workshop V
Developing Self-Learning Modules for Computer Delivery
Susan Boyer, EdD, RN
1:00 p.m. - 5:00 p.m. ...................................................... Workshop VI
Selecting a Learning Management System: What You Need to Know to Make the Right Choice
Mary R. Price, EdD, MA, RN
Jonathan Rosen, MPH, RN
1:00 p.m. - 5:00 p.m. ...................................................... Workshop VII
Taking Charge of Change: Facing the Future with Confidence
Kathryn McInnes, MSN, RN
1:00 p.m. - 5:00 p.m. ...................................................... Workshop VIII
From Idea to Print: Writing for Publication in the Nursing Literature
Belinda E. Puetz, PhD, RN
Thursday, July 17, 2003
7:00 a.m. - 6:00 p.m. ...................................................... Registration
8:00 a.m. - 6:00 p.m. ...................................................... Exhibit Set Up
8:00 a.m. - 5:00 p.m.
Nursing Professional Development Certification Preparatory Course - Day 2
Kari Schmidt, MS, RN, BC
8:00 a.m. - 12:00 noon ...................................................... Workshop IX
Taming the Internet: Tactics for Staff Development
Linda R. Puetz, BSN, BA, RN
8:00 a.m. - 12:00 noon ...................................................... Workshop X
Growing a Precious Resource: Seeding, Feeding, & Cultivating Great Preceptors
Griff Alspaugh, EdD, MSN, RN, FAAN
8:00 a.m. - 12:00 noon ...................................................... Workshop XI
Commitment, Coaching, Trust: The Development of a Hospital Based Leadership Development Program
Theodora C. Levine, MED, RN, CS
Jean Cooney, MS, RD
Jeremy Bell
8:00 a.m. - 12:00 noon ...................................................... Workshop XII
Multiple-Choice Testing for Staff Educators
NLM/NNSDO Collaborative Workshop
Mary McDonald, MA, RN
12:00 noon - 4:00 p.m.
Journal for Nurses in Staff Development Editorial Board meeting
1:00 p.m. - 5:00 p.m. ...................................................... Workshop XIII
Developing Self-Learning Modules for Computer Delivery
Susan Boyer, EdD, RN
1:00 p.m. - 5:00 p.m. ...................................................... Workshop XIV
ANCC Accreditation: The Mark of Excellence in Continuing Education
Kammie Monarch, JD, MS, RN
1:00 p.m. - 5:00 p.m. ...................................................... Workshop XV
Recruitment and Retention: The Role of Educators
Donna D. Ignatavicius, MS, RN, CM
1:00 p.m. - 5:00 p.m. ...................................................... Workshop XVI
Competency Assessment Made Easy
Donna Wright, MS, RN
5:00 p.m. - 6:00 p.m. ...................................................... New Participant Orientation
5:30 p.m. - 6:00 p.m. ...................................................... Moderator Meeting
6:00 p.m. - 7:30 p.m. ...................................................... Opening Session
Wear Your Rose Colored Glasses
Michele Deck, MED, BSN, RN, LCC, FACCE
7:30 p.m. - 9:30 p.m. ...................................................... Grand Opening of Exhibits
Reception in Exhibit Area
Friday, July 18, 2003
7:00 a.m. - 5:00 p.m. ...................................................... Registration
7:00 a.m. - 8:00 a.m. ...................................................... Continental Breakfast
8:00 a.m. - 9:30 a.m. ...................................................... Keynote Session
Clinical Practice Development 2050: Legacies, Liabilities, and Leadership
Karen Kelly Thomas, PhD, RN, BC
9:30 a.m. ...................................................... Poster set up
9:30 a.m. - 10:30 a.m. ...................................................... Break in Exhibit Area
10:30 a.m. - 12:00 noon ...................................................... CONCURRENT SESSION I
12:00 noon - 1:30 p.m. ...................................................... Lunch in Exhibit Area
NNSDO 2003 Star Search
1:30 p.m. - 3:00 p.m. ...................................................... CONCURRENT SESSION II
3:15 p.m. - 4:45 p.m. ...................................................... CONCURRENT SESSION III
Saturday, July 19, 2003
7:00 a.m. - 5:00 p.m. ...................................................... Registration
7:30 a.m. - 8:30 a.m. ...................................................... Fun Run/Walk for Research
8:00 a.m. - 9:30 a.m. ...................................................... NNSDO Annual Business Meeting
9:00 a.m. - 4:00 p.m. ...................................................... Silent Auction bids taken
All bids close promptly at 3:30 p.m.!
9:45 a.m. - 11:15 a.m. ...................................................... CONCURRENT SESSION IV
11:15 a.m. - 12:45 p.m. ...................................................... Lunch in Exhibit Area
1:00 p.m. - 2:30 p.m. ...................................................... CONCURRENT SESSION V
2:30 p.m. - 3:30 p.m. ...................................................... Break in the Exhibit Area
Silent Auction winners announced!
3:45 p.m. - 5:15 p.m. ...................................................... CONCURRENT SESSION VI
4:00 p.m. ...................................................... Exhibits Close
5:30 p.m. - 7:30 p.m. ...................................................... Poster Presentations Cash Bar Reception
Posters will close after the reception.
National Capital Region Military Band will perform from 6:00 - 6:30 p.m.
Sunday, July 20, 2003
7:00 a.m. - 12:00 noon ...................................................... Registration
7:30 a.m. - 9:00 a.m. ...................................................... Air Force Affiliate Business Meeting
7:30 a.m. - 9:30 a.m. ...................................................... Affiliate Development Session
9:30 a.m. - 11:00 a.m. ...................................................... CONCURRENT SESSION VII
11:15 a.m. - 11:30 a.m. ...................................................... Transit Break
11:30 a.m. - 2:00 p.m. ...................................................... Closing Brunch
Tickle While You Teach – Effective Humor Stimulates Learning
Patty Wooten, BSN, RN, PHN
Speaker sponsored by Cross Country University
Monday, July 21, 2003
8:00 a.m. - 5:00 p.m. ...................................................... Military Special Interest Group Educational Workshop
Speakers

Michele Deck, MEd, BSN, RN, LCCE, FACCE

Michele Deck, an internationally renowned presenter, author, and educator is the co-founder, President, and Chief Executive Officer of G.A.M.E.S., a company that provides seminars for any organization, specializing in adult learning and interactive teaching methods. She is also CEO of Tool Thyme for Trainers, a company she founded that supplies the most innovative and creative presentation tools available to educators worldwide. Her seven latest books are called It's a Jungle Out There, Getting Adults Motivated, Enthusiastic and Satisfied, Getting Adults Motivated, Enthusiastic, and Satisfied Volume Two, The Presenters' E-Z Graphics Kit: A Guide for the Artistically Challenged, More Instant Teaching Tools for Healthcare Educators, and Live To Train Another Day.

Michele is known for her innovative teaching methods in the field of healthcare education and training. She has been training trainers full time for the last eleven years and was named “Best Over All Training” by the Creative Training Techniques Companies. Michele has won the prestigious “Excellence in Nursing” award, has been selected as one of the “Great 100 Nurses in Louisiana,” and was named to Sigma Theta Tau National Nursing Honor Society. She was named the recipient of the prestigious Belinda E. Puetz Award from the National Nursing Staff Development Organization in 2000.

Michele consistently receives high evaluations because of her fun, informative, and idea filled sessions. She has facilitated over 500 learning sessions on a variety of topics. Michele has presented at many national and international conferences.

Karen Kelly Thomas, PhD, RN, BC

Karen Kelly Thomas is an experienced nurse administrator and staff development specialist with thirty years’ experience in nursing, most of which has focused on administering developmental programs and projects in multiple settings. Presently, Karen is the Deputy Executive Director and Director, Research, Education, and Publications for the Association of Women’s Health, Obstetrics, and Neonatal Nurses (AWHONN) in Washington, D.C. Her research is focused on best practices to use evidence in clinical practice. Dr. Kelly Thomas presents regularly to national and international groups. She recently presented a paper about an association-based model that is advancing evidence-based practice at the International Knowledge Utilization Consortium at Oxford University in the UK. Karen has published more than a dozen articles and chapters in books. The second edition of her book, Clinical and Nursing Staff Development: Current Competence, Future Focus was selected as a 1998 Book of the Year by AJN. She is certified in Nursing Administration, Advanced, and Nursing Continuing Education and Staff Development. Karen also is a founding member of the National Nursing Staff Development Organization and served as the NNSDO president from 1992-1994. Karen was awarded the Belinda E. Puetz Award from her colleagues in 1994 - a cherished testimonial. In November 2002, Karen was inducted as a Fellow into the American Academy of Nursing.

(P (Karen loves what she does and does what she loves and is passionate about advancing evidence-based practice!)

Patty Wooten, BSN, RN, PHN

Patty Wooten is a nurse-humorist and a woman who knows how to laugh. She is often called the “Queen of Jest” because she has tickled the funny bones of more than a quarter million people across the US and around the world. Patty has worked with Norman Cousins, clowned with Patch Adams, and was a featured columnist for the Journal of Nursing Jocularity. She has published three books and more than 50 articles about the therapeutic value of humor and laughter. Her research about humor and burnout was presented at the International Society for Humor Studies. Patty has appeared on numerous television shows including To Tell the Truth and her work was featured in USA Today. To date she has made presentations in 7 countries and 49 of the 50 states. Ms. Wooten is a founding member of the Association for Applied and Therapeutic Humor, a member of the professional advisory board for the World Laughter Tour, and received the Lifetime Achievement Award for her work in the field of therapeutic humor.

Membership

The National Nursing Staff Development Organization (NNSDO) is the only national specialty organization specifically for staff development educators. Membership in NNSDO is open to those nurses engaged in any aspect of staff development. NNSDO was formed by a group of nursing staff development educators who saw the need for a specialty nursing organization for themselves and their colleagues. After a positive response to a year-long feasibility study, the organization was formed in 1989.

Seventy-five percent of NNSDO members hold a master’s degree or higher in nursing and are department heads in hospitals or universities. Many members are consultants in the field of nursing staff development and own their own businesses.

Mission Statement

The National Nursing Staff Development Organization (NNSDO) advances the specialty practice of staff development for the enhancement of quality staff development, as a specialty of nursing, is—

• Defined by standards
• Based on research
• Critical to quality patient and organizational outcomes

Benefits of membership

• Networking opportunities with nursing staff development educators in a variety of healthcare settings and geographic areas.
• Participation on Committees and Task Forces on issues of concern to nursing staff development educators.
• Affiliation of local groups of nursing staff development educators with the national organization.
• Discounted attendance at NNSDO’s annual conventions.
• Discounts on NNSDO products and services.
Workshop I
Wednesday, July 16 ................................. 8:00 a.m. - 12:00 noon
Taming the Internet: Tactics for Staff Development
Linda R. Puetz, BSN, BA, RN
Learning Consultant, Cerner Virtual University
Cerner Corporation
Kansas City, MO

Are you familiar with the Internet but would like to learn more about how the Net can make your daily staff development work more effective and productive? If you answered yes, then this session is for you! Internet skills reviewed include how to do an effective Internet search, how to customize your browser and e-mail programs, how to make and save Web page bookmarks, how to find and use free Internet graphics, how to download useful, safe (and free!) software, and much, much more. Participants will be at their own computers and have individual hands-on practice as each Internet skill is reviewed. We'll be learning together in a low-pressure atmosphere with experienced roammers available to answer your questions and help you over any rough spots. Let's go surfing!

Workshop II
Wednesday, July 16 ................................. 8:00 a.m. - 12:00 noon
Opening the Gateway to Your Creative Potential
Jaye Lynn Mayhugh Hall, MS, RN, C
Director of Education and Organizational Development
OU Medical Center
Oklahoma City, OK

Perhaps no other talent is so critically needed in the current healthcare environment than that of creativity. Old solutions to problems no longer work. Yesterday's fixes are not appropriate for today's problems. If we hope to achieve excellence, we must find creative ways to look at the future. Many of us are under the mistaken belief that creativity is an inborn talent and cannot be acquired or developed. Yet with effort and perseverance we can learn to develop our creative abilities. This presentation will teach learners that by investing a little time and energy each of us can open the gateway to our hidden creative potential.

Workshop III
Wednesday, July 16 ................................. 8:00 a.m. - 12:00 noon
Getting Started in Clinical and Nursing Staff Development
Bette Case, PhD, RN, BC
Independent Consultant and Partner
Clinical Care Solutions
Chicago, IL

"You want it when?" - The familiar cartoon of the staff reacting to the boss's latest directive captures the experience of many who embark upon staff development. This workshop helps bridge the gap between previous practice and the brave new world of staff development with helpful tools, tips, and basic information about the education process. The workshop uses reference material from the 2001 NANDO publication Getting Started in Clinical and Nursing Staff Development. Participants are strongly encouraged to purchase this book and bring it to the workshop.

Workshop IV
Wednesday, July 16 ................................. 8:00 a.m. - 12:00 noon
E-Learning for Staff Educators
Diane M. Billings, EdD, RN, FAAN
Associate Dean and Professor of Nursing
Pamela R. Jeffries, DSN, RN
Assistant Professor
Indiana University, School of Nursing
Indianapolis, IN

As clinical agencies transition to e-learning, staff development educators are becoming involved in this new method of teaching. This workshop will discuss how to create an online community for nurses. Topics include partnerships, technical issues, course design strategies, developing course content, and evaluation.

Workshop V
Wednesday, July 16 ................................. 1:00 p.m. - 5:00 p.m.
Developing Self-Learning Modules for Computer Delivery
Susan Boyer, MED, RN
Director/Consultant
Vermont Nurse Internship Project
Windsor, VT

This hands-on computer lab workshop will use PowerPoint to develop computer assisted instruction (CAI) modules. The special effects unique to computer delivery will be explored and discussed along with the limitations inherent to using PowerPoint. Each participant will work at a computer workstation to develop a teaching plan and establish his or her independent learning module. The accompanying handbook will guide participants in application of the learned skills when they return to their workplace. Participants must be proficient in cutting, copying, creating, saving files, and basic PowerPoint functions. The presenter will provide a workshop handout that supports the participant in each step of CAI development. (Proficient PP users are encouraged to request information regarding a monitor role in this workshop. Monitors are not charged a registration fee; they assist participants instead of working at a computer. Please e-mail susan.boyer@hitchcock.org for more information.)

Target Audience: Advanced beginner to Competent PowerPoint users

Workshop VI
Wednesday, July 16 ................................. 1:00 p.m. - 5:00 p.m.
Selecting a Learning Management System: What You Need to Know to Make the Right Choice
Mary R. Price, EdM, MA, RN
Educational Informatics Nurse Specialist
New York Presbyterian Hospital, Nursing Administration
New York, NY
Jonathan Rosen, MPH, RN
President
Graphic Education Corporation
Columbus, MO

With more than 200 e-learning systems on the market that vary in focus and functionality, selecting a system that meets your departmental and institutional goals can be a daunting experience. During this presentation, participants will have the opportunity to obtain the information they need to guide their organization in the process of selecting a learning management system that meets their organization's goals and objectives.

Workshop VII
Wednesday, July 16 ................................. 1:00 p.m. - 5:00 p.m.
Taking Charge of Change: Facing the Future with Confidence
Kathryn McInnes, MSN, RN
Educator/Team Leader
The Brant Community Healthcare System
Brantford, Ontario, Canada

This workshop will give participants an opportunity to consider new ways of looking at workplace change. Bridges' model will be presented as a conceptual framework that may be used in understanding change/transition and in planning change education programs. The model can be used to understand and normalize reactions to change. Workshop participants will be encouraged to identify ways to use positive, productive strategies to assist themselves and their colleagues through change and transition and to avoid unproductive and self-defeating reactions to change. Factors to consider when planning and implementing organizational change will be highlighted. Participants will leave the session revitalized, enlightened about the change/transition process, and ready to plan programs that will assist others to adapt to change and face the future with confidence.

Workshop VIII
Wednesday, July 16 ................................. 1:00 p.m. - 5:00 p.m.
From Idea to Print: Writing for Publication in the Nursing Literature
Belinda E. Puetz, PhD, RN
Editor-in-Chief, Journal for Nurses in Staff Development
Administrator, National Nursing Staff Development Organization
Pensacola, FL

In this always popular, entertaining workshop, participants learn how to develop a manuscript for publication in a professional journal. They will learn...
Preconvention Workshops

how-tos from an author’s as well as an editor’s perspective.

Workshop IX
Thursday, July 17 ................................................. 8:00 a.m. – 12:00 noon
Taming the Internet: Tactics for Staff Development
Linda R. Puetz, BSN, BA, RN
Learning Consultant, Cerner Virtual University
Cerner Corporation
Kansas City, MO

Are you familiar with the Internet but would like to learn more about how the Net can make your daily staff development work more effective and productive? If you answer yes, then this session is for you! Internet skills are reviewed include how to do an effective Internet search, how to customize your browser and e-mail programs, how to make and save Web page bookmarks, how to find and use free Internet graphics, how to download useful, safe (and free!) software, and much, much more. Participants will be at their own computers and have individual hands-on practice as each Internet skill is reviewed. We’ll be learning together in a low-pressure atmosphere with experienced roamers available to answer your questions and help you over any rough spots. Let’s go surfing!

Repeat of Workshop I

Workshop X
Thursday, July 17 ................................................. 8:00 a.m. – 12:00 noon
Growing a Precious Resource: Seeding, Feeding & Cultivating Great Preceptors
Grif Alspach, EdD, MSN, RN, RAAN
Consultant, Nursing Staff Development & Competency-Based Staff
Performance Appraisal Systems
Editor, Critical Care Nurse Journal
Annapolis, MD

Preceptors represent a dwindling yet invaluable asset to healthcare organizations that need to orient new staff. Join us for this morning program of you would like to review and network with other nurses in staff development on the essential considerations involved with designing and managing preceptor development programs.

Workshop XI
Thursday, July 17 ................................................. 8:00 a.m. – 12:00 noon
Commitment, Coaching, Trust: The Development of a Hospital-Based Leadership Development Program
Theodora C. Levine, Med, RN, CS
Associate Program Manager, Education
Jean Cooney, MS, RD
Staff Development Coordinator
Jerome Bell
Staff Development Coordinator
Department of Veterans Affairs Medical Center
Bronx, NY

In this four-hour “how-to” workshop you will learn to design, implement, and measure outcomes of a leadership skills development program. An overview of actual course material such as ice breakers, 360° evaluation, behavioral/learning styles, coaching skills, conflict resolution, emotional intelligence and the power to future conversations will be presented.

Workshop XII
Thursday, July 17 ................................................. 8:00 a.m. – 12:00 noon
Multiple-Choice Testing for Staff Educators
Jill N. L. N. S. D. O. Collaborative Workshop
Mary McDonald, MA, RN
Test Consultant
National League for Nursing
New York, NY

Have you struggled with decisions about whether to purchase tests or make your own? This workshop will begin by helping you identify the questions you need to ask in order to answer that question. The majority of the time will be spent on increasing your confidence in the results of tests that you develop for staff assessment. The workshop will set you on course for producing trustworthy objective tests. A review of the fundamentals of test development will demonstrate how to validate that your tests are assessing what you intend them to assess. The focus is on how to develop questions that will provide you with the information you need to assist you in making decisions about staff ability. Because good tests are made up of good test questions, the workshop is loaded with examples of “good” questions, “weak” questions, and “improved” test questions. The guidelines that are suggested will help you to stay on track when developing your own multiple-choice tests or evaluating which tests to purchase.

Workshop XIII
Thursday, July 17 ................................................. 1:00 p.m. – 5:00 p.m.
Developing Self-Learning Modules for Computer Delivery
Susan Boyer, Med, RN
Director/Consultant
Vermont Nurse Internship Project
Windsor, VT

This hands-on computer lab workshop will use PowerPoint to develop computer assisted instruction (CAI) modules. The special effects unique to computer delivery will be explored and discussed, along with the limitations inherent to using PowerPoint. Each participant will work at a computer workstation to develop a teaching plan and establish his or her independent learning module. The accompanying handbook will guide participants in application of the learned skills when they return to their workplace. Participants must be proficient in cutting, copying, creating, saving files, and basic PowerPoint functions. The presenter will provide a workshop handout that supports the participant in each step of CAI development. (Proficient PowerPoint users are encouraged to request information regarding a mentor role in this workshop. Monitors are not charged a registration fee; they assist participants instead of working at a computer. Please e-mail to susan.boyer@hitchcock.org for more information.)

Target Audience: ..... Advanced beginner to Competent PowerPoint users

Repeat of Workshop V

Workshop XIV
Thursday, July 17 ................................................. 1:00 p.m. – 5:00 p.m.
ANCC Accreditation: The Mark of Excellence in Continuing Education
Kammie Monarch, JD, MS, RN
Director, Accreditation, Magnet Recognition & Legal Affairs
American Nurses Credentialing Center (ANCC)
Washington, DC

This pre-convention activity will focus on ANCC’s accreditation program and what ANCC is doing to recognize excellence in continuing education.

Workshop XV
Thursday, July 17 ................................................. 1:00 p.m. – 5:00 p.m.
Recruitment and Retention: The Role of Educators
Donna D. Ignatavicius, MS, RN, Cm
President
D L Associates, Inc.
Hughesville, MD

Is the nursing shortage pressuring you to orient nurses and other employees in shorter and shorter periods of time? Do managers need staff in their departments before you feel they’re ready? Does your organization have a high turnover of nurses, especially new med-surg nurses? If the answer is “yes” to any of these questions, you need this dynamic, interactive 4-hour workshop, which focuses on recruitment and retention of healthcare staff. Designed specifically for educators, this program shares specific strategies to decrease staff turnover and create a positive work environment.

Workshop XVI
Thursday, July 17 ................................................. 1:00 p.m. – 5:00 p.m.
Competency Assessment Made Easy
Donna Wright, MS, RN
Staff Development Specialist/Consultant
Creative Health Care Management
Minneapolis, MN

This session will cover everything you ever wanted to know about competency assessment. We will explore creative ways to assess competency, strategies to increase accountability in all employees through the competency process, and create a competency process that is easier and more meaningful for everyone.
Opening Session
Thursday, July 17 ......................................................... 6:00 p.m. - 7:30 p.m.
Wear Your Rose Colored Glasses
Michele Deck, MED, BSN, RN, LCCE, FACCE
CEO
Gimics and Mania Educates Staff/Tool Thyme for Trainers
Metairie, LA

Keynote Session
Friday, July 18 ......................................................... 8:00 a.m. - 9:30 a.m.
Clinical Practice Development 2005: Legacies, Liabilities, and Leadership
Karen Kelly Thomas, PhD, RN, BC
Director, Research, Programs and Publications
Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)
Washington, D.C.

Concurrent Session I
Friday, July 18 ......................................................... 10:30 a.m. - 12:00 noon
A. – Advanced/Expert
Development of a Clinical Advancement Program for Professional Nurses in an Integrated Health System
Joan U. Bretschneider, PhD, RN
Director of Nursing Development, Education and LifeLong Learning
University of Pennsylvania Health System
Philadelphia, PA
With the overall goal of creating an environment that provides opportunities for professional nurses to grow and develop and to be acknowledged for their clinical contributions in the provision of quality patient care, the University of Pennsylvania Health System has developed the Nursing Advancement Program to support nurses in their professional development. This program is designed to enhance nurses’ careers by providing opportunities for advancement, recognition, and implementation of leadership initiatives. The program includes a comprehensive educational component, professional development workshops, and opportunities forleadership and clinical advocacy.

B. – Technology
E-Learning in the Clinical Setting
Tina L. Wiseman, MED
Education Resource Specialist
American Association of Critical-Care Nurses, Education Department
Aliso Viejo, CA
Electronic forms of learning are here to stay. Learn how to optimize your educational programs by using an e-learning strategy. This presentation, targeted to clinical educators interested in learning more about establishing an e-learning initiative, discusses the benefits of e-learning, demonstrates what to look for when evaluating a program, presents options for creating a blended learning experience, and provides an approach for justifying the use of an e-learning program.

C. – Leadership
It’s Like Having a Magic Wand!!
Kari Schmidt, MS, RN, BC
CEO/Trainer
Training for Impact ®
Milwaukee, WI
This dynamic session will feature recent research findings on establishing and enhancing rapport. Learn how to unlock the secrets of enhancing your persuasion skills, repairing wounded relationships, and more effectively de-escalating angry clients. These proven techniques are the foundation to leading change and resolving conflict. If you have ever asked yourself, “Why aren’t they following my recommendations?” then this is the session for you. Ask you use the techniques you’ll say “It’s like having a magic wand!!”

D. – Recruitment & Retention
Windows of Opportunity
Nancy B. Johnson, BS, RN
Career Adviser
Health First, Inc. Center for Learning
Melbourne, FL
Introducing “Windows of Opportunity” career development program - a partnership between the employer, manager, and organization. We’ll share background, program development, marketing, enrollment, and ROI. Issues of retention, recruitment, and employee satisfaction related to career development will be explored. Discover the possibilities of bringing career development to your organization.

E. – General Staff Development
Once Upon A Time: Using Stories to Teach
Amy Vega, MBA, MNA, RHEd
Director of Allied and Public Health Education
Southern Regional AHCC, Regional Education and Information Services
Fayetteville, NC
This session will introduce basic to intermediate level participants to storytelling as a teaching method that is cost-efficient, timesaving, and effective for nearly all learners. Participants will review several examples of stories that have been used to successfully train healthcare professionals and will practice building stories of their own.

F. – Potpourri
Clinical Ladder Redesign: From “Tasks & Points” to “Behaviors & Outcomes”
Ann C. Gabel, MSN, RN, BC
Clinical Education Specialist
Saint Luke’s Hospital of Kansas City
Kansas City, MO
Are you thinking of redesigning your nursing clinical ladder? This session describes a redesign initiative that transformed a task-based clinical ladder into one that is behavior-based, outcome-focused, and rewards clinical leadership. The facilitation role of the Education Specialist in redesign is emphasized.

Concurrent Session II
Friday, July 18 ......................................................... 1:30 p.m. - 3:00 p.m.
A. – Advanced/Expert
Leadership Mentoring: The Gateway to Personal, Professional, and Institutional Success
Carol A. Dickey, MSN, RN, BC
Director, Staff Education Services
University of Kentucky Hospital
Lexington, KY
This session is intended for the intermediate or advanced educator who is interested in developing a formalized leadership mentoring program within their institution. This presentation will describe the rationale, structure, and outcomes achieved in a program designed to support and guide willing junior leaders toward success within an academic medical center hospital.

B. – Technology
The Use of Interactive Video to Share Educational Programming
Poldi Tschirch, PhD, RN
Director of Distance Education
Jane E. Reinhart-Gonzalez, MSN, RN, C, CNS
Clinical Educator II
University of Texas Medical Branch
Galveston, TX
This presentation describes a partnership between our institution’s nursing staff development department and its TeleHealth Center, using interactive video teleconference technology to deliver continuing education programs to bring the most current information on clinical, professional, and advanced practice issues to community partners throughout the state in an accessible, cost-effective format.

C. – Leadership
Take 5: 5 Projects to Develop and Retain Staff Nurse Leaders on General Medical Units
Joyce L. Nelson, MS, APRN, BC
Nursing Education Specialist
Ann McKay, MS, RN
Nursing Education Specialist
Mayo Clinic – Rochester
Rochester, MN
Five projects that are part of a continuous effort to empower and retain staff nurses in the medical specialty include a leadership class for charge nurses, a book club focusing on nurse heroes in literature, a preceptor program that takes account, a continuous improvement Council that takes measure, and special roles that temporarily take nurses away to new challenges.

D. – Recruitment & Retention
Celebrating Excellence with Recognition Programs: NNSDO Awards and Beyond
Laura Dornhecker, BSN, RN
Manager, Organizational Development
Robinson Memorial Hospital
Ravenna, OH
Recognition programs enhance motivation and share the joy of a job well done. This session will reveal facts and myths about recognition programs, focusing on the NNSDO awards. Participants will leave this session with the confidence to nominate themselves or associates for an NNSDO award. Ideas regarding other types of easy, fun, and inexpensive recognition programs will be shared.

E. – General Staff Development
Survive the Jungle – JCAHO Prep 2002
Gayle Bland, MSN, RN, C
Staff Development Specialist
Jan Weust, BSN, RN
CPR Specialist
Union Hospital, Educational Services
Terre Haute, IN
JCAHO survey prep can be time-consuming and tedious. All staff must be prepared to discuss various aspects of their work. This session focuses on our institution’s
A. – Advanced/Expert

Financial Management in Nursing Staff Development/Continuing Education

Pamela S. Dickerson, PhD, RN, BC
President, PRN Continuing Education, Inc.
Westerly, RI

This session focuses on the role of the nurse in maintaining financial accountability for development and presentation of continuing education or staff development events. Specific tools illustrate application of financial principles in the educational setting.

B. – Technology

Lights, Camera, Action! How to Make an Excellent Video

Julie McAfooses, MS, RN, BC
Vice President, Software Development/Nurse Educator
FITNE, Inc.
Athens, OH

Excellent video has never been easier to create. Advances in digital technology have led to cost-low, high-quality, easy-to-use systems that enable anyone to produce video. Find out how to make video using consumer cameras and desktop editing packages to put into PowerPoint, Web sites, and more.

C. – Leadership

We, They, or Us... Aligning Educational Programs and Processes Across Campuses

Ann M. Woodward, MS, RN, BC
Manager, Clinical Education and Library Services
ProHealth Care, Inc.
Waukesha, WI

"And the two shall become one." Change is very difficult, especially when it is driven by the formation of a health system. Come hear a success story of two formerly separate clinical education departments and celebrate the outcomes that can be achieved when people, programs, and processes align across campuses.

D. – Recruitment & Retention

Gateway to Excellence - Preceptor Education and Credentialing!

Susan Boyer, Med, RN
Director/Consultant
Vermont Nurse Internship Project
Windsor, VT

This concurrent session will share with the NNSDO audience the process and issues surrounding development/delivery of a statewide preceptor education and credentialing program. The preceptor credentialing authenticates the teaching role as being unique, important, challenging, and inclusive of specialized skills and knowledge. It identifies required criteria for both didactic foundation and clinical application for clinical preceptors. Offering the credential provides recognition and reward for the preceptor's effective contribution to the development of students and novices in nursing. It validates the immense contributions these crucial experts bring to our healthcare settings.

E. – General Staff Development

Are We Having Fun Yet? A Blueprint for Success in Staff Development

Sue Johnson, MPA, BSN, RN, BC
Manager, Clinical Staff Development
ParkviewHospital
Fort Wayne, IN

Is your work fun? Fun at work is essential for physical, emotional, and social health. However, barriers can get in your way. Learn how to overcome these barriers and create your own blueprint for success with practical tips from staff development educators who can answer this question with a resounding "YES!"

F. – Potpourri

Recognizing & Rewarding Preceptors: A Survey Report

Grif Alspach, EdD, MSN, RN, FAAN
Consultant, Nursing Staff Development & Competency-Based Staff Performance
Annapolis, MD

Nurses in staff development must continually search for effective means to provide support for staff who serve as preceptors. One avenue of support comprises various incentives that can be bestowed on preceptors. This session provides a summary of results from a recently completed survey of nurses related to this topic.

Concurrent Session III

Friday, July 18 3:15 p.m. – 4:45 p.m.

A. – Advanced/Expert

Financial Management in Nursing Staff Development/Continuing Education

Pamela S. Dickerson, PhD, RN, BC
President, PRN Continuing Education, Inc.
Westerly, RI

This session focuses on the role of the nurse in maintaining financial accountability for development and presentation of continuing education or staff development events. Specific tools illustrate application of financial principles in the educational setting.

B. – Technology

Lights, Camera, Action! How to Make an Excellent Video

Julie McAfooses, MS, RN, BC
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Concurrent Session IV

Saturday, July 19 9:45 a.m. - 11:15 a.m.

A. – Advanced/Expert

Advancing Evidence-Based Practice: New Roles for Contemporary Staff Development Specialists

Karen K. Thomas, PhD, RN, BC
Director, Research, Programs and Publications
Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)
Washington, DC

Expectations about healthcare professionals' integration and use of evidence in everyday practice have increased dramatically. Staff development specialists will be helped to define their role in advancing evidence-based practice, lay out a proven flowchart to plan, implement, evaluate, and disseminate organization specific clinical practice guidelines and champion their use.

B. – Technology

A Crash Course on Copyright: What Every Staff Development Professional Needs to Know

Linda R. Puetz, BSN, BA, RN
Learning Consultant, Cerner Virtual University
Cerner Corporation
Kansas City, MO

You found the perfect journal article to use as a resource for the presentation you are preparing. Should you copy it for use? The perfect piece of medical clip art you need to illustrate the self-learning package you are just created and plan to use on an Internet Web page. Should you copy and use the text? These and other thorny questions about copyright, intellectual property, and fair use of images, music, and video confront staff development professionals on a daily basis. Although this session is a substitute for sound legal advice, we will discuss the top ten myths of copyright, and then use cases and scenarios to review copyright, intellectual property, and fair use issues often encountered in daily staff development practice.

C. – Leadership

Competencies: How to Assess and Evaluate

Sheryl Michelson, MS, RN, C
Manager of Perioperative Education
Stanford Hospital and Clinics
Stanford, CA

Competencies have become the buzzword in the last several years. The big question is "how do we assess and evaluate staff to determine if they are safe to practice?" This session will review current CAHRO mandates as well as discuss various assessment strategies and subsequent methods to document competencies.

D. – Recruitment & Retention

A Map for the Journey to Excellence: A Professional Development Plan for Nurses

Regina L. Stefanik, MEd, MS, RN, C
Assistant Director, Patient Care Services Education
Children's Hospital
Columbus, OH

A professional development plan for nurses provides a consistent approach for the organization. One hospital's experience with an enduring yet evolving plan will be explored. This map for the journey toward professional growth supports retention and recruitment. Concepts and principles related to professional development will be examined as enduring structures.

E. – General Staff Development

Are We Having Fun Yet? A Blueprint for Success in Staff Development

Sue Johnson, MPA, BSN, RN, BC
Manager, Clinical Staff Development
Parkview Hospital
Fort Wayne, IN

Is your work fun? Fun at work is essential for physical, emotional, and social health. However, barriers can get in your way. Learn how to overcome these barriers and create your own blueprint for success with practical tips from staff development educators who can answer this question with a resounding "YES!"
Nurses spend more time with patients and families facing the end of life than any other healthcare professional, yet many feel inadequately prepared to provide end-of-life care. This session will focus on ethical issues and dilemmas that may arise and address ethical principles used in dealing with these dilemmas. Content is based on the nationally recognized End-of-Life Nursing Education Consortium (ELNEC) Curriculum.

Basic - Intermediate

Concurrent Session V
Saturday, July 19 ............................................. 1:00 p.m. - 2:30 p.m.

A. - Advanced/Expert
Building a System-Wide Multi-disciplinary Inservice Framework: Putting the Pieces Together
Susan R. Copeland, MS, RN, C
Education Nurse Specialist
Children’s Hospital, Patient Care Services Education
Columbus, OH
Providing multidisciplinary inservicing within a full service, multi-site organization requires a systematic approach. Explore how to build a framework to provide time and cost effective inservicing without duplication or frustration. Your “building plan” will address assessment, inservice methods, and outcomes based on over 12 years of contracting.

Novice - Advanced

B. - Technology
The Marriage of Clinical Practice/Education and Technology: A Gateway to Excellence
Jasmine Holloway, MSN, RN
Director, Center for Innovation and Clinical Advancement
Methodist Medical Center
Peoria, IL
Technology is one of the critical tools for success in staff development and clinical practice. Staff development educators must be able to develop skills in working with technological tools to provide effective education and training. This session will provide some examples of how to partner with technology staff to use technological tools effectively to advance staff development and practice.

C. - Leadership
Education Teams: A Key to Improved Performance
Myrtle Taylor Williams, MSN, RN, BC, CNAA
Director, Clinical Training and Development
Texas Children’s Hospital
Houston, TX
Managing the education function of a hospital requires strategic planning and ongoing performance monitoring. Ensuring that education priorities are not lost, as other high-profile operational initiatives arise, is a constant challenge that must be effectively balanced and managed. This presentation will highlight the steps taken by one clinical education department to proactively maintain a focus on education priorities and improve outcomes through the use of goal-oriented education teams.

D. - Recruitment & Retention
Beyond the Dollars: Dealing with Nurse Retention
Nancy Davis, BSN, BA, RN, CNOR
Director of Clinical Support
Jennifer Miller, BSN, RN
Coordinator, Nursing Education & Clinical Development
WellStar Health System
Marietta, GA
Are you challenged with discovering creative ways to enhance recruitment and retention of qualified nursing personnel? This session will highlight successful education/nursing initiatives designed to proactively recruit and retain nurses of all experience levels. This interactive presentation will include:
- Partnerships
- Internships
- New graduate programs
- Residency programs

Concurrent Session VI
Saturday, July 19 ......................................................... 3:45 p.m. - 5:15 p.m.

A. - Advanced/Expert
Staff Development’s Role in the Quest for Magnet Excellence
Gen Guanci, MEd, RN, BC, CCRN
Associate Director, Staff Development
Winston Hospital
Winchester, MA
Magnet Recognition Program for Excellence in Nursing Services, the Gold Star for Nursing, a lofty but highly attainable goal! This session reviews the multiple and vital roles staff development departments can assume during the multi-year journey to magnet recognition. Several strategies to address the Magnet Standards while building commitment, maintaining momentum, and, most importantly, having fun will be reviewed.

B. - Technology
You’ve Decided to use Online Learning on Your Unit: What’s the Next Step?
Elizabeth Benson, MBA, MA, RN
Client Relationship Manager
DigitalMed
Belmont, CA
Online learning offers participants the ability to control their learning, flexibility, consistent information, and immediate feedback. Critical questions must be asked when choosing or creating online content. Keys aspects of successful design will be discussed and illustrated. Participants will obtain new knowledge and perspective on designing or, purchasing, online learning.

C. - Leadership
Advanced Staff Development Strategies to Move a Whole Organization Forward
Donna Wright, MS, RN
Staff Development Specialist/Consultant
Creative Health Care Management
Minneapolis, MN
This session will help you navigate the political water of staff development and how to get the "buy-in" and support you need from HR, managers, and other leaders in your organization. Explore the formulas and philosophies to create successful staff development in your organization and truly move it forward.

D. - Recruitment & Retention
Opening the Flood Gates: Linking Education, Recruitment, and Retention
Dorothy O’Very, RN, C, CHE
Coordinator, Nursing Education & Research
Ochsner Clinic Foundation
New Orleans, LA
Rarely discussed in staff development texts, the link between nursing educator, human resource departments, and nursing leadership is an essential role in every healthcare organization. This session will give the nursing educator the tools to link your education department strategically to nursing leadership’s agenda for recruiting and retaining competent nurses. From initial orientation, internships, and preceptor relationships to strong clinical affiliations, you’ll look at a variety of successful initiatives and outcome measures that prove your worth to your organization.

Intermediate - Advanced
Sessons

E. - General Staff Development
Reality-What a Concept: Rediscovering Reality Shock
Pat Harvey, BSN, RN,BC
Educator
Florida Hospital - Memorial Division - Education
Ormond Beach, FL
When it was introduced in the 1970s, reality shock was hailed as a revolutionary insight into why nurses were leaving the profession. It is every bit as true today as it was thirty years ago. Let us take a fresh look at reapplying this pertinent concept in our efforts to retain our new graduates.

F. - Potpourri
★ Star Search Winner 2002 ★
Train the Trainer: Teacher Development Program
Catherine Leovian, MSN, RN,BC
Education Nurse Specialist
Phyllis Slitsky, Med, RN
Education Nurse Specialist
Carol Donner, MHA, RN,BC
Educational Nurse Specialist
The Children’s Hospital of Philadelphia
Philadelphia, PA
This concurrent session will describe a program developed to prepare staff nurses as teachers. The presentation will discuss the needs assessment, recruitment of participants, program design, and evaluation. Workshop content incorporates principles of adult learning, presentation design, instructional methods, public speaking techniques, and program evaluation.

Concurrent Session VII
Sunday, July 20 .................................................. 9:30 a.m. - 11:00 a.m.
A - Advanced/Expert
Writing Better Test Questions
Julia W. Alcine, DNS, RN,BC
Consultant, Professional Development
Durham, NC
This session is designed to teach item writing skills that will meet the expectations of today’s graduate nurse. Schools of Nursing have moved away from cognitive test items and have had to develop more application and analysis items to prepare graduates for the NCLEX. This type of question can be used effectively to support a competence assessment system and document critical thinking skills. Bring some test questions and we’ll make them higher level and more effective.

B. - Technology
The Kiosk: Meeting the Educational Needs of the Nursing Staff and Patients
Janice Przybylski, MBA, MSNEd, RN
Customer Service Area, Recuperation Skills Training Center Manager
Kaiser Permanente Medical Center
Vallejo, CA
Come and explore the world of the kiosk and its multiple functions but particularly those related to the education of staff and patients’ families. Embark on the adventure of learning and take the journey as you view the patient education kiosk program used by Veteran’s Hospital in Livermore, CA.
Novice - Intermediate

C. - Leadership
Nurses as Clinical Scholars: Providing Excellence in Clinical Supervision of Nursing Students
Gayle Preheim, EdD, RN, CAAA, BC
Associate Professor, Director of the Baccalaureate Nursing Program
University of Colorado Health Sciences Center, School of Nursing
Denver, CO
The Clinical Scholar Model is an education-practice partnership that uses the expertise of practicing nurses in clinical education. In this intermediate level presentation, preceptors and educators will learn about the Clinical Scholar’s role, strategies for coordinating, supervising, and evaluating nursing students’ clinical experience and benefits to the clinical agency.

D. - Recruitment & Retention
We’re Not in Kansas Anymore: The Yellow Brick Road to a Nurse Residency Program that Makes a Difference
Mary Ellen Uphoff, MPA, BSN, BA, RN
Performance Improvement Process Leader
Denise Thrramer, BSN, RN
Development Specialist
Lynnee M. Pattin, MPA, BSN, RN
Clinical Education Coordinator
Nebraska Health System
Omaha, NE
This session will describe the lessons and learning in the development of a nurse residency program designed to help new graduates transition into professional nursing practice. Program design and integration with existing organizational programs, support needed to maintain the program, and continued refinement to address the new generation of nurses will be covered.

E. - General Staff Development
Gateway to Educational Excellence: Educational Outcome Evaluation
Lynn Elstein, MS, RN,BC
Director of Pediatric Education Services
Children’s Medical Center
Salt Lake City, UT
This session will take the participants through the gateway of the fourth step in the educational process: educational outcome evaluation. The key factors, advantages, disadvantages, and characteristics of each level will be explored. “Tried and true” examples as well as “gateway to excellence” examples will be analyzed, and participants will be invited to develop strategies to evaluate their own programs.

F. - Potpourri
★ Star Search Winner 2002 ★
More Than Survival: Thriving in Staff Development
Brenda K. McIntosh, BSN, RN
Staff Development Coordinator
St. Joseph Regional Medical Center - Education Department
Lewiston, ID
Are you ready to network with peers in an interactive session that will explore creative teaching methods, organization of workload, and characteristics of thrivers? Then you’re ready to attend this dynamic and worthwhile presentation, guarantees to send you away with tips of the trade!
Novice - Expert

Closing Brunch
Sunday, July 20 .................................................. 11:30 a.m. - 2:00 p.m.
Tickle While You Teach - Effective Humor Stimulates Learning
Patty Wooten, BSN, RN, PHN
Nurse Humorist and Queen of Jest
Jest for the Health of It!
Santa Cruz, CA
Speaker sponsored by Cross Country University

Military Special Interest Group Educational Workshop
Monday, July 21, 2003 ............................................. 7:00 a.m. - 5:00 p.m.
The Air Force Affiliate of NNSDO will meet again this year. The program agenda will be focused on key issues relevant to military education and training officers and staff. Other federal services are invited to participate.

For registration and program information, please contact Lt Col Sandra Bruce at (210) 565-2715 or DSN 665-2715 or email Sandra.bruce@randolph.af.mil.

This was my first NNSDO convention. I am going home with a full brain, many ideas, and the realization of how much more can and needs to be done in my facility. Thank you for this great convention.

Excellent convention. Appreciate all of the hard work of the coordinators and presenters.
Leadership Development for the Staff Nurses - A Strategy to Increase Nurse Retention
Peggy Abbott, MSN, RN

Emergency Room Triage
Kay Beebe, MSN, RN

"Turning Annuals into Perennials" Enhanced Orientation Programs for Support Staff Impacts Clinical Practice and Retention
Virginia Bernt, BSN, MM, RN, BC
Kent Hospital Nurse Residency Program “Specializing Specialists”
Denise Bezila, BSN, RN, CCRN

Blended Learning: The Building of Curriculum
Christine Bradley, MEd, BSN, RN

Web-based Nursing Education: Utilizing Androoggical Principles to Effectively Engage the Learner
Christine Bradley, MEd, BSN, RN

Going for the Goal: Building Orientation Partnerships
Jacqueline Broyles, MSN, RN

Identifying Performance Criteria for Staff Development Competencies – Study 6
Barbara Brunt, MA, RN,BC

Your Future in the OR: Haunted or Enlightened
Loretta Cates, BSN, RN, CNOR

Embracing Service Excellence: A Housewide Initiative
Wendy Cornwell, BSN, BS, RN

Transition Stat: How a Medical Oncology Unit Increased Their Scope of Care to Include Surgical Oncology Patients
Tonya Cox, BSN, RN, OCN

Communicating the Education Process for Blood and Marrow Transplant Patients
Tonya Cox, BSN, RN, OCN

Gangway to Practice: Assisting Nurses in Re-entering Nursing Practice
Ellen Creekbaum, MS, RN, BC

Recruitment for Our Future Healthcare Team
Elaine Criswell, RN, ASN

Undergraduate Nursing Internships as a Pathway to Clinical Competence
Nancy Davis, BSN, BA, RN, CNOR

Certified Nursing Assistants Advancement to Patient Care Technician
Heather Dodson, BS, RN, ONC

Acculturation: One Healthcare System’s Approach to Successful Integration of Foreign Nurse Recruits
Barbara Doran, MA, RN

Building a Bridge to the Future: A Student Nurse Externship
Jennifer Ebel, MSN, RN, BC

Documenting Using the Nursing Process – A Workshop for Nurses
Adriana Frazier, MS, RN, CS

Hands on Compliance Education "A New Twist to an Old Tool"
Susan Howard, MS, RN, BC

"Stop Running Around Like a Chicken With Your Head Cut off" - Make Your Education Really Count!
Vicki Johnson, BSN, RN

Promoting a Gateway To Excellence: “A Computer Assessment Tool”
Geraldine Jones, MSN, RN, BC

Creative Methods for Tying One On
Ann Kilpatrick, BSN, RN

Promoting Professional Development Through a Nursing Newsletter
Nancy Konzelmann, MS, RN, BC

Partnering for Breastfeeding Education: A Model for Clinical and Academic Collaboration
Jane Lamp, MS, RN, BC

An Interdisciplinary Staff Orientation For Newly Hired Nurses
Margaret McCarthy-Morgan, MS, RN

Integrating the Professional Based Development System (PBDS) into Unit Based Orientation
Melissa Mooney, MSN, RN, FNP

Preceptors Swaying with the Tremors: Standing Our Ground as Healthcare Quakes
Joyce Nelson, MS, APRN, BC

The Application of Emotional intelligence Principles in Staff Nurse Professional Development
Susan Ohlson, MSA, RN

The Embrace Program: A Gateway to Excellence in the Recruitment and Retention of Foreign Trained Nurses
Judy Ong, MSN, RN, CS

Measuring Outcomes of an Educational Program: Preceptor Orientation
Cathleen Opperman, MS, RN, CPN

Managing Transition Before It Manages Your: An Adventure in Staff Merger and New Building Design
Karen Peterson, APRN, BC

E-Learning Innovation: An Approach to Computing Annual Competencies
Kathy Pike, MSN, MS, RN

A New Paradigm in Nurse Extern Programs
Cheryl Prall, BSN, RN, CWCN, COCN

Bridging the Gap from Long Term Care Nursing Assistants to Acute Care Nursing Assistants
Jean Province, BSN, RN

Cultural Competence… Taking the Journey
Karen Rankine, RN

Preparing for Take Off: Fasten Your Seatbelts
Roberta Seay, MED, RN

Shifting our Triage Paradigm: Documenting a Successful Education Initiative
Barbara Simmons, BA, RN

Reducing Restraint Use in an Acute Care Hospital: Evaluation of a Restraint Reduction Educational Initiative
Mary Strauss, MSN, RN, BC

RN Re-Entry Program: Meeting the Challenge of the Nursing Shortage
Raymond Thurber, MED, RN

Development and Validation of a Computer Based Learning Program for Hemodynamic Monitoring
Tina VanBuren, MSN, RN, CCRN

Unlocking the Gate to Staff Excellence on the Off-Shift
Judith Westers, BSED, RN

Midnight Education - It’s Not Madness
Diane Wittanen, ADN, RN

Interdisciplinary Orientation in Hospice and Palliative Care
Maureen Williams, MED, RN, BC

Computerized Documentation Goes Under The Knife
Sally Zuel, MSN, RN, BC

Overall convention was very worthwhile. Nice variety of topics and levels
Hotel and Travel

Things to do in DC

The Capitol Steps - Performing at the Ronald Reagan Building and International Trade Center every Friday and Saturday at 7:30 p.m. The amphitheater is located on the concourse level of the Reagan Building and offers plush theater seating for 600. Metro stop: Federal Triangle or Metro Center. Tickets for the show are $31.50 and available through Ticketmaster (202-432-SEAT or 703-573-SEAT or www.ticketmaster.com).

Washington Walks - Phone: (202) 484-1565 Email: info@washingtonwalks.com. For information: www.washingtonwalks.com

The best way to tour any historic city is by foot. Licensed, knowledgeable guides will introduce you to the stories and sites found in the many beautiful and fascinating neighborhoods of Washington. Hear our unique perspective on must-see places like Lafayette Park and Embassy Row and introduce yourself to lesser known but more-than-worth-the-visit neighborhoods like Foggy Bottom and the Southwest Waterfront. Most walks embark from outside a Metro station. Walks are given rain or shine. You'll recognize your tour guide by his or her Washington Walks badge. Just show up - No reservations necessary. Each walk lasts approximately two hours. Costs: $10 per person; children 12 and under, $5. CASH ONLY


Hop on the only Civil War bus tour in Washington! The city only saw military action once during the Civil War, but Washington reverberated for four long years to the drumbeats of the Union Army. Follow the historic roads that took Union soldiers to and from Fort Stevens in Northwest Washington, where Union forces repelled the advancing enemy. For more tourism information, please visit www.washington.org

Accommodations

Make your plans now to attend the NNSDO Convention at Crystal Gateway Marriott in Arlington, VA, July 17-20, 2003. The Crystal Gateway Marriott is holding rooms for NNSDO at a nominal rate of $142.00 for single or double occupancy.

Make your reservations today to avoid the possibility of a filled room block! Call Crystal Gateway Marriott Reservations at (800) 228-9290 or (703) 920-3230. Be sure to tell the reservations personnel that you are with the NNSDO Convention in order to receive this special rate. Rooms at this special rate are available until June 24, 2003, or until the room block is filled. Once this date is passed or the room block filled, the special NNSDO rates cannot be guaranteed. You can also make reservations online at www.marriott.com!

Crystal Gateway Marriott
1700 Jefferson Davis Highway
Arlington, VA 22202
(703) 920-3230 Fax (703) 271-5212

Travel

Association Travel Concepts (ATC) has been selected as the official travel agency for the NNSDO 2003 Convention in Arlington, VA.

By calling ATC, you will receive 10 - 15% off airline tickets purchased more than 60 days prior to your travel dates. For tickets purchased less than 60 days prior to the travel dates, the discount will be 5 - 10%. These discounts apply for travel 7/12/03 through 7/23/03.

ATC also offers:
- Lowest fare on ANY airline flights.
- Advance seat assignments
- Special advance meal requests on airline flights
- Frequent flyer programs
- Electronic ticketing
- E-mail access for convenient booking of tickets

To take advantage of these great rates and services, please call (800) 458-9383 between the hours of 8:00 a.m. and 8:00 p.m. CST, Monday through Friday. Advise the travel agent that you are attending the NNSDO Convention to receive the discounted rates.

Telephone: (800) 458-9383
Fax: (858) 581-3988
E-mail: reservations@asatc.html Online: www.atcmeetings.com

Airport

One reason Washington, D.C., is a popular location for conventions is that three airports guarantee convenient service from almost anywhere.

Closest to the Crystal Gateway Marriott, only minutes away by cab or shuttle, is the Ronald Reagan Washington National Airport. This expanded and renovated facility offers a range of domestic flights on major, regional, and commuter carriers. The Crystal Gateway Marriott offers free shuttle service between this airport and the hotel.

John Foster Dulles International Airport is located 26 miles west of Washington and offers a full range of domestic and international flights. Transportation between this airport and the hotel is approximately $50.00 each way.

Baltimore/Washington International Airport is located 30 miles east of Washington and provides a full range of domestic and international flights. More than 50 trains travel between Washington's Union Station and the airport's rail station daily.

Shuttle Service

The Crystal Gateway Marriott offers regular shuttle service to and from the Washington National Airport. Shuttles are complimentary to hotel guests. They leave every fifteen minutes from the hotel and the airport. The shuttle does service two other Marriott properties in the area, so plan on a shuttle ride of up to thirty minutes.

The Metro

Washington's Metrorail - the Metro - is widely recognized as one of the best urban rapid transit systems in the world, and a safe, clean, and efficient way to get around Washington, D.C. The nearest Metro station is connected to the hotel by a brightly-lit underground tunnel.

Rail farecards can be purchased at vending machines located inside the stations. Farecards are inserted into the turnstile gates to enter and exit subway platforms. The fare is automatically deducted each time you exit a station. You can also map your destination on their Web site! Go to www.wmata.com for more information!
**Registration**

Mail this form with payment to NNSDO National Office, 7794 Grow Drive, Pensacola, FL 32514-7072; or Call (850) 474-0995 or 1(800) 489-1995 with your credit card number; or Fax to (850) 484-8762. Register online at www.nnsdo.org.

**4 easy ways to register!**

Name __________________________________________ First Name for Badge _________________________

Credentials __________________________________________________________________________________

Title ________________________________________________________________________________________

Institution ___________________________________________________________________________________

City _________________________________________________ State _________________________________

The above information will appear on your badge. Please indicate your mailing address below.

Address _____________________________________________________________________________________

City___________________________________________ State ___________________ Zip _________________

The above mailing address is my □ work address □ home address.

Daytime Phone (         ) ____________ Fax (          ) ____________

E-mail Address __________________________________________

☐ I am a member of an Affiliate of NNSDO.
☐ I want to become a member of NNSDO. I have selected the appropriate box on the back of this form, and have included membership dues.

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**Roommate Locator Service**

Help! Please find me a roommate so I can cut my rooming expenses in half at the convention. See details on page 15.

☐ Smoking ☐ Non-Smoking

Arrival Date __________________

Departure Date _______________

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Please read this information carefully before completing the fee section of this form.

**Registration**

The type of registration is determined by the date that the registration is postmarked—in the case of mailing—or received in the National Office—in the case of faxed or phoned registrations.

Registrations postmarked or faxed on or before **June 20, 2003**, will be considered early registrations.

Registrations postmarked or faxed after **June 20, 2003**, will be considered regular registrations and must include an additional $50.

To be pre-registered for the convention, you must complete early or regular registration, as outlined above, by **June 20, 2003**.

Registrations postmarked or faxed after **July 4, 2003**, will be considered onsite registrations. Onsite registrations are welcome, but please be prepared to take a little longer at the registration desk when you arrive.

Following receipt of registration form and payment you will receive a confirmation letter in about two weeks. No confirmation letters will be sent after **July 4, 2003**.

**Payment**

Payment must accompany this registration form. Where appropriate, a copy of a purchase order is sufficient.

**Registration forms received without payment will not be processed until payment is received.**

**Fee Section**

Registration fees for the full convention include the educational program and food events listed in this brochure. Single day registration fees include the educational program and food events listed in this brochure for the day the participant is registered. Spouse or guest registration fees include the food events listed in this brochure, but do not include the educational sessions.

Registration fees for the full convention or for single-day registration do not include the preconvention workshops. Preconvention workshops are optional educational activities and have a separate fee.

**Cancellations & Transfers**

Cancellations or transfers must be requested in writing and postmarked or faxed by **July 4, 2003**. Refunds will be issued following the convention. A $50 administrative fee will be assessed. If you transfer your registration to another person, please include a completed registration form for that person with your written request.

**Discounts**

Multiple registrations (3 or more) from the same institution will receive a $20 discount per individual. To be eligible for the discount, the registration forms must arrive together and have the discount information clearly noted. This discount applies only to early registrations for the full convention.
### A. Preconvention Workshops

<table>
<thead>
<tr>
<th>Computer Workshops</th>
<th>Offsite, limited seating, no refunds or cancellations</th>
<th>NNSDO Member</th>
<th>Non-Member*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop I (Weds. a.m.)</td>
<td>$139.00</td>
<td>$189.00</td>
<td></td>
</tr>
<tr>
<td>Workshop V (Weds. p.m.)</td>
<td>$</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workshop IX (Thurs. a.m.)</td>
<td>$</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Workshop XIII (Thurs. p.m.)</td>
<td>$</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Half Day Workshops</th>
<th>NNSDO Member</th>
<th>Non-Member*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workshop II (Weds. a.m.)</td>
<td>$69.00</td>
<td>$119.00</td>
</tr>
<tr>
<td>Workshop III (Weds. a.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop IV (Weds. a.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop VI (Weds. a.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop VII (Weds. p.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop VIII (Weds. p.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop X (Thurs. a.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop XI (Thurs. a.m.)</td>
<td>$</td>
<td></td>
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<tr>
<td>Workshop XII (Thurs. a.m.)</td>
<td>$</td>
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</tr>
<tr>
<td>Workshop XIV (Thurs. p.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop XV (Thurs. p.m.)</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td>Workshop XVI (Thurs. p.m.)</td>
<td>$</td>
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</tr>
</tbody>
</table>

**2-Day Certification Preparation Course**

NNSDO Member .............................................................. $199.00
Non-Member* ............................................................... $249.00

Subtotal A: $ ____________

### B. Full Convention Registration

<table>
<thead>
<tr>
<th></th>
<th>NNSDO Member</th>
<th>Non-Member*</th>
</tr>
</thead>
<tbody>
<tr>
<td>B. Full Convention Registration</td>
<td>$395.00</td>
<td>$495.00</td>
</tr>
</tbody>
</table>

Subtotal B: $ ____________

### C. Single Day Registration

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<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>C. Single Day Registration</td>
<td>Thursday only</td>
<td>$125.00</td>
</tr>
<tr>
<td></td>
<td>Includes opening session and reception only; does NOT include workshops!</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Friday only</td>
<td>$175.00</td>
</tr>
<tr>
<td></td>
<td>Saturday only</td>
<td>$175.00</td>
</tr>
<tr>
<td></td>
<td>Sunday only</td>
<td>$175.00</td>
</tr>
</tbody>
</table>

Subtotal C: $ ____________

### D. Spouse or Guest Registration

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<tbody>
<tr>
<td>D. Spouse or Guest Registration</td>
<td>$175.00</td>
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</tbody>
</table>

Name ______________________________________

Subtotal D: $ ____________

### E. Membership Fees

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>E. Membership Fees</td>
<td>New</td>
</tr>
<tr>
<td>Regular Member</td>
<td>$75.00</td>
</tr>
<tr>
<td>Contributing Member</td>
<td>$100.00</td>
</tr>
<tr>
<td>Executive Member</td>
<td>$250.00</td>
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</tbody>
</table>

Subtotal E: $ ____________

### F. Fun Run/Walk for Research

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<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>F. Fun Run/Walk for Research</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

Subtotal F: $ ____________

*Non-members may register at the member price by including annual membership dues with their registration fee. See Section E above.

---

### Total Fees

Add subtotals from previous sections:

1. **A. Preconvention Workshops** ........................................... $ ____________
2. **B. Full Convention Registration** ..................................... $ ____________
   - After June 20, add $50 to full convention registration
3. **C. Single Day Registration** ........................................... $ ____________
4. **D. Spouse or Guest Registration** ................................... $ ____________
5. **E. Membership Dues** .................................................. $ ____________
6. **F. Fun Run/Walk for Research** ...................................... $ ____________

**Total Enclosed:** $ ____________

---

### For credit card use —

- **Make check payable to NNSDO.**
- **Or send a copy of purchase order — PO # ____________**

### RSVP!

Your response is required for the following events. Please indicate which of these you will attend:

- Grand Opening of Exhibits Reception
- Box Lunch with the Exhibitors
- NNSDO Business Meeting
- Poster Cash Bar Reception

**Important!**

Please indicate which Concurrent Sessions you are interested in attending. Please check one session letter for each column.

**Concurrent Session I**

<table>
<thead>
<tr>
<th>A</th>
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**Concurrent Session II**

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**Concurrent Session III**

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**Concurrent Session IV**

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**Concurrent Session V**

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**Concurrent Session VI**

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**Concurrent Session VII**

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</table>

**Special Needs**

- **I will need assistance.**
- **I will need vegetarian meals.**

### Hotel Reservations

Participants are responsible for their own hotel reservations. You may make your reservations by calling (800) 228–9290. Hotel information, including rates, is on page 12.

---

**REM E M B E R:** Please complete both sides of this form!
You are invited to submit a proposal for a pre-convention workshop, concurrent session, or poster presentation for the NNSDO Convention to be held July 29 – August 1, 2004 at the Sheraton San Diego Hotel & Marina in San Diego, CA. The NNSDO Planning Committee welcomes abstracts from educators on innovative, practical approaches that can be used in a variety of staff development and patient education settings. The list of “hot topics” requested by last year’s participants can be found on the NNSDO Web page under 2004 Convention. Please submit an abstract if you can offer a strategy to deal with current healthcare challenges or the demands of patient education on caregivers and patients.

The NNSDO Convention Planning Committee will review proposals for pre-convention workshops of four (4) hours in length, concurrent sessions of 1 hour and 30 minutes in length, or poster presentations on the basis of the following criteria:

- Addresses “hot topics” and/or ongoing challenges in staff development/patient education
- Clarity of description of the content and presentation methods
- Importance, depth, focus, level of audience interest
- Feasibility of application to a variety of settings
- Absence of commercial content

These reviews will be anonymous.

Your abstract must include:
1. Content outline indicating the specific information to be covered (must include enough content to fill time frame)
2. Teaching methods (should include interactivity)
3. Level of intended audience - Novice; Advanced beginner; Competent; Proficient; Expert
4. Expected Conference Track – Advanced; Technology; Leadership; Recruitment/Retention; Staff Development; Potpourri

Submit:
1. Five (5) copies of your abstract, single-spaced, with 12 point font (with no presenter info).
2. One (1) copy of your abstract, single-spaced, with 12-point font (with presenter(s) info).
3. Cover page identifying name, address, daytime telephone and e-mail address of presenter(s).

Mail to: CALL FOR PRESENTATIONS
NNSDO National Office
7794 Grow Drive
Pensacola, FL 32514

Proposals must be postmarked no later than August 30, 2003!!! Proposals postmarked after this date will not be considered.

Notification of selection will occur in October 2003.
Call the NNSDO National Office at 1-800-489-1995 with questions.

Pre-convention workshop presenters will receive an honorarium.

Concurrent session presenters will receive complimentary registration for the convention. Only one complimentary registration will be awarded per concurrent session.

Poster presenters will receive half-price registration and must register for the entire convention. Only one half-price registration will be awarded per poster presentation.
National Nursing Staff Development Organization 14th Annual Convention
2004 Call For Presentations
July 29 - August 1, 2004
Sheraton San Diego Hotel & Marina • San Diego, CA

Name ___________________________________________________________ Credentials _________________________________
Position ____________________________________________________________________________________________________
Preferred mailing address ________________________________________________________________________________________
City, State, Zip Code ____________________________________________________________________________________________
Work Phone: ____________________________________ Home: _______________________________________________________
Fax: __________________________________________ E-Mail: ______________________________________________________
Title of Presentation ___________________________________________________________________________________________

This abstract is submitted for:
☐ Pre-convention Workshop (4 hours)
☐ Concurrent Session Presentation (90 minutes)
☐ Poster Presentation

Identify Conference Track-
☐ Advanced ☐ Technology ☐ Leadership ☐ Recruitment/Retention
☐ General Staff Development ☐ Potpourri

If selected, I agree to present a paper or poster at the NNSDO Annual Convention, and I give permission for duplication of my abstract for inclusion in the Annual Convention Program Book.

Signature: ___________________________________________________________________________________________________

NNSDO National Office
7794 Grow Drive
Pensacola, FL 32514-7072