

American Association of Colleges of Nursing

Situation The American Association of Colleges of Nursing (AACN) is a Washington, D.C.-based organization that is the national voice for baccalaureate and graduate nursing in the United States. Serving more than 800 member institutions, AACN establishes quality standards for nursing education; supports the nursing profession in improving healthcare; and promotes public support for professional nursing education, research, and practice. It recently tapped TDC to develop a sub-brand to support academic nursing and promote the recommendations published in a commissioned report titled *Advancing Healthcare Transformation: A New Era for Academic Nursing* which outlined a broad vision for nurses to take greater leadership roles and initiative to enhance their impact on the national healthcare landscape.

Solution TDC conducted a comprehensive information-gathering phase to better understand the issues and dynamics surrounding academic nursing. This included focus groups and phone interviews with AACN leadership and stakeholders, deans of nursing schools, and chief nursing officers of healthcare systems across the country. The insights from this discovery helped inform the development of a positioning strategy, signature line, messaging platform, and logo, along with a branded look and feel. These were applied to a range of communications assets, including print ads, website sliders and web page, banner ads, email templates, a brochure, a mailer, and more.

Result AACN was enthusiastic in its approval of the materials to support academic nursing and the accompanying report. It extended its engagement with TDC to develop content and resources for a microsite focused on broadening understanding of academic nursing, highlighting individual nurses who exemplify the advancement of academic nursing, and supporting the efforts of baccalaureate nursing schools to enhance academic nursing education and collaboration within their institution and among associated clinical partners.

We are currently at the beginning stages of launching this program. In recent months, our work for AACN garnered a 2018 Communicator Award of Excellence.

- campaign positioning
- identity and tagline
- one-voice message platform

AACN is today's pre-eminent organization for enhancing nursing education, particularly in arenas that support academic nursing—education, research, practice, and scholarship. It provides colleges of nursing that offer baccalaureate and graduate degree programs with thought leadership, advocacy, and resources to optimize the preparation of nursing professionals nationwide. AACN seeks to:

- 1) Strengthen collaborative efforts and engagement among nursing educators, clinical practitioners, and interprofessional education programs in the training of nurses.
- 2) Develop and support leaders who can further enhance the visibility and influence of nursing's role in improving patient outcomes and shaping national health care policy.
- 3) Increase awareness of nursing as a scholarly discipline with significant opportunities for research and intellectual discourse to advance the field.
- 4) Build greater understanding of, and engagement with, academic nursing among leaders of colleges of nursing across the country.

By collectively embracing the true intent and inclusivity of academic nursing, AACN and its members will further advance nursing as an essential component in patient care. The nursing profession has the opportunity now to establish a stronger voice and presence in the national health care conversation.

Research Modes Used:

- Stakeholder Interviews
- Leadership Focus Groups
- Academic Leadership Interviews



Brand Promise (Positioning Statement)	AACN is today's pre-eminent organization for enhancing nursing education, particularly in arenas that support academic nursing—education, research, practice, and scholarship. It provides colleges of nursing that offer baccalaureate and graduate degree programs with thought leadership, advocacy, and resources to optimize the preparation of nursing professionals nationwide. AACN seeks to:					
	<ol style="list-style-type: none"> 1) Strengthen collaborative efforts and engagement among nursing educators, clinical practitioners, and interprofessional education programs in the training of nurses. 2) Develop and support leaders who can further enhance the visibility and influence of nursing's role in improving patient outcomes and shaping national health care policy. 3) Increase awareness of nursing as a scholarly discipline with significant opportunities for research and intellectual discourse to advance the field. 4) Build greater understanding of, and engagement with, academic nursing among leaders of colleges of nursing across the country. <p>By collectively embracing the true intent and inclusivity of academic nursing, AACN and its members will further advance nursing as an essential component in patient care. The nursing profession has the opportunity now to establish a stronger voice and presence in the national health care conversation.</p>					
Theme Line	Education Practice Research Scholarship					
Opportunities at Hand	Stronger Partnerships Health centers and colleges of nursing are dependent on each other and must increase collaboration to advance nursing education and workforce preparation.	More Informed Leadership Practice and academic leaders gain mutual benefit from cooperative relationships by having a wider base of knowledge and deeper insights into their partners.	Shared Language/Platform The New Era report provides a template for initiating clinical/academic collaborations and planning joint efforts to strengthen the education and practice of nursing.	Higher Career Aspirations The scope of academic nursing can help motivate more nursing students and prospects to pursue baccalaureate and advanced degrees and aim higher in their career goals.	Enhanced Interprofessional Education Shared learning programs with students from other health professions help "all boats rise" and strengthen clinical knowledge and teams.	Multi-Level Collaborations There is a desire for greater collaboration at both the board and operational levels for advancing nursing education and training.
What is Integral to Academic Nursing	Intellect Sharp thinking, perceptive evidence gathering, and incisive decision making are just as critical to nursing as the caring, "touchy-feely" aspect.	Empowerment Nurses who are trained to apply evidence-based research, implement and measure change, and conduct cost-benefit analysis are invaluable assets for leading health systems.	Scholarship The recognition of academic nursing as a scholarly discipline is as important as acceptance of its education, practice, and research components.	Inclusivity Academic nursing draws on multiple disciplines and areas of expertise to advance the profession and its influence.	Research Investment Continuing to invest in nursing research programs and integrating research into clinical practice are critically important steps for the future of academic nursing.	Professional Culture It is important for academic nursing to be recognized as an overall culture or mindset that as a prescribed set of skills or duties.
Long Term Benefits of Academic Nursing	Better Patient Outcomes The enhanced expertise and knowledge that academic nursing brings can ultimately lead to positive impacts on patient care and outcomes.	More Institutional Opportunities A larger presence in health system and nursing college leadership positions can open doors to wider leadership opportunities in institutions of higher learning or policy-making roles.	Greater Scope of Practice A more skilled and knowledgeable workforce can help create more channels for nursing professionals to practice to the full extent of their education and training.	More Effective Workforce Academic nursing will prepare nursing professionals to handle a wider range of patient care and manage more sophisticated responsibilities than ever before.	Synergistic Relationships Academic nursing can help make team-based solutions, ongoing partnerships, and continuous communications between academia and practice the norm rather than an ongoing aspiration.	Thought Leadership Nursing leaders and nurse-scientists will be increasingly consulted for their views and assessments related to health issues and patient care.
How AACN Can Provide Support	Increased Clinical Engagement AACN has a relationship with AONE; the report provides many avenues for expanding joint efforts to advance academic nursing education.	Broader Perspectives While the report had significant input from the AHC community, AACN can provide an even more comprehensive view of advancing academic nursing through a non-AHC edition of the report.	Advancement Pathways AACN can help its membership and audiences by providing a blueprint/ action plan that individuals can follow to better position themselves for leadership positions/board appointments.	Enhanced Understanding of Academic Nursing There is significant opportunity to educate membership on the true meaning and purpose of academic nursing to address misperceptions and skepticism.	Shifting Traditional Thinking Deans are looking to AACN for help in overcoming entrenched views of nursing education roles that are hindering partnerships and joint appointments.	Proven Successes AACN can provide additional clarity in supporting academic nursing to members through case studies of successful programs and guidelines.
Our Vision	Nurses are leading efforts to transform health care and improve health.					
Our Mission	As the collective voice for academic nursing, AACN serves as the catalyst for excellence and innovation in nursing education, research, and practice.					

- campaign theme
- campaign marketing plan

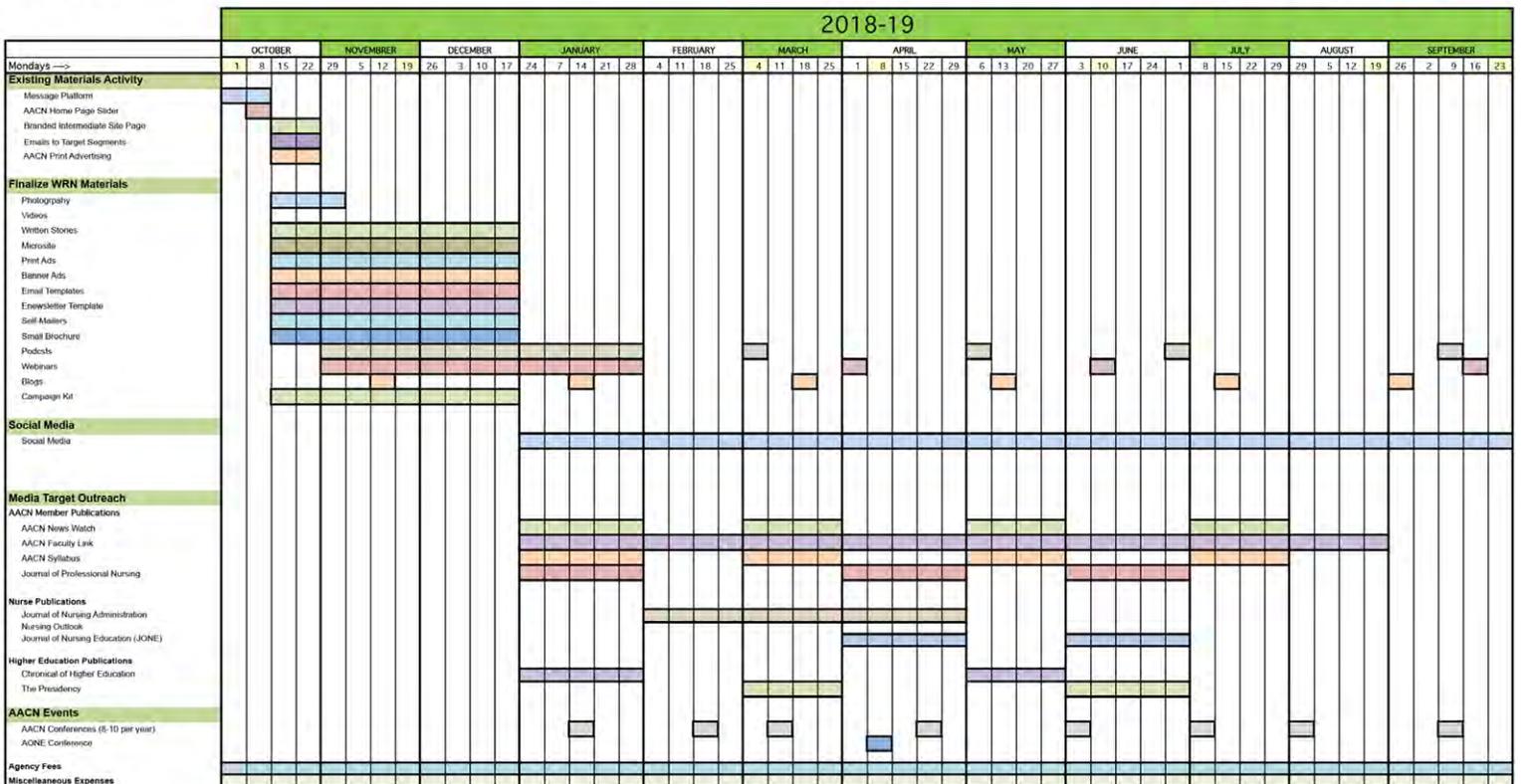
TEACHERS

LEADERS

ADVOCATES

We are Nurses

AACN 2018-19 Preliminary Activity Flow Chart - "We Are Nursing" Campaign
As of June 2018



EDUCATORS
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ADVOCATES
We are Nurses

Saying you're a nurse is another way of saying you're capable of many other things as well. The only thing nurses lack today is a limit to what they can achieve. A broad-based academic nursing education helps nursing professionals develop patient care protocols, improve outcomes, shape healthcare policy, and much more.

See the future of nursing in *Advancing Healthcare Transformation: A New Era for Academic Nursing*, available for download at aacnursing.org

ACADEMIC
Nursing
EDUCATION PRACTICE RESEARCH SCHOLARSHIP

BROUGHT TO YOU BY THE AMERICAN ASSOCIATION OF COLLEGES OF NURSING

RESEARCHERS
SCIENTISTS
INNOVATORS
We are Nurses

When you become a nurse, you'll find that there are more opportunities than ever to advance healthcare. Academic nursing education lays the foundation for not only delivering better individual care, but also prepares nurses to be part of clinical teams, help structure research studies, collect evidence, and advance scientific knowledge.

See the future of nursing in *Advancing Healthcare Transformation: A New Era for Academic Nursing*, available for download at aacnursing.org

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LIFESAVERS
RESCUERS
HEROES
We are Nurses

Academic nursing education builds the skills and knowledge that helps save lives anywhere. It provides decision-making, analytical, and collaborative capabilities that are just so critical as direct patient care, especially in disaster and emergency settings. Nurses are prepared to handle the worst because their academic nursing education brings out the best in them.

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WHERE THERE'S A NURSE, THERE'S A SUCCESS STORY IN THE MAKING.

Great nurses don't happen by accident. Partnerships that help connect education, practice, research, and scholarship are integral to preparing nursing leaders like those featured above. This site is dedicated to helping you advance collaborative nursing education and training opportunities that develop professionals with the knowledge and vision to participate at the highest levels of today's dialogue on healthcare.

STRENGTHENING THE VOICE
& PRESENCE OF NURSING



Advancing Healthcare Transformation: A New Era for Academic Nursing provides important insights into how greater cooperation between colleges of nursing and health systems is essential for establishing a well-prepared workforce as well as developing leaders who will define and direct nursing's essential role on the national healthcare stage. The report presents recommendations that include:

- ✓ Enhancing the clinical practice of academic nursing
- ✓ Partnering in the preparing nurses of the future
- ✓ Partnering in the implementation of accountable care
- ✓ Investing in nursing research programs and integrating research into practice
- ✓ Implementing advocacy for academic nursing



Blog



Forming Collaborations with Clinical Partners
Category/publish date
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Creating Pathways to Leadership
Category/publish date

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Advancing Academic Nursing in Non-AAC Environments
Category/publish date

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Podcasts + Videos

Listen to discussions and presentations of issues that impact the future of academic nursing education and professionals.

- 11 **Legislation Addressing the National Shortage of Nurses**
- ▶ **Supporting Diversity in Student Populations**
- ▶ **Establishing and Sustaining Interprofessional Education**
- ▶ **Expanding Nursing Research Opportunities**

Legislation Addressing the National Shortage of Nurses
November 25, 2015
3:27 / 13:52



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- html email campaign
- online banner ads

**EDUCATORS
LEADERS
ADVOCATES**
We are Nurses

BUILD EDUCATORS, LEADERS, ADVOCATES, AND MORE

As a dean of a distinguished school of nursing, you undoubtedly seek opportunities to maximize the capacities of your resources and programs.

One of the most powerful ways to advance the visibility and capabilities of your institution is through increasing engagement in academic nursing. The American Association of Colleges of Nursing (AACN) has been the leading voice of academic nursing since 1959, with a membership today of more than 810 member schools of nursing at public and private universities nationwide. Through our influence and programs, we advance the key components of academic nursing—education, practice, research, and scholarship.

Enhancing healthcare through academic nursing
Recently AACN, in partnership with Manatt Health, developed a report that outlined critical recommendations for enabling our nation's nursing schools to prepare nursing professionals for a future that calls for increased engagement beyond clinical care—in leadership, research, policymaking, scholarship, and more. *Advancing Healthcare Transformation: A New Era for Academic Nursing* provides strategies and recommendations for nursing schools on how to build and strengthen collaborations with health center partners to support nursing education, improve patient outcomes, and elevate the voice of nursing in our nation's healthcare conversation. We invite you to [download the report](#) to see the wide range of opportunities you can explore to leverage your resources to achieve these goals.

Learning more about academic nursing
AACN will be offering a webinar series that focuses on specific aspects of academic nursing and how you can develop the foundations and partnerships to implement them. [Learn more about these opportunities and register today.](#)

Helping you advance academic nursing
In the months ahead, AACN will be preparing a new website—[academicnursing.org](#)—for nursing school deans, university leaders, and chief nursing officers to advance academic nursing in their organizations. A wide range of valuable and actionable content, including white papers, blogs, podcasts, promotional tools, nursing forums, and more, will be available on the site. We will keep you updated on the launch date.

Yours truly,
Deborah Trautman
Deborah Trautman
President and Chief Executive Officer
American Association of Colleges of Nursing

[Download the Report](#)

ACADEMIC Nursing
EDUCATION PRACTICE RESEARCH SCHOLARSHIP

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**EDUCATORS
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We are Nurses

CREATING A STRONGER NURSING WORKFORCE

As a health system leader, you undoubtedly seek opportunities to maximize the capacities of your workforce and enterprise.

One of the most powerful ways to advance the capabilities of the nursing professionals you depend on is through increasing engagement in academic nursing. The American Association of Colleges of Nursing (AACN) has been the leading voice of academic nursing since 1959, with a membership today of more than 810 member schools of nursing at public and private universities nationwide. Through our influence and programs, we advance the key components of academic nursing—education, practice, research, and scholarship.

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We are Nurses

HOW ACADEMIC NURSING CAN HELP ADVANCE YOUR INSTITUTION

As a leader at a distinguished institution of higher learning, you undoubtedly seek opportunities to maximize the capacities of your resources and programs.

One of the most powerful ways to advance the visibility and capabilities of your institution in the healthcare arena is through increasing engagement in academic nursing. The American Association of Colleges of Nursing (AACN) has been the leading voice of academic nursing since 1959, with a membership today of more than 810 member schools of nursing at public and private universities nationwide. Through our influence and programs, we advance the key components of academic nursing—education, practice, research, and scholarship.

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Learning more about academic nursing
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Helping you advance academic nursing
Furthermore, in the months ahead, AACN will be preparing a new website—[academicnursing.org](#)—for university leaders, nursing school deans, and chief nursing officers to advance academic nursing in their organizations. A wide range of valuable and actionable content, including white papers, blogs, podcasts, promotional tools, nursing forums, and more, will be available on the site. We will keep you updated on the launch date.

Yours truly,
Deborah Trautman
Deborah Trautman

[Download the Report](#)

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We are Nurses

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- brochure
- self-mailer



Save one life,
you're a hero.
Save 100 lives,
you're a nurse."

-Unknown

What is academic nursing?

Academic nursing is the combination of clinical practice, education, research, and scholarship that go into the development and training of nurses who are equipped to strengthen healthcare—not only as caregivers but also as leaders, decision-makers, and policymakers.

It's the framework for preparing highly qualified nurses in all baccalaureate and graduate schools for nursing, regardless of whether schools are affiliated or unaffiliated with a healthcare center or system.

For more information on the potential and vision of academic nursing, visit academicnursing.org



American Association
of Colleges of Nursing

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P: (202) 463-4750
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aannursing.org

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What qualities are integral to academic nursing?

Beyond the desire to care for individual patients and advance their recovery and wellbeing, academic nursing involves various qualities and concepts that speak to personal judgment and decision-making as well as promoting alliances and relationships with other healthcare professionals.

Intellect

Sharp thinking, perceptive evidence gathering, and quick decision-making are just as critical to nursing today as traditional patient care roles.

Engagement

Nurses who are trained to apply evidence-based research, implement and measure change, and conduct cost-benefit

What are the opportunities today for advancing academic nursing?

Academic nursing is gaining understanding and acceptance as a much-needed way to prepare today's nursing workforce for a greater range of challenges and responsibilities. There are still opportunities now to build greater momentum for establishing a nursing education that encompasses clinical practice, education, research, and scholarship within a standardized program.

Stronger partnerships

Health enterprises and colleges of nursing are naturally dependent on each other—greater collaboration and partnerships between the two can further advance nursing education and workforce preparation.

What are the long-term benefits of academic nursing?

By incorporating a wider range of knowledge, experiences, and expertise in the development of nurses, academic nursing creates a host of advantages and rewards for improving the state of our nation's healthcare and broadening the voice of nursing in more areas.

Better patient outcomes

The enhanced capabilities and knowledge that academic nursing brings can ultimately lead to positive impacts on patient care and outcomes.

More institutional opportunities

A larger presence in health system and nursing college leadership positions can open doors to wider leadership opportunities in institutions of higher learning and policymaking roles.

More effective workforce

Academic nursing will prepare nursing professionals to handle a wider range of patient care and manage more sophisticated responsibilities than ever before.

Synergistic relationships

Academic nursing can help make team-based solutions, ongoing partnerships, and continuous communications between practice and academia integral components of nursing education going forward.

Thought leadership

Nursing leaders and nurse-scientists will be increasingly consulted for their views and assessments related to health issues and patient care.



Preparing Tomorrow's
Nursing & Healthcare Leaders



ACADEMIC NURSING TODAY

Academic nursing is ensuring that the most capable, and organizational critical role in advancing the nation's nursing practice and partnerships.

Tools for helping academic nursing help you

Learn more about academic nursing at a new website—academicnursing.org—developed by the American Association of Colleges of Nursing. This resource provides a wealth of information on the value of academic nursing to the development of a stronger nursing workforce, advanced population health science, enhanced leadership capabilities, and more. Academicnursing.org includes:

- ✓ Reports and white papers on opportunities in implementing strategies and collaborations in academic nursing
- ✓ A blog on the latest trends in nursing education, leadership development, and more
- ✓ Podcasts on issues and developments that impact nursing educators and professionals
- ✓ Resources and tools that support greater understanding and interest in academic nursing
- ✓ A forum for nursing professionals to share their stories, experiences, and career strategies.

Understanding the basics

In addition, a small brochure that outlines the broader definition and basics of academic nursing is available on the site as well. *Preparing Tomorrow's Nursing & Healthcare Leaders* can be downloaded at academicnursing.org and provides an overview of:

- ✓ The definition of academic nursing
- ✓ Qualities integral to academic nursing
- ✓ Opportunities for advancing academic nursing
- ✓ Long-term benefits of academic nursing

A vision for advancing academic nursing

Yet another valuable asset for you and other leaders to see where academic nursing is headed is available on academicnursing.org as well. *Advancing Healthcare Transformation: A New Era for Academic Nursing* is a groundbreaking report that details the possibilities and issues surrounding academic nursing, as well as recommendations for stakeholders like you to implement initiatives that can benefit the preparation of nursing professionals and the ongoing evolution of healthcare.

Learn more about how your organization can benefit from academic nursing at AcademicNursing.org



