

Digest of Information for 2012 NSNA Office

Be a Leader!

*Impact the Future of the
Evolving Nurse*

Run for NSNA Office

Application Deadline:

Received by January 25, 2012 (pre-slate)

National Student Nurses Association

45 Main Street, Suite 606

Brooklyn, NY 11201

Tel: (718) 210-0705 Fax: (718) 797-1186

nsna@nsna.org www.nsna.org www.nsnaleadershipu.org

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Introduction

Welcome to the beginning of your new adventure as you plan to run for national office! This *Digest of Information for NSNA Office* is designed to provide you with basic information on NSNA and to prepare you to run for national office. Please read carefully the entire packet that was sent to you to ensure that you are eligible to run, and that you fully understand the responsibilities of each office—especially the offices you are interested in.

Two of the biggest concerns of members are the expenses involved in running for office and the time commitment once you are elected. Keep in mind that the current Board of Directors and Nominating and Elections Committee (NEC) and all of the preceding Boards and NECs were also nursing students when they ran for office. It is manageable to balance running for office and serving as an elected official with nursing school!

2011-12 Nominating and Elections Committee

Regine Faucher, Chair, Southern Election Area

Jennifer Duff, Northern Election Area

Meagan Muellenschlader, Eastern Election Area

Julie Cunningham, Western Election Area

Please Read Carefully

NSNA members may run for positions on the Nominating and Elections Committee or the Board of Directors. This booklet is intended to help you prepare to run for NSNA office. For more specific details about NSNA Bylaws and Policies, you should refer to NSNA's handbook, *Getting the Pieces to Fit*. It is imperative that your application be complete when it is submitted by mail to NSNA. Type or clearly print in black ink all of the required information on the application—illegible applications will not be considered.

Note that members planning to run from the floor of the House of Delegates must have all of the same credentials as those placed on the slate prior to the convention (see page 1 of the application).

Once you are placed on the slate, you will receive a detailed *Candidate's Packet*. The packet contains *Campaign Regulations*, schedules for candidates and winning candidates, questions for candidates and topics for the presidential debate, the slate of candidates, guide for candidates and campaigning, meeting schedules, and several NSNA publications. The enclosed materials will help answer many of your questions. Please review them carefully and let us know if you have additional questions.

Important Additional Resources for Running for NSNA Office

- **Application for National Office (2012-13): Pre-Slate Deadline - Received at NSNA Office by **January 25, 2012** (faxed applications not accepted)**
- ***Getting the Pieces to Fit***
 - **NSNA Code of Professional Conduct**
 - **NSNA Code of Academic and Clinical Conduct and Interpretive Statements**
- **Candidates and Campaigning:**
Campaign Regulations, Campaign Ethics and Professionalism
(see NSNA website at www.nсна.org under Elected Officials: How to Run for National Office)
- **Schedule for 2012 Candidates**

Elections

Elections are held once a year at the Annual Convention in the spring. Each term of office is one year. School and state chapter delegates are eligible to vote in the secret ballot election. Election results are reported during the House of Delegates meeting on Saturday of the convention. A plurality is needed for election. A tie vote is decided first by revote, and if necessary, by casting a lot.

Prior to the selection of the slate of candidates, potential candidates are permitted to solicit support **only** at their own state and school meetings. "Solicit support" is defined as:

- raising financial support for your campaign;
- securing recommendation letters;
- securing faculty support;
- soliciting is not equivalent to campaigning.

Members running from the floor may not campaign until they are placed on the slate during the House of Delegates.

According to the *NSNA Campaign Regulations*, campaigning is defined as the use of verbal or written materials for the purpose of:

- Informing the membership of intent to run for an office after being placed on the slate;
- Presenting the personal qualifications and accomplishments of the candidates;
- Discussing a candidate's stand on issues;
- Discussing a candidate's goals and objectives.

Campaigning does not include any portion of the application process as defined by NSNA. Campaigning also does not prohibit a candidate from addressing an issue other than their candidacy at appropriate hearings, forums, caucuses or meetings.

Election Areas

The country has been divided into four election areas. These areas are not intended to be a formal structure, but rather to allow for increased communication within NSNA. The Nominating and Elections Committee members and the four Directors-at-Large are elected from these areas to ensure representation of all areas of the country on the national level. Once elected, directors represent the entire country—they are not limited to their respective election area. Election areas can be found on page 10.

Eligibility

The NSNA bylaws, Article V, Section 3, and Article VI Section 1, set the eligibility requirements for candidates for national office:

- a) Only members who shall be nursing students until at least one month prior to the NSNA annual meeting and have the privileges of active membership shall be eligible for the office of president and vice president.
- b) Only members who shall be nursing students throughout at least three-quarters of a term of office shall be eligible for all offices on the Board of Directors and Nominating and Elections Committee, except president and vice president.
- c) Only members who have held office on national, state, or school chapter level, or served on an NSNA committee shall be eligible for the office of president and vice president.
- d) No member shall hold more than one national elected position at any time.
- e) Those members not holding state office who are elected to a national office may not be elected or appointed to a state position during their term of office on the Board of Directors and the Nominating and Elections Committee.
- f) Those members holding state office who are then elected to a national office must resign from one of these offices prior to the Board of Directors meeting at the MidYear conference, or a vacancy will be declared in the national position (Note: The second board of directors meeting takes place in early November, just prior to the MidYear Conference).
- g) No member shall serve more than two terms on the Board of Directors.
- h) A member elected to serve on the Nominating and Elections Committee shall not be eligible to be nominated as a candidate, or apply for nomination as a candidate, for any elected position during that term.
- i) Associate members (i.e., pre-nursing students) shall have all of the privileges of membership except the right to hold office as president and vice president at the state and national levels (Article IV, Section 2).

The Nominating and Elections Committee selects a preliminary slate based on completed applications received by the deadline date. All candidates will be notified by phone followed by email confirmation of slated position.

Students may also run from the floor at convention. However, candidates on the slate will be allowed to campaign prior to the convention and will receive publicity through NSNA publications. Members running from the floor may not campaign until nominated at the

convention and are not permitted to release any campaign materials prior to being given their official assignment in Campaign Headquarters. Assignments must be given prior to the next scheduled "Meet the Candidates" session.

Prior to being nominated from the floor, the member must present their Application for National Office and supporting documents for approval to a member of the Nominating and Elections Committee. Members who are transferring schools, and graduates of associate degree and diploma schools who are planning to enter baccalaureate schools, must have written proof of acceptance into the new school by the time of the convention or their credentials will be incomplete.

Pre-Slate Selection Process

Once an application is received at NSNA Headquarters, it is acknowledged via email and sent to the NEC. Only completed applications with original signatures received by the deadline date are considered for placement on the slate. It is to the prospective candidate's advantage to have the completed application to NSNA by the deadline in order to be considered for the slate. Slated candidates may campaign prior to the convention. Members running from the floor may not campaign until nominated at the House of Delegates.

Completed applications received after the deadline are checked for completion and held until convention, at which time the member may run from the floor. Members who miss the pre-slate deadline date should still submit their completed applications to the NSNA office prior to convention. The member will receive a candidate packet before convention.

Soon after the deadline for submitting applications for national office, the NEC will have a conference call to determine the slate. Immediately following the conference call, those who submitted applications will be contacted by phone by a member of the NEC and advised of the NEC's decision. The NEC will then have a second conference call to finalize the slate.

All candidates on the slate receive a candidate's packet with the details of running for office including the *Campaign Regulations*. NSNA members should feel free to call NSNA headquarters or the NEC Committee if they have questions about running for national office.

Information on being a member of the NSNA Nominating and Elections Committee and Board of Directors and specifics about each position follows. For more

information, please contact the Nominating and Elections Committee through the NSNA office.

Nominating and Election Committee (NEC)

Electing the NEC and Chairperson

Candidates for the NEC run against candidates from the same election area, but they are elected by the entire NSNA House of Delegates.

The chairperson is also elected by the House of Delegates. Candidates for the NEC have the option to run for Chair. Each delegate votes for a committee member from each election area, and votes for a chairperson. The candidate getting the most votes for chairperson from among those consenting to run for this position wins the title of NEC Chair.

Responsibilities

The major responsibilities of the NEC are to seek out members to become candidates for national office and to choose the slate of candidates to be presented to the House of Delegates. The NEC is responsible for preparing articles for NSNA publications and for communicating verbally and in writing with NSNA members and leaders of state associations. Overseeing campaigning at the convention is also the NEC's responsibility.

The NEC renders an important service to the membership, as it is charged with the most vital responsibility: to present a slate of candidates for the elected positions of the association. There are four members of the NEC. The chair has the responsibility of directing the NEC's work so that it will properly fulfill its task.

Members of the NEC shall be given special delegate status which allows them all the privileges of a voting delegate, except that they are not allowed to vote for candidates. This is to avoid any conflict of interest on the part of the committee.

Time Required

Please refer to the Schedule for NEC and note the following:

1. Following election to office, NEC members must remain in the convention city for a breakfast briefing held on Sunday morning.
2. NEC members must attend the MidYear Conference and NEC meeting that takes place in late October or early November for one full week. During MidYear, the NEC is expected to attend the Council of State

Presidents, the School Presidents' Forum, and the Association Roundtable Discussions.

3. Chairperson: must attend a one-day orientation meeting in New York City during the summer (late July).
4. Conference Calls: NEC members must participate in three conference calls during the year—one during the summer for orientation and two immediately following the pre-slate deadline to select the slate of candidates.
5. Convention: All NEC members must attend the Annual Convention. This is a week-long commitment and includes managing the Campaign Headquarters, the Candidates' Forums, and working with both pre-slated candidates as well as members running from the floor.
6. Attending to correspondence and communications to and from headquarters, contacting potential candidates, responding to candidate's questions prior to convention, and general responsibilities of serving as a member of the Nominating and Elections Committee are a significant part of the time commitment.

Expenses Covered

1. NSNA assumes none of the expenses at the Annual Convention when the NEC is elected.
2. Chairperson: hotel, transportation and per diem for summer New York City orientation meeting.
3. All NEC members: hotel, transportation, and per diem for the MidYear Conference and committee meeting and the Annual Convention. NSNA assumes none of the expenses at the annual meeting when individuals are elected.
4. Incidentals: phone calls (when necessary), and other incidentals as approved by NSNA policies.

Board of Directors

Nine members of the NSNA Board of Directors have the fiduciary responsibility for NSNA. For example, as fiduciary of NSNA's assets, the Board is responsible for passing the annual NSNA operating budget and for reporting NSNA's financial condition to the members at the House of Delegates. The nine elected board members include: president, vice president, secretary/treasurer, four directors at-large, an *Imprint* editor and a Breakthrough to Nursing director. A tenth member, who is elected by the Council of State Presidents, is a state president and serves as an ex-officio member of the Board without a vote.

The four directors at-large are elected from the four election areas; that is, one director must be from the east, one from the west, one from the north and one

from the south. Candidates for director run only against other candidates from the same election area, but they are elected by the entire NSNA House of Delegates, not just those delegates from their area.

With the exception of the ex-officio member, all board members serve as voting members of the board. Each Board member serves as a chair of one board committee; as a member of other board committees; represents NSNA at state and national functions to address issues within his/her program areas; serves as a resource person to the NSNA board in their area of expertise; participates in and/or monitors the implementation of resolutions passed by the House of Delegates; and writes articles and/or columns for *Imprint* and *NSNA News*.

Responsibilities

The duties of officers and directors can be found in Article V, Section 5 of NSNA's bylaws. The following is an overview of the responsibilities of the various positions:

President

The President leads the whole association by presiding at all meetings, sees that the lines of direction given by the House of Delegates and the board are put into effect, appoints committees and NSNA representatives, responds promptly to requests for decisions or information as necessary, and works with the NSNA staff and board on all aspects of the organization.

Desirable qualifications are the capacity to be an effective and vital force of NSNA through mutually beneficial relationships with school and state constituents and with other national organizations, ability and experience in presiding as a leader in groups of all sizes, experience in leadership positions in school, in the community, and with organizations, and the ability to inspire, guide, delegate and mobilize students for action.

The president's role demands skill in handling interpersonal and group relationships. Outstanding scholastic performance is also critical, since it is a demanding role requiring much time and travel.

Vice-President

The Vice-President presides at meetings in the president's absence and performs duties as assigned by the president. The vice-president is a member of the executive committee and the finance committee. The vice-president's responsibilities for board committees are determined by the president, and includes serving as the chair of two of the following committees:

legislation/education, community health/disaster preparedness, bylaws and policies, membership promotion, convention and program planning, or global initiatives in nursing education.

Secretary/Treasurer

The secretary/treasurer chairs the finance committee and is a member of the executive committee. The secretary/treasurer also reviews state minutes and assists state secretaries; assists state treasurers in establishing an efficient system of bookkeeping, budgeting, the keeping of essential records, and financial and tax reports; interprets NSNA finances for the membership; and conducts the NSNA Leadership University Certificate course at the MidYear Conference and the Annual Convention.

Imprint Editor

Serves as chair of the Image of Nursing Committee. Plans and sets the focus of each issue of *Imprint*; approves new articles for publication; and prepares an editorial for each issue. Assists school and state editors with their newsletters as needed.

Breakthrough to Nursing (BTN) Director

The BTN Director chairs the BTN committee and is the official spokesperson and representative of BTN to nursing students, other nursing and professional organizations, and the public. The BTN director articulates the purpose and goals of BTN. An empathy and understanding of the concerns of underrepresented populations and students is essential.

BTN is NSNA's recruitment and retention project. It involves students throughout the country who work to recruit peers to nursing school as well as retain enrolled students.

Directors at-Large (4)

All four directors-at-large chair an NSNA board committee and serve on other board committees. Areas of responsibility are determined by the president, and may include chairperson of one of the following committees: legislation/education, community health/disaster preparedness, bylaws and policies, membership promotion, convention and program planning, or global initiatives in nursing education.

Time Required

Please refer to the Schedule for the Board of Directors and note the following:

1. Following election to office, Board members must remain in the convention city for a post-convention board orientation briefing that takes place on Sunday morning.
2. Board members must attend a week-long orientation and board meeting in early June in New York City.
3. Board members must attend the MidYear Conference for a week in late October or early November. This includes a two-day board meeting, participation in the Council of State Presidents' meeting, and other leadership activities.
4. Board members must attend the Annual Convention for a week. This includes a one-day board meeting prior to the convention, participation in the Council of State Presidents, the House of Delegates, and the Finance Forum, and other leadership activities.
5. Board members are occasionally invited to speak at state meetings and/or to provide other field service to constituents. They also may be asked to represent NSNA at meetings of other organizations. Acceptance of such invitations must be weighed in relation to the student's primary responsibility to his/her educational program, to the major responsibilities of their office, and the need to serve the organization as a whole.

In addition to the necessary meetings, correspondence, preparation of reports and articles, attention to communications to and from headquarters, and general responsibilities of serving as a board member are all a significant part of the time commitment.

Expenses Covered

1. Three Board of Directors meetings (New York City, MidYear Conference, and at Annual Convention), and authorized field trips: hotel, transportation, per diem for meals. NSNA assumes none of the expenses at the annual convention when elected. However, breakfast is provided on Sunday.
2. Incidentals: NSNA business phone calls (when necessary); other expenses as per NSNA policies.

A Guide to Campaigning

Ten Things to Bring to Convention

You will find on this list several critical components of a successful campaign. Remember, it pays to take care of yourself, your image, and your message!

1. A well-rested body and a positive winning attitude—get plenty of rest BEFORE you arrive at Convention. By the end of convention you may be looking up the word “sleep” in the dictionary. This could make or break your campaign!
2. Your poster—make sure it is no larger than 36” x 48” - the Nominating and Elections Committee will check and you will be asked to cut it down or remove it if it is too large. Make it colorful, bright and creative. Don’t forget your 5” X 7” headshot photo (see *Campaign Regulations: Campaign Ethics and Professionalism* available on the website under Elected Officials: How to Run for National Office).
3. Your prepared speech—it will save countless frazzled nerves if you don’t have to write your speech at the last minute. Be sure to practice!
4. Your camera—this experience is definitely something you’ll want to remember!
5. Small items to give to delegates—for example: pencils, buttons, stickers, hats, etc. (see *current Campaign Regulations: Campaign Ethics and Professionalism* available on the website under Elected Officials: How to Run for National Office). You may consider putting your name on them and possibly your theme if you have room. There are approximately 500 delegates.
6. Flyers to hand out to delegates—you may want to include the following information: your picture, your name, a catchy theme, what office you seek and why, a list of your leadership experience, goals for office, any honors or awards you’ve won. You may also want to use different colors so they will be more attention grabbing.
7. A table covering—they may not be provided and can really pep up your table display.
8. Comfortable clothes for off hours—believe it or not, you will have some down time and nothing feels better than jeans or sweats after being in a suit for twelve hours.

9. Comfortable yet sensible shoes—it is not recommended that you wear tennis shoes, but you will be on your feet A LOT. Now is not the time to break in new shoes, either!
10. Several changes of business attire—you should dress professionally for all official NSNA Convention functions.

Time Management

Time is an essential factor to consider when running for an NSNA office. Before deciding to run for an office, you should consider the following questions:

- Do I have enough time to run for office?
- Do I have enough time to be involved with NSNA?
- What are the benefits to me?
- What are the contributions I can make to the association?

If you haven't asked these questions, do so now. Running for and holding NSNA office is time consuming. You must understand this before you campaign.

Prior to Convention

Plan your campaign and learn all you can about NSNA. This enables you to utilize your time at convention efficiently. Specifically, you should:

- Prepare your campaign materials so that you can arrive at convention with your materials ready for distribution.
- Study the candidate questions and prepare answers.
- Read all of the materials in the Candidate's Packet to become familiar with all of NSNA's policies, programs, and membership benefits and services.
- Plan what you are going to say at the Candidates' Forum and Presidential Discussion.
- Become familiar with the *Campaign Regulations*.
- Contact the Nominating and Elections Committee or the NSNA office with questions.

You have a lot to do, so stay organized. If you are falling behind, you may need to rework your list.

At Convention

If you have done all of the above, convention will not be as hectic. Once you arrive, and you have checked in to Campaign Headquarters, check the program book and highlight all the candidate and campaign events that you are involved in. Plan your time around these sessions. You won't have the time to attend everything, so plan carefully.

It will be to your advantage to attend the business meetings, resolutions hearings and the Delegates Briefing. Not only will this keep you up-to-date on the issues that concern the House of Delegates, it will also keep you visible. Attend the programs that interest you the most, and try to attend the social event on Wednesday. It will give you the opportunity to unwind. Be sure to leave some time to eat and sleep!

Your Campaign Theme

Before you create and obtain materials you need a theme. Here is an example that was used successfully: Alison used the A from her name and put it with a plus—"A+". The implication was "this person can do the job right." Any voter seeing the A+ on the bright green sticker instantly thought of Alison. You can utilize issues, names, or anything you wish. Be creative -- having a theme gets you noticed, and it's a good psychological motivator for you.

Types of Campaign Materials

This is the fun part. Make sure you know the *Campaign Regulations* before you get creative. Here are some hints:

- Use your theme to let the delegates know who you are.
- Put your picture on your poster in Campaign Headquarters.
- Give your supporters, buttons, hats or ribbons with your name and theme on it.
- Have copies on your stands on the issues at your table for the delegates.
- Communicate how you will contribute to NSNA!

Be an Active Campaigner!

After you consider the time factors, study NSNA's policies, programs and services, and gather your campaign materials. You are now ready to mount an effective

campaign. Consider the following as you campaign:

- Know the *Campaign Regulations* and follow them. They are designed to help you.
- Be open to new ideas. Listen and watch what others have to say—you can always learn from them.
- Have an outline of your answers for each of the Questions for Candidates. Remember, you'll be asked these questions in campaign headquarters and at the Candidate Forums.
- After you have looked at all sides of an issue, don't be afraid to take a stand. Be honest and let the delegates know why you have taken the position.
- Be aware that there are many things that you do not know and keep an open mind.
- Be visible. Give everyone your name and get to know as many people as you can. Make use of your campaign manager and materials. The delegates are anxious to know who you are. Make sure they don't forget you.
- Lastly, be confident. Think positively.

Campaign Headquarters

Campaign Headquarters is the room for candidates to campaign. Check the *Convention Program Book* for exact times Campaign Headquarters is open when all delegates have the opportunity to meet Candidates. You will be asked many different questions about issues which affect nursing, nursing education, nursing students, and health care. You will also be asked questions about NSNA. Again, this is where your preparation pays off. A knowledgeable candidate is impressive to delegates. This is also an opportunity for you to distribute your campaign materials.

Attire

Candidates are expected to wear business attire during all official activities. Winning candidates are required to wear business attire for official NSNA photos.

One final thought...

The delegates may take notes on what you tell them, so it is important to present yourself honestly and ethically. **Don't make campaign promises you can't keep.** Come prepared. Know the issues.

Which election area are you in?

Contact your NEC member with any questions!

Northern Election Area Jennifer Duff NECNorth@nsna.org	Southern Election Area Meagan Muellenschlader NECSouth@nsna.org	Eastern Election Area Regine Faucher, Chair NECEast@nsna.org	Western Election Area Julie Cunningham NECWest@nsna.org
Illinois	Alabama	Connecticut	Alaska
Indiana	Arkansas	Delaware	Arizona
Iowa	Florida	District of Columbia	California
Kansas	Georgia	Maine	Colorado
Kentucky	Louisiana	Maryland	Guam
Michigan	Mississippi	Massachusetts	Hawaii
Minnesota	North Carolina	New Hampshire	Idaho
Missouri	Oklahoma	New Jersey	Montana
Nebraska	Puerto Rico	New York	Nevada
North Dakota	South Carolina	Pennsylvania	New Mexico
Ohio	Tennessee	Rhode Island	Oregon
South Dakota	Texas	Vermont	Utah
Wisconsin		Virginia	Washington
		Virgin Islands (US)	Wyoming
		West Virginia	

Need More Information?

It is imperative that all candidates for NSNA national office be familiar with the contents of NSNA's handbook, *Getting the Pieces to Fit* (available in September free of charge from NSNA or download from www.nsna.org under publications). After reviewing the *Digest of Information*, the current *Campaign Regulations: Campaign Ethics and Professionalism* and *Getting the Pieces to Fit*, please contact NSNA headquarters for an Application for National Office and additional information.

Take the leadership challenge! Even those candidates who do not get elected gain a great deal of experience and skill by organizing and implementing a campaign. Your school also benefits from the exposure that candidates and officers receive during their participation in NSNA activities.

Contact:

Nominating and Elections Committee
National Student Nurses' Association
45 Main Street, Suite 606
Brooklyn, New York 11201
(718) 210-0705, Ext. 115 FAX (718) 797-1186
E-mail: nsna@nsna.org

Be a Leader!

Impact the Future of the Evolving Nurse

Run for NSNA Office

IMPORTANT: All candidates and their campaign manager(s) must sign and date Section 11 (page 6) of their Application for National Office to verify that they have read, understand and will abide by all requirements in the *Digest of Information* and the regulations addressed in the *Candidates Regulations: Campaign Ethics and Professionalism*.