Precon -- Leadership Academy: Deeper Dive into Affiliate Matters: Communications and Management

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Learning Outcomes:
As a result of participating in this educational activity, learners will be able to:
- Identify one affiliate growth area to address over the next 12 months (e.g., advocacy, membership, communications, and management); and
- Develop plan to connect with new partners, including state Campaign for Action group.

About the Session:
Affiliate leaders juggle a variety of items and issues as organization leaders. This session provides an in-depth view of crucial topics for affiliates: communication and managing the organization. Leaders will learn tips and tools for managing the affiliate – from membership retention to advocacy and financial stewardship. Developing an action plan for their state Action Coalition about the specialty practice of school nursing and building a culture of health will round out this session.

Why this is important to a school nurse:
The purpose of this activity is to enable the learner to identify the important benefits of collaborating with peers who are affiliate leaders. This Leadership Academy will also provide practical tools to help affiliate leaders in managing an affiliate organization, including advocacy, membership, and financial stewardship. It will help school nurses build a culture of health within their school community.

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