



American Assembly for Men in Nursing: Future of Nursing Message

Our Strength and Vision for Partnering with Others

1. **AAMN is the only professional nursing organization dedicated to men in nursing**
2. **AAMN exists and is organized to promote the recruitment and retention of men in nursing**
We are actively working to position AAMN as the voice for men in nursing, able to speak the needs of and contributions by men as a targeted demographic
3. **AAMN has been organized for more than three decades. Today we are a vitalized professional nursing organization with a rapidly growing membership base. We are vibrant and prospering**
4. **Increasing AAMN membership and the number of men in nursing further strengthens AAMN and drives our organization forward to expand our influence and contributions within nursing**
5. **AAMN has and will continue to tackle the men in nursing pipeline** by becoming an organizational conduit to facilitate the transformation of men into the professional nursing practice and beyond.
6. **AAMN will identify partnerships that promote diversity and inclusion in the nursing profession.**
7. **AAMN will further expand on its expertise on men in nursing and promote gender diversity and inclusion. This will lead to improved gender balance in nursing schools and the workforce, gender retention, and gender opportunity**
 - The three-prong opportunity:
 - a. *Gender balance* ~ *Nursing pipeline*
 - b. *Gender retention* ~ *Nursing workplace and academic environment*

c. *Gender opportunity~ Career development and recognition*

8. AAMN will develop and serve as a resource for men in nursing topics and a clearing house for information and brokers of:

- a. Research on men in nursing, with emphasis on pipeline, workplace and academic environment, and career development and recognition
- b. Dissemination of literature on men in nursing
- c. Speakers bureau for men in nursing topics with a clear message
- d. Catalog and describe prototype and best practice programs
- e. Identify individual external dissertation advisors for men in nursing doctoral candidates and dissertation committees
- f. Identify and recognize best practice models in education and practice to humanize the academic environment and workplace for men in nursing (Note our members can help identify good and bad environments for education and practice)

9. AAMN will lead and develop formal scholarship and research in the area of men in nursing

10. AAMN is a participating member of the Center to Champion Nursing in America Council

11. AAMN will secure external funding to address issues and serve the following two purposes:

- a. Accelerate AAMN deliverables on strategic short term goals;
- b. Present and vet ideas in to the national nursing community and mainstream society; and
- c. Demonstrate credibility to the messages and results we intend to deliver

12. AAMN will accomplish all of the above while building AAMN organization prominence in becoming a stronger, full-fledged and more visible professional nursing organization whose purpose is men in nursing and men's health

Consensus approval by the AAMN board of directors 01-28-11

American Assembly for Men in Nursing



Future of Nursing Strategies, Tactics & Deliverables

1. **AAMN 2013 strategic plan complementary goal alignment**
 - a. Goal 1: Increase membership base and number of recognized AAMN chapters
 - b. Goal 3: AAMN will provide a contemporary array of programs and services to meet AAMN member needs ... mentorship program
 - c. Goal 4.0 AAMN will create “recognition” programs for Best Workplace and Best School
 - d. Goal 5: Build the AAMN brand
 - e. Goal 6: AAMN will develop strategic relationships to promote the organization, recruitment and retention of men in nursing, and men’s health.
 - f. Goal 7: AAMN will develop a formal marketing plan
 - g. Goal 8: Create an Academy of Men in Nursing
 - h. Goal 9: Develop a men’s health curriculum
2. **AAMN to secure external funding to drive and speed up our impact and growth**
3. **AAMN to convene a Future of Nursing pre-conference workshop or summit**, full day or half day, October, 19, 2011, Lexington, KY
4. **AAMN annual meeting – engage members in a session to develop a gender issues list and solutions** to decrease gender barriers in education and practice
5. **AAMN to target national organizations with strong men in nursing membership or strong and influential nursing leadership**; buy membership mailing lists, segment by gender; reach out for involvement and AAMN membership; include them with future correspondence with their consent. Organizations and lists to consider include, but are not limited to: **AONE, AACN (colleges), NLN, FAAN, AACN (critical care), AORN, ENA, NCEMNA**
6. **FAAN Special Interest Group/Topics**; Michael Bleich, Ed Halloran, Frank Shaffer, Demetrius Porche, Jim Raper and others promote men in nursing with FAAN; more men inducted to FAAN
7. **Position the AAMN Future of Nursing efforts into the following 2011 AAMN meetings:**
 - a. Mid-year board meeting (date and location TBD)

- b. AAMN Annual Conference, October 19-21
 - c. Greater Cincinnati AAMN conference, April 15
 - d. Other meetings/conferences at local, state and national level
8. **AAMN leader participation in the initial five RWJ Regional Action Coalitions: CA, MI, MS, NJ, NY**
9. **AAMN Social Media Taskforce Recommendations**
- a. **Identify a series of tough topics, complicated themes for men in nursing**
 - b. **Develop supportive messages**
 - i. How to tell your parents you are going to be a nurse
 - ii. How to tell your friends you are going to be a nurse
 - iii. Discuss how your sexuality (heterosexual, homosexual, bisexual) may impact the perspective of a being a man in nursing?
 - c. **Develop instructional messages**
 - i. OB clinical rotation
 - ii. OB as a men in nursing area of practice
 - iii. How to talk with your school counselor or academic advisor you want to enroll in nursing
 - iv. Tips for school counselors and academic advisors, how to spot a top men in nursing student, sign him up
 - d. **Develop humorous messages**
 - i. Nursing student most funniest video, story or interview (Kevin Sowers in a Barney outfit, floral scrubs)
 - ii. Nurses at work most funniest video, story or interview
 - e. **Messages developed with YouTube videos, 2-3 minutes each**
 - f. **Messages that will go viral, exponential awareness and growth for AAMN**
 - g. **Develop Call/Campaign for YouTube video clip submissions**
 - i. Engage AAMN chapters, AAMN members and students; unleash their energy and creativity with these complicated themes
 - ii. Establish a contest for each of the above topics with winner of each category receiving free 2011 conference registration (and hotel room?)
 - iii. Play the winning videos and others submitted throughout the conference
 - iv. Develop contest process for real time submissions during the conference for recognition and prizes awarded in Lexington (registration for 2012 conference, annual membership, merchandize)



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