

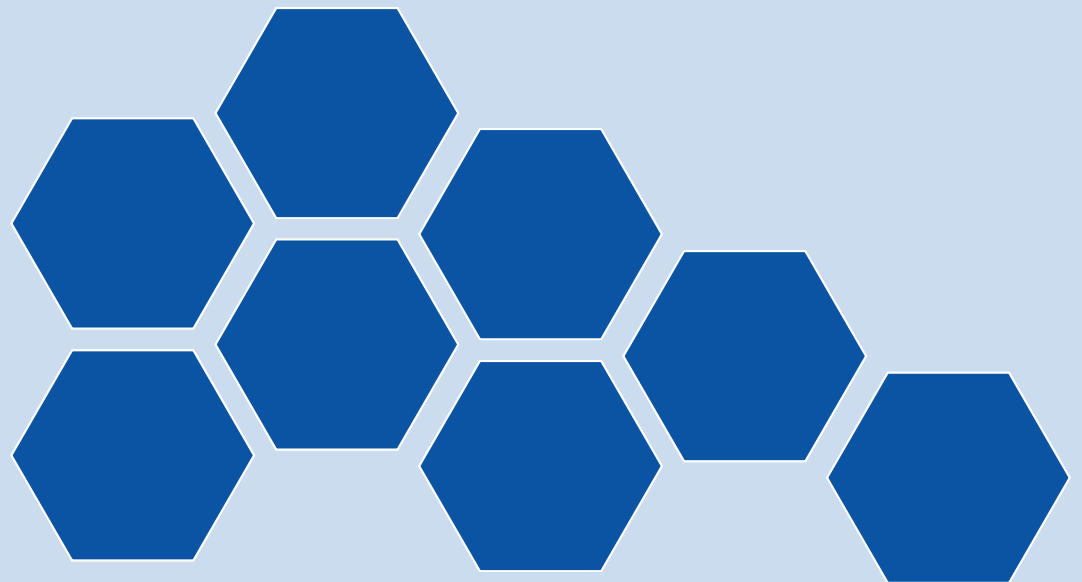
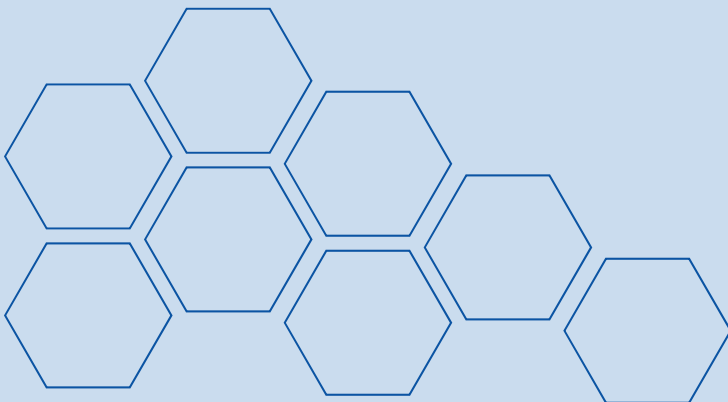
NSNA Communications

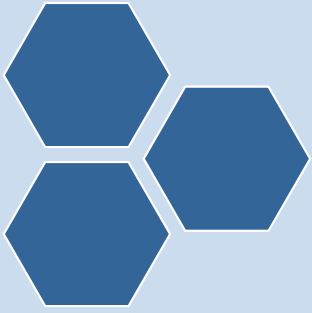
An Overview

Jonathan Buttrick

Publications and *Imprint*

Managing Editor



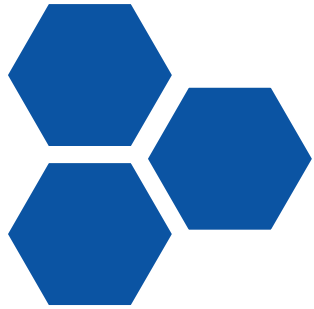


NSNA Communications

Communicating with the Membership:

- *Imprint*
- *NSNA News*
- *Getting the Pieces to Fit*
- *Guideline Booklets*
- *Awards Booklet*
- *NSNA Website*



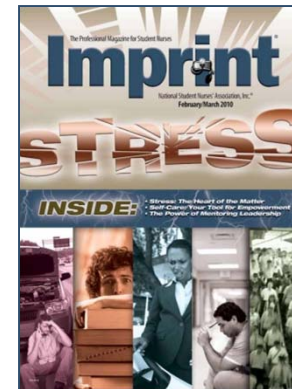
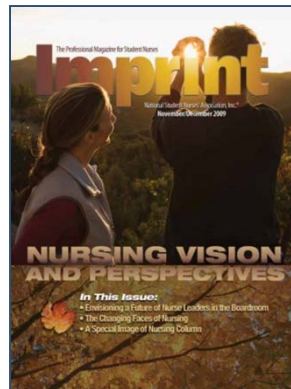
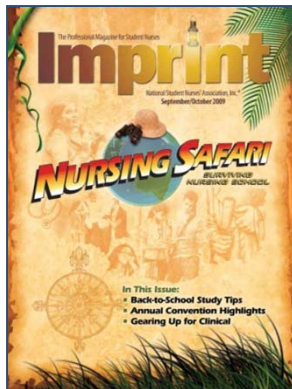


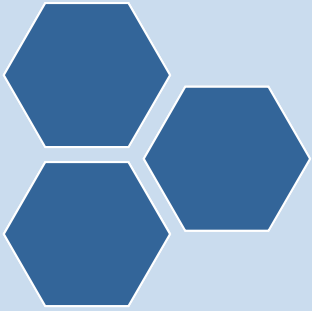
The Professional Magazine for Student Nurses

Imprint

National Student Nurses' Association, Inc.®

- Published 5 times/year
- Association News
- Different theme/focus each issue
- Goes out to membership: 56,000+
- Availability online



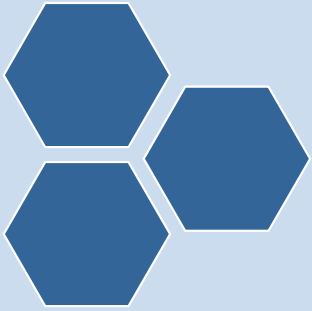


NSNA Communications

Submit to *Imprint*:

- Query letters
 - Send to jonathan@nsna.org
- Write On! (letters to the editor)
- Reflections
- *Happenings* events
- *Up Close* nominations

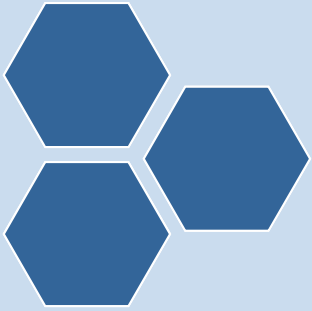




NSNA Communications

- Imprint Editor (2011-2012)
 - **Medora McGinnis**
 - Bon Secours Memorial College of Nursing
 - Richmond, VA
 - ImprintEditor@nsna.org
 - www.facebook.com/medora.imprint
 - twitter.com/MedoraRN
 - nsnacentralline.blogspot.com/
 - medoramakingtime.blogspot.com/





NSNA Communications

Imprint Reporters 2011-2012

Up Close Reporter:

Terry Proffer

University of Texas, Tyler, TX

Happenings Reporter:

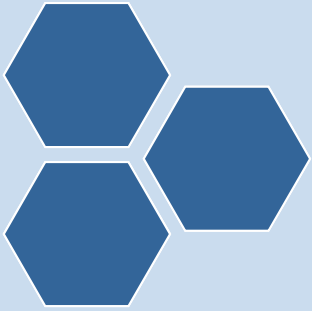
Amy Julian

University of Massachusetts, Boston, MA

Contact: nsna@nsna.org

With “Up Close” or “Happenings” in the subject





NSNA Communications

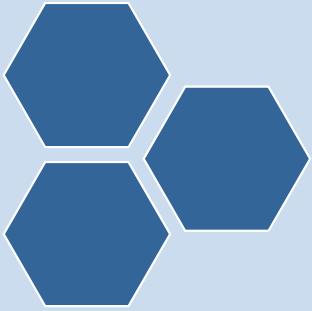
NSNA News:

Three times a year

(Winter, Summer and Fall)

- Electronic-only format
 - Same e-magazine format as *Imprint*
- Distribution: all membership (currently about 50,000 emails); deans & directors of nursing schools
- Organizational news, articles, and reports on NSNA activities



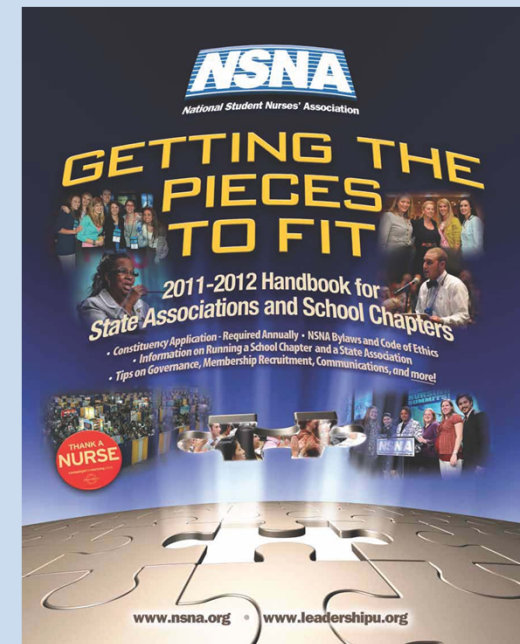


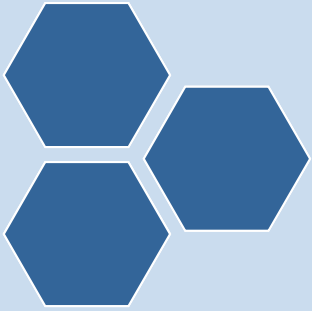
NSNA Communications

Getting the Pieces to Fit (“Pieces”)

Everything you’ve ever wanted to know about NSNA:

- Constituency applications
- NSNA Bylaws
- School and State Chapter Info
- Program activity planning
- 2011/2012 edition is in production
 - available in early August



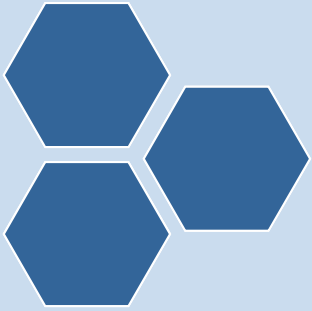


NSNA Communications

Guidelines Booklets

- Information about NSNA and its programs
- Guides for Membership, Image, Community Health, BTN, Leg/Ed, etc.
- Plus, writing resolutions, bylaws and policies.
- New guideline booklets out in August
- Check website and weekly email updates
- Look under “Publications” on website

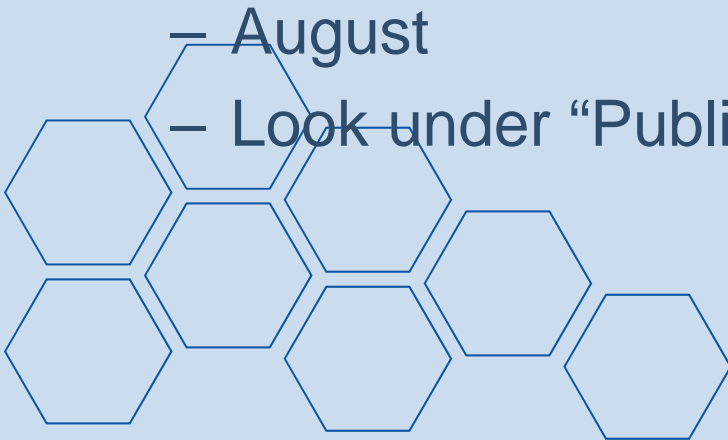


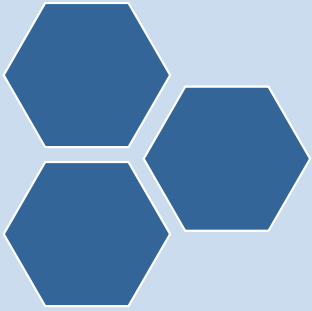


NSNA Communications

Awards:

- Involve members and promote chapter to others and community.
- Outstanding projects receive awards at Convention
- Awards Booklet
 - August
 - Look under “Publications” on the NSNA website





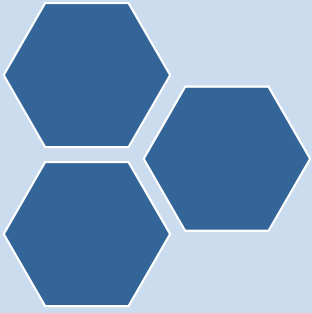
NSNA Communications

Communications Awards – winners chosen by Image of Nursing Committee

- Website
- Newsletter Awards
 - No application required. Newsletters are automatically entered.

- Reminder: ALL newsletters must be emailed or mailed to NSNA Headquarters when published

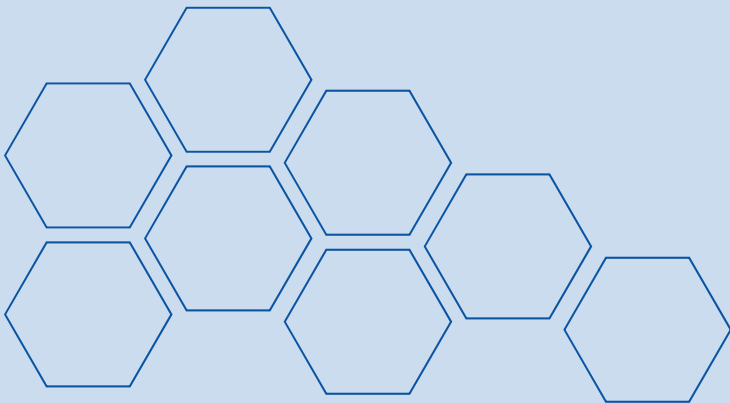


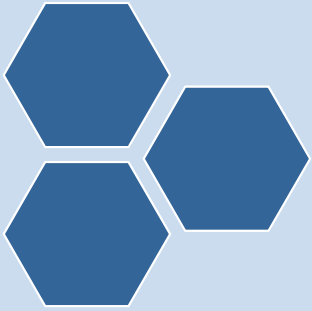


NSNA Communications

MidYear

- Newsletter Workshop
 - Learn the basics of newsletter production, including writing, editing, design, and more.

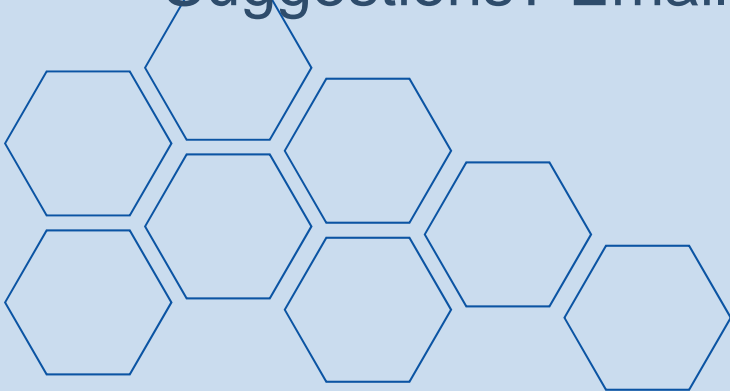


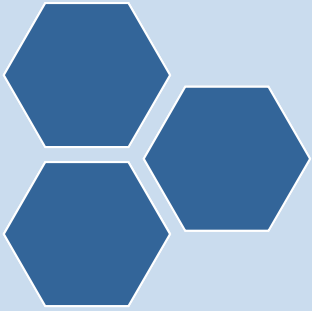


NSNA Communications

NSNA Website

- Sponsored by Delmar, Cengage Learning
- Chapter Resources
- Upcoming Events
- Press Releases
- Updating Membership Status and Information
 - (nsnamembership.org)
- Suggestions? Email us at nsna@nsna.org





NSNA Communications

www.facebook.com/NSNAinc



www.twitter.com/NSNAinc

**See “spam” on NSNA’s Facebook? Drop a quick note
to jonathan@nsna.org**

