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**Virtual Symposium on**

**The Brand Image of Nursing**

**Nurses Are Leaders**

***All Nurses are Leaders***

**October 18, 2022**



**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 – 8:208:20 - 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 UniversityJudi 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.*
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| 9:20 – 9:30 |  ***BREAK*** |
| 9:30 – 10:3010:30 – 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.*
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| 10:50 – 11:00 |  ***BREAK*** |
| 11:00 – 11:3011:30 – 12:0012:00 – 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.*
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| 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
* *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.*
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| 2:00 – 2:10 |  ***BREAK*** |
| 2:10 – 3:003:00 – 3:303:30 – 3:503:50 – 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 UniversityJudi 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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