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**Virtual Symposium on**

**The Brand Image of Nursing**

**Nurses Are Leaders**

***All Nurses are Leaders***

**October 18, 2022**

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**Williams College of Business**

**College of Nursing**

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**\*Approved for 7.7 Contact Hours: (KBN#1-0001-12-22-135)**

**Website and Registration:**[**https://www.brandimageofnursing.com**](https://www.brandimageofnursing.com)

**SYMPOSIUM SCHEDULE**

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| 8:00 – 8:20  8:20 - 9:20 | **WELCOME AND GREETINGS**  Xavier University, TriHealth  **KEYNOTE PRESENTATION:**  **THE BRAND IMAGE OF NURSING: WHO WE ARE, WHO WE WANT TO BE**  Tom Hayes, PhD, Dean, Williams College of Business, Xavier University  Judi Godsey, PhD, MSN, RN, Faculty, College of Nursing, University of Kentucky   * *Describe the Brand Image of Nursing as perceived by Registered Nurses* * *Explore research findings describing nurses’ current versus desired image.* |
| 9:20 – 9:30 | ***BREAK*** |
| 9:30 – 10:30  10:30 – 10:50 | **BRAND IMAGE OF NURSING: PERCEPTIONS OF THE PUBLIC (OH MY!)**  Judi Godsey, PhD, MSN, RN and Tom Hayes, PhD  **INTERNATIONAL BIN RESEARCHERS FROM CHINA AND OMAN**   * Lu Zhou, PhD, MS, RN, Rajamangala University of Technology, Tawan-OK, Thailand * Judie Arulappan, PhD, MSC(N), DNSc, RN, Sultan Qaboos University, Al khoudh, Muscat,   Sultanate of Oman   * + - * *Describe the Brand Image of Nursing among the public*       * *Explore national/international research findings comparing public/nurses’ perceptions of the brand image of nursing.* |
| 10:50 – 11:00 | ***BREAK*** |
| 11:00 – 11:30  11:30 – 12:00  12:00 – 12:30 | **TAPPING INTO NURSING’S AUTHENTIC POWER TO LEAD**  Kelly Bohnhoff, PhD, RN, Family Therapist, Author, Co-Founder Josephine’s Clinic  **ALL NURSES ARE LEADERS: USING OUR VOICE TO SHIFT FROM BARRIERS TO OPPORTUNITIES**  Janie Heath, PhD, RN, Dean, College of Nursing, University of Kentucky  **TIME TO RE-IMAGINE NURSING IN A WORLD WHERE ALL NURSES ARE LEADERS**  Janice Brewington, PhD, RN, FAAN, Chief Program Officer, National League for Nursing   * *Consider strategies that advance the brand image All Nurses are Leaders across all corners of the nursing profession and throughout the public domain.* |
| 12:30 – 1:00 | ***LUNCH*** |
| 1:00 – 2:00 | **EXPERT LEADER PANEL DISCUSSION**  Moderated by Tom Hayes, PhD, Dean Williams College of Business   * Janice Brewington PhD, RN, FAAN, Chief Program Officer, National League for Nursing, Washington, DC * Nelda Godfrey, PhD, ACNS-BC, RN, FAAN, ANEF, Professor and Associate Dean, Innovative Partnerships and Practice, University of Kansas School of Nursing * M. Lindell Joseph, PhD, RN, FAAN, FAONL, Clinical Professor and Director, Health Systems/Administration Program, The University of Iowa * Judi Godsey, PhD, MSN, RN, DNP Faculty, University of Kentucky, Co-Founding Director, Institute for the Brand Image of Nursing * *Recognize sources of knowledge for brand theory, marketing strategies, and branding techniques that support All Nurses are Leaders as the consistent brand image for the nursing profession.* * *Apply principles of brand theory in the redesign of a nurse leader brand image that supports nursing recruitment, retention, and professional self-actualization.* |
| 2:00 – 2:10 | ***BREAK*** |
| 2:10 – 3:00  3:00 – 3:30  3:30 – 3:50  3:50 – 4:00 | **ROUND TABLE BREAK OUT DISCUSSIONS: TRANSLATING RESEARCH INTO PRACTICE**  *Virtual Breakout Rooms: Pick 1 session*    **#1: Nursing Practice: Round Table Discussion Led by Chief Nursing Officers**   * Julie Holt, MSN, RN, CENP, CNO The Christ Hospital Health Network * Jennifer Skinner, MSN, RN, CNE TriHealth * Nicole Barnett, DNP, RN, CIC, CNO Mercy Health Anderson * Tiffany Mattingly, MSN, RN, Vice President, Clinical Strategies, The Health Collaborative * Ramona Cheek, MSN, RN, CPHQ, VP Nursing Transformation and Innovation, Bon Secours Mercy Health   **#2: Nursing Educators: Round Table Discussion Led by Deans/Directors**   * Nelda Godfrey, PhD, ACNS-BC, RN, FAAN, ANEF, Professor and Associate Dean, Innovative Partnerships and Practice, University of Kansas School of Nursing * M. Lindell Joseph, PhD, RN, FAAN, FAONL, Clinical Professor and Director, Health Systems/Administration Program, University of Iowa * Beth Cusatis Phillips, PhD, RN, CNE, CHSE, Strategic Nursing Advisor, ATI/Ascend Learning   **REJOIN SYMPOSIUM FOR ROUND TABLE SHARING: HOW TO LIVE THE BRAND *ALL NURSES ARE LEADERS***  Moderated by Tom Hayes, PhD, Dean Williams College of Business  **CLOSING REMARKS and ACKNOWLEDGEMENTS**  Tom Hayes, PhD, Dean, Williams College of Business, Xavier University  Judi Godsey, PhD, MSN, RN, Faculty, College of Nursing, University of Kentucky  **CEs and RECORDED SESSIONS**  Delanor Manson, MA, BSN, RN, CEO, KNA   * *Strategize innovative ways to integrate, communicate, advocate, and transform the brand image All Nurses are Leaders at state, national, and international levels.* |



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