



# NATIONAL APP WEEK HANDBOOK

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Annually Celebrated on the 4<sup>th</sup> Week of September



Version  
5/6/2022

# BACKGROUND

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A team of advanced practice leaders across the country are thrilled to coordinate National APP Week. This is a great opportunity for all of us to come together and recognize APPs across the nation synchronously creating more awareness & highlighting the importance of a unified model for Advanced Practice!

## MISSION STATEMENT

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National Advanced Practice Provider (APP) Week honors the contribution of our various APPs including Physician Associates (Assistants), Nurse Practitioners, Certified Registered Nurse Anesthetists, Clinical Nurse Specialists, and Certified Nurse-Midwives. This important group of providers elevate the fields of medicine and nursing to ensure our most vulnerable populations receive high-quality, evidence-based care. We utilize this week to celebrate the hard work of these professionals and to raise awareness of their unique roles in healthcare.

# NATIONAL APP WEEK STRUCTURE

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## MEMBERSHIP

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To be eligible for both membership and a position on the committee, participants must be an APP leader or designee affiliated with a healthcare organization. Additionally, membership is limited to one seat per organization.

## NOMINATIONS & ELECTIONS

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Nominations will be solicited in October and finalized by December for the following year's committee positions. Elections will be conducted in the month of November if needed. Voting members include organizations that participated in the previous APP year. Voting is limited to one vote per organization.

## HOSTING ORGANIZATION

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The primary organization leading the overall efforts of the year's celebration. The hosting organization assumes overall accountability of the week. Hosting organization will actively leverage internal resources and team members to ensure success of National APP Week including but not limited to technical support, digital marketing, and graphic design.

## HOST ELECT

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The primary organization committed to lead the overall efforts of the following year's celebration. The host elect will designate a Chair Elect who will participate on the executive committee. Host Elect will plan to actively leverage internal resources and team members to ensure success of National APP Week including but not limited to technical support, digital marketing, and graphic design for the following year.

# EXECUTIVE COMMITTEE

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The executive committee is comprised of the hosting organization's team, immediate past chair, chair-elect, and subcommittee chairs. The chair of the committee will be a designee from the Hosting Organization. Responsibilities of the Executive Committee include:

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| -Managing registration and communication    | -Developing & designing marketing materials including logos, graphics, social media posts, videos, collecting and posting photos, and more. Deliverables include flyers, Zoom backgrounds, LinkedIn banners, and promotional videos |
| -Finalizing theme and other event criteria  |   |
| -Maintaining and updating national website  |   |
| -Overseeing milestones for other committees | -Creating and executing a social media plan for promotion   |
| -Collecting and managing feedback           |   |

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## IMMEDIATE PAST CHAIR

The Immediate Past Chair will be a designee from the previous year's hosting organization and will work closely with the current Chair and provide historical knowledge and feedback.

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## HOSTING ORGANIZATION CHAIR

The Chair will be a designee of the hosting organization and will become Immediate Past Chair after one year. This individual will be responsible for overseeing all orders of operation, registration, communication to new registrants, and will remain the point of contact.

Joining the chair on the executive committee would be key team members from the hosting organization.

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## HOST ELECT CHAIR

The chair elect will be the representative of the next year's hosting organization and become chair after one year.

The Co-Chair's responsibilities include aiding the Chair, facilitating meetings, communicating with teams, and sending out email updates.

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## SUBCOMMITTEE CHAIRS

Other Committee Chairs - Part of the Executive Committee

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|--------------------------|--------------------------|------------------------|
| • Events Committee Chair | • Awards Committee Chair | • Advisory Board Chair |
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# SUBCOMMITTEES

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## AWARDS COMMITTEE

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The Awards Committee will comprise of the Chair, Chair-Elect, immediate past chair, and 3 additional members. The Chair Elect will presume chair responsibilities the next year. In addition there will be a review committee of a minimum of 5 members.

The Awards Committee will be responsible for gathering nominations for the National APP of the Year, choosing a winner, notifying the other nominees, and ensuring the award winner can attend the national event.

## EVENTS COMMITTEE

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The Events Committee will comprise of the Hosting Organization Chair & Co-Chair, Hosting organization chair elect, immediate past co-chair, and 6 additional supporting members. The Chair Elect will presume chair responsibilities the next year.

The Events Committee will plan and execute any national events that will be held during National APP Week. Additional events can be created by the committee per Executive Committee approval.

The standard for National APP Week will be 2 events consisting of a National Kick Off event and a National Closing event.

## ADVISORY BOARD

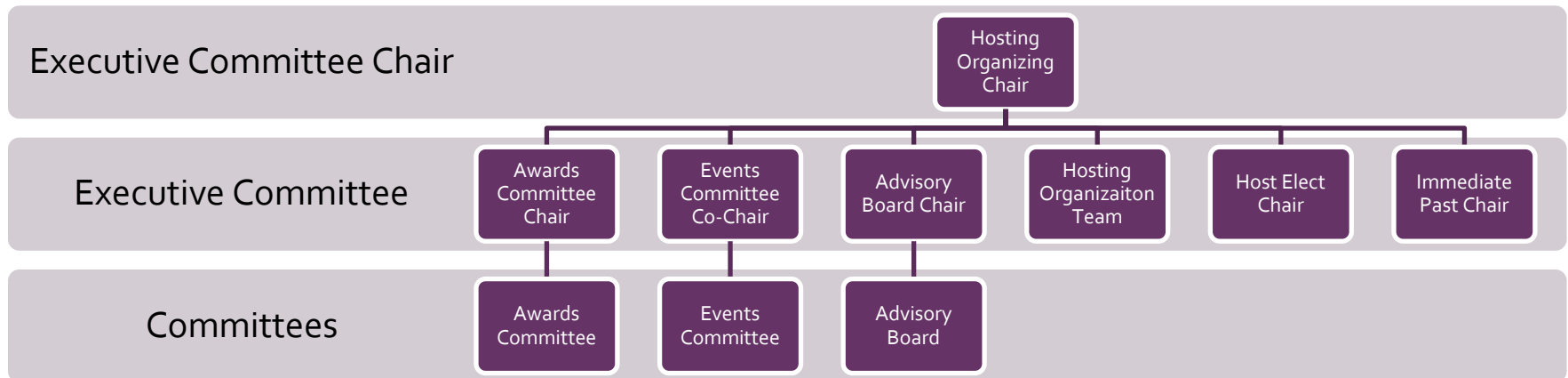
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The advisory board will comprise of at least one representative from each of the 5 Advanced Practice professions: Certified Registered Nurse Anesthetist, Clinical Nurse Specialist, Nurse-Midwife, Nurse Practitioner, and Physician Associate (Assistant). Each profession will respectively represent their profession. One of the representatives will be designated as the Chair and another as the Chair Elect. The advisory board will be convened by the Advisory Board Chair on an as-needed basis. This group will ensure all media documents are appropriately representing all 5 professions.

# MEETING CADENCE

Monthly	Biweekly	Weekly	Ad-hoc
<ul style="list-style-type: none"> <li>•Advisory Board (April-September)</li> <li>•Executive Committee (Jan-Jun)</li> <li>•Awards &amp; Events Committee (April-June)</li> </ul>	<ul style="list-style-type: none"> <li>•Executive Committee (July)</li> <li>•Events Committee (July)</li> <li>•Awards Committee (July -August)</li> </ul>	<ul style="list-style-type: none"> <li>•Executive Committee (Aug-October)</li> <li>•Events Committee (August- September)</li> <li>•Awards &amp; Events Committee (September)</li> </ul>	<ul style="list-style-type: none"> <li>•Advisory Board</li> <li>•Executive Committee</li> <li>•Committees</li> </ul>

# GOVERNANCE STRUCTURE



# RESOURCES

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## WEBSITE

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The Executive Committee will oversee [NationalAPPWeek.com](https://NationalAPPWeek.com) and use this platform to consistently communicate with the audience. The Hosting Organization will be responsible for managing and updating the website for the year.

## DOMAIN REGISTRATION

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The Executive Committee will oversee the domain registration for NationalAPPWeek.com and ensure smooth running. The domain expires every 36 months and the cost to be incurred by the hosting organization of that year. The next renewal of the domain will need to be done in 2024.

## EMAIL

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National APP Week will have its own independent domain email address that will be tended to by the executive committee. *[email address will be created, and details included in this portion of the handbook]*

## SURVEY PLATFORM

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Google Form associated with Gmail Account

## SOCIAL MEDIA ACCOUNTS

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### **LinkedIn Page**

LinkedIn is a valuable platform to communicate with professionals and the audience we wish to address. The [National APP Week LinkedIn Page](#) will be used to promote events and communicate with participants.

