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DNP INC. ORGANIZATIONAL UPDATE

Are you looking forward to viewing the year 2020 in our rear-view mirror? To say this have been a challenging year is an understatement. As with anyone’s individual or collective efforts, the DNP Inc. organization has sustained its bruises and hard-knocks. We keep pressing forward just the same.

Perhaps the best approach from dwelling on the past is to first be thankful for all that has been a part of this organization. It’s nearly impossible to thank everyone individually for the kindness, concern, and genuine contributions of time, money, and in-kind support. Thank you to everyone that has been a part of the past efforts of DNP Inc.

Looking to the future we will again tap into the skills and expertise of those that have been a part of the 2020 Conference Planning Team to anticipate their collective guidance into the 2021 conference. We hope a large majority of our country will have been vaccinated by the time that conference rolls around in early August of this coming year.

We also look forward to broadening the scope of our communications to include more DNPs in practice so that we can collect feedback and guide the services of this organization to better meet the need of our colleagues in practice along with those in academia.

The mission of Doctors of Nursing Practice, Inc. is to improve healthcare outcomes by promoting and enhancing the doctorally prepared nursing professional.

The organization is dedicated to:

- Providing accurate and timely information
- Supporting, developing and disseminating professional practice innovation
- Collaborating in a professional manner that demonstrates universal respect for others, honesty, and integrity in communications and,
- Responding with open discussions and dialogues that promote the evolution of advanced nursing practice and the growth of the DNP degree.

We welcome you to visit the site, tap into the available services and offer your support and talents to help maintain the momentum of growth and development for us all.

Please visit the DNP Inc. website at www.DoctorsofNursingPractice.

Best wishes to all,
David Campbell-O’Dell, DNP

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BUILDING PROFESSIONAL RELATIONSHIPS: COLLABORATIVE DNP TEAMWORK IMPACTING PRACTICE AND EDUCATION

Introduction

One of the most rewarding aspects of the nursing profession is the lives we touch and touch us along the way. As authors of this newsletter contribution, we are a living example of how building a relationship can result in collaborative teamwork. Developing professional relationships and collaboration are a catalyst for inspiration. “Inspiration propels a person from apathy to possibility, and transforms the way we perceive our own capabilities” (Kaufman, S. 2011). This article features the inspirational relationship and work of Dr. Molly Bradshaw, Eastern Kentucky University and Dr. Tracy Vitale, Rutgers University. A spirited interview with these incredible DNP-nurse leaders revealed the importance of trust/vulnerability and a shared vision/passion as they partner to impact DNP education and practice.

Trust/Vulnerability

Trust is the foundation of leadership and a required element for effective professional relationships. Dr. Bradshaw, Family Nurse Practitioner, and Dr. Vitale, Nurse Executive, met by chance while completing their DNP degree. Despite coming from different nursing backgrounds, they quickly formed a supportive relationship. Over the years, the bond has deepened and continues today resulting in ongoing significant contributions to DNP education and practice. They identified a willingness to reveal vulnerability as a key factor to their successful relationship. Dr. Bradshaw stated being vulnerable creates the ability to capitalize on each other’s “counterbalance of strengths and weaknesses.” Dr. Vitale concurred explaining individuals struggle with showing vulnerability and a willingness to express “I need your help with this.” According to Brene’ Brown, “vulnerability is the birthplace of innovation, creativity, and change.” Drs. Bradshaw and Vitale epitomize this statement. As students, the complexities and challenges they experienced with the DNP Project was an impetus sparking the creative idea of developing a step-wise approach to the DNP Project.

Shared Vision/Passion

Clarification around the DNP Project has been among national dialogue. In 2015, the American Association of Colleges of Nursing (AACN, 2015) published *The Doctor of Nursing Practice: Current Issues and Clarifying Recommendations*. This white paper was an important document in the evolution of DNP education. DNP educators from across the country continue to crave interaction to ensure DNP project processes are aligned with AACN recommendations and demonstrate best practices in DNP education. Dols, Hernandez, & Miles in 2017 reported 87% of faculty were dissatisfied with the DNP Project and a lack of consensus on what a DNP project entails. The ongoing work of Drs. Bradshaw and Vitale is based on a shared vision and passion to create understandability around DNP Project processes. Their synergy and teamwork resulted in a recent publication titled, [The DNP Project Workbook: A Step-by-Step Process for Success](#) (Bradshaw, M. & Vitale, T., 2021). A purpose of their work aims to provide guidance in streamlining the DNP Project into clear, concrete, and manageable steps for students and faculty. This workbook provides a strategic, systematic approach to the DNP Project “keeping it simple and not so complicated” as Dr. Bradshaw shared.

BUILDING PROFESSIONAL RELATIONSHIPS: CONT'D

Conclusion

Drs. Bradshaw and Vitale capture the true essence of how building a trusting, professional, collaborative relationship can lead to making an impact on DNP education and practice. Diversity in backgrounds and expertise fueled their partnership evolution and purpose. Their genuine passion and enthusiasm for DNP education is evident in their story. When asked what their vision for the future entails, several key messages emerged. They strongly encouraged others to seek out and build professional relationships that are meaningful and enrich the work before us as DNP professionals. They expect their shared vision to evolve with practice changes reflecting the “living processes” around DNP Projects. They anticipate a stronger emphasis on academic-practice partnerships and interprofessional relationships, along with role and competency development. With gratitude, we appreciated the opportunity to interview Drs. Bradshaw and Vitale. We look forward to their ongoing contributions to DNP education and practice.

Among DNP leaders across the country, there are countless relationships and collaborations. In anticipation of AACN’s re-envisioned *Essentials*, it is more important than ever to form lasting professional relationships as we adapt to the many changes and challenges of the future.

References:

American Association of Colleges of Nursing (AACN) (2015). *The doctor of nursing practice: Current issues and clarifying recommendations*.
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Kaufman, S. (2011). Why Inspiration Matters. *Harvard Business Review*. <https://hbr.org/2011/11/>



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MONTHLY DNP INC. SURVEY

The November 2020 Survey explored how DNP projects are disseminated. What are your thoughts on these findings?

Question 1: The DNP Program where I earned my degree helped me to disseminate the results of my DNP project.

28% very much to absolutely, 72% somewhat to not at all

Question 2: My DNP project helped to improve outcomes or change practice in a specific organization or system.

62% very much to absolutely, 38% somewhat to not at all

Question 3: My DNP project was shared with the stakeholders that were involved in the project processes.

86% very much to absolutely, 14% somewhat to not at all

Question 4: A DNP project must be published in a peer-reviewed journal.

52% very much to absolutely, 48% somewhat to not at all

Question 5: A DNP project can be shared in a repository or some other pre-print archive to support dissemination for those interested in the work.

90% very much to absolutely, 10% somewhat to not at all

These are inspiring results pointing to the need to recognize and develop processes to continue to enhance the professional growth and development of DNP prepared colleagues.

Click [HERE](#)
to complete the
December 2020 DNP Survey

DNP INC. FEATURED REPOSITORY PROJECTS

Dissemination Team Information

Is your DNP Program a part of the Dissemination Team? This is a collective effort to support the dissemination of completed DNP student projects. See [THIS PAGE](#) for details. A modest annual investment provides a \$5 discount for all students in your program that upload their completed projects to the DNP Repository.

Programs that have signed on for the Dissemination Team effort includes [Sacred Heart University](#), [San Jose State University](#) and [Purdue Global University](#). Regardless of your current plans for a repository, consider supporting a broader method to disseminate the talents of your program's graduates.

DNP Repository Featured Scholars

The contributions and posting of doctoral projects in the DNP repository continue to reflect the skills and talents of DNP prepared colleagues. Here's a sample of what can be found in the [DNP Doctoral Project Repository](#):

[A Novice Nursing Faculty Evidence-Based Mentorship Program](#), by Carol E. Metoyer, DNP, MSN, RN, CNE, a graduate of Touro University Nevada

[Evaluating the Impact of Perioperative Intravenous Acetaminophen Administration Among Bariatric Patients from Post Anesthesia Care Unite Nurses' Perspective](#), by Matthew N. Onyekelu, DNP, RN, a graduate of Lourdes University

[Immediate Bedding in the Emergency Department](#), by Lee Samudio, DNP, RN, a graduate of Bradley University

[Non-Fatal Strangulation Client Presentation Without Physical Injury](#), by Jennifer L. Johnson, DNP, MSN, APRN, WHNP-BC, AFN-BC, SANE-A, SANE-P, DF-AFN, a graduate of Maryville University St. Louis

[Nurses Knowledge about Sudden Unexpected Postnatal Collapse and Safe Newborn Positioning](#), by Camilla Addison, DNP, RN, C-EFM, a graduate of Case Western Reserve University

The Doctoral Project Repository is an archive of curated documents. This archive is not peer-reviewed and does not replace or presume any publication effort. Each listing is owned by the individual that uploads the completed academic scholarly practice project. This service allows you to share ideas and work products into both the scholarly and consumer communities.

Is your doctoral project in the repository? Are colleagues and graduates of your university listed? [Click here](#) to learn more and to upload your project.

DNP INC. ONLINE CONVERSATIONS

Conversations Overheard in the DNP Online Community

To all colleagues, please note: A new and improved DNP Online Community is now in place. Please sign-up for the new site's online community by clicking the Login option on the top right-hand corner of www.DoctorsofNursingPractice.org home page.

Groups including:

[DNP's of Color \(DOCs\)](#)
[DNP's Seeking Positions in Academia](#)
[Virginia Association of DNP's \(VADNP\)](#)
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And more!

Forums including:

[December 2020 DNP Survey](#)
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If you have an event that supports the growth and development of nursing colleagues, please send information via an email to: info@DNPInc.org so that we may post it for others to access.

MARKETING TO GENERATION Z

Nearly forty percent of modern-day consumers are members of Generation Z. The people group categorized within this umbrella label consists of individuals who were born post 1996. In effort to methodically capture attention of the technologically savvy and socially conscious expectations of Generation Z consumers, numerous experts have published an amalgamation of resourceful literature with the intent of navigating readers through unfamiliar waters. Therefore, it is critical for marketers to deliver pragmatic messages that are succinct, influential, impactful, and result in a tangible transformative action to be taken by a consumer after they receive the message (Chaney et al., 2017).

In 2018, Jeff Fromm and Angie Read published a book titled *Marketing to Generation Z* (ISBN #978-0814439272) which can be purchased for 18 dollars on Amazon. The authors express the importance of communicating through conversations, accounting for “eight second attention spans”, utilization of imagery and videos, provision of brand ambassador and collaborative opportunities, and integration of culturally aware messages for purposes of involving consumers in the company’s mission (From & Angie, 2018). They also reify the importance of articulating succinct, direct, informative, and impactful messages to the Generation Z audience (who are also labeled as “Pivotals” in the book). Emphasis is also placed on the importance of being able to quickly and seamlessly transmit data across all platforms for mobile-friendly users.

The utility value associated with these marketing practices can be effectively translated towards improving the essential components of maximally optimized DNP practice. Professionals in this field can appreciate the importance of providing personable customer service coinciding with high quality and evidence-based practice patient care. The DNP’s ability to effectively express thoughts, ideas, and relevant clinical information in a succinct manner without margin for error is also vitally important to DNP practice. DNPs should also become keenly aware about the imminent value placed on privacy by members of Generation Z (From & Angie, 2018). In conclusion, majority of the key notes and highlighted takeaways from *Marketing to Generation Z* are relevant and applicable to the essentials of DNP practice.

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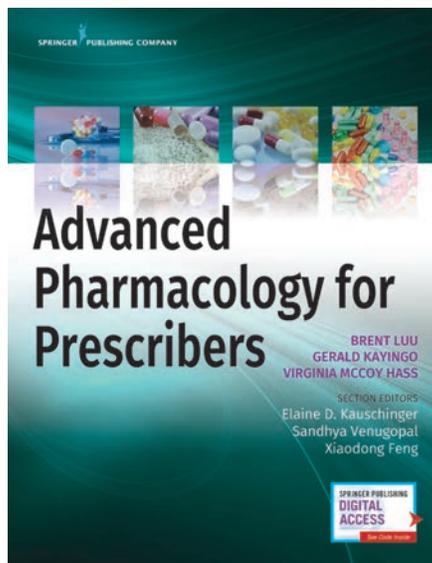
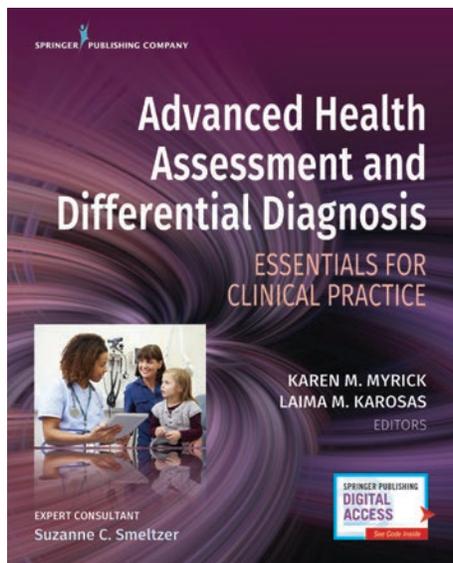
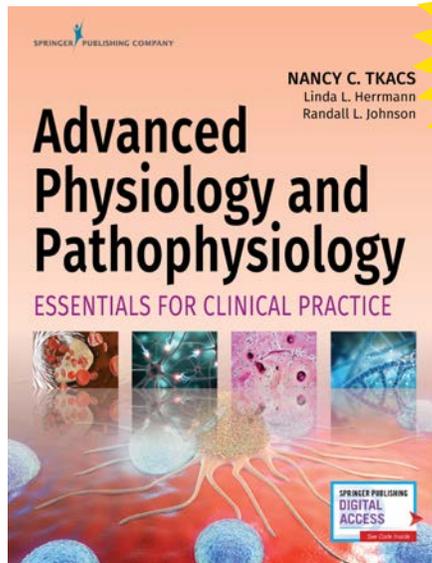
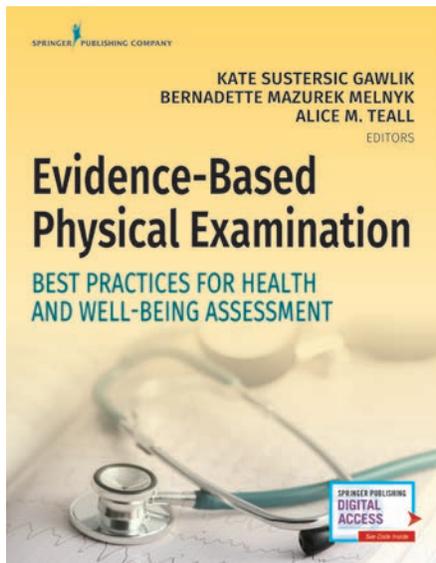
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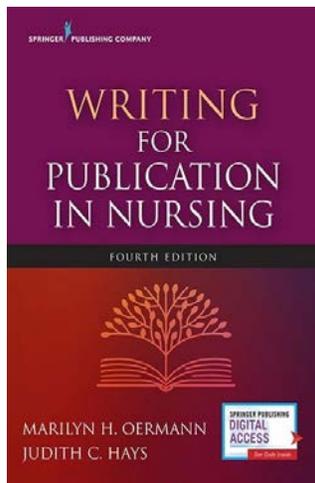
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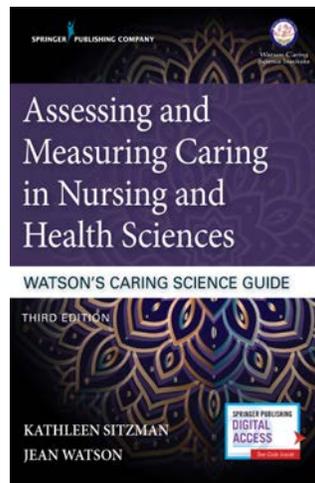
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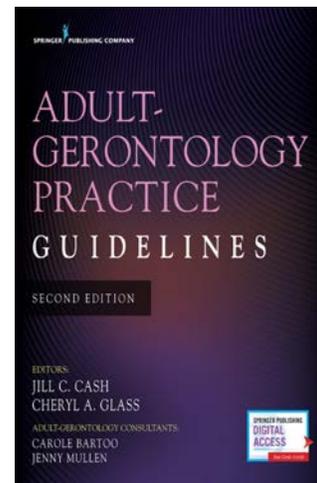
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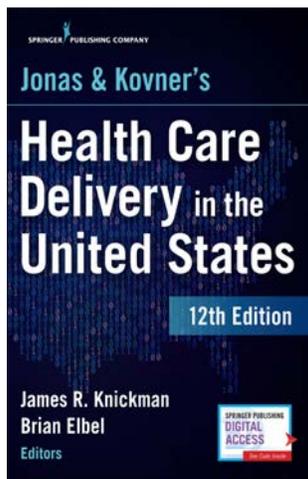
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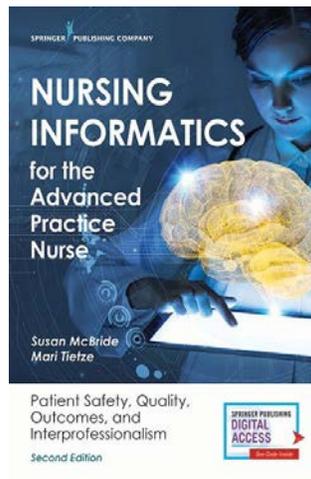
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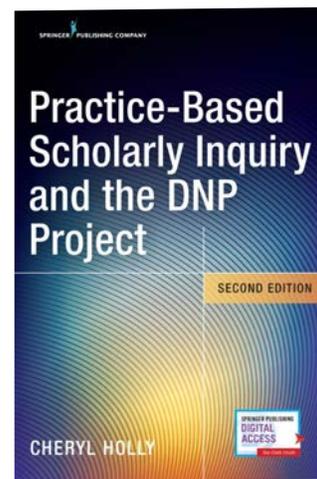
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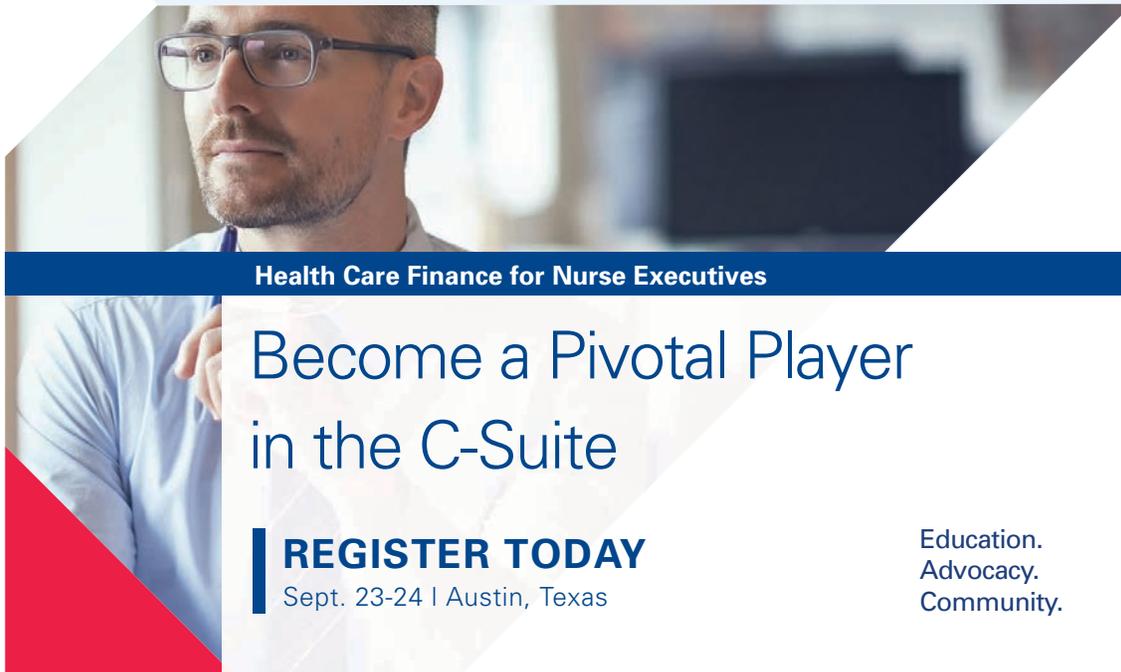
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In these tough times we must rely on the generosity of colleagues. We have exhausted all other avenues for funding and are currently financing operations from personal funds. All donations are tax deductible since DNP, Inc. is a 501c3 corporation.

If you would like to help us continue our mission please [CLICK HERE](#) to contribute. Help Spread the Word!

Your kindness and support are appreciated. David and Steve

