



NATIONAL APP WEEK HANDBOOK

Annually Celebrated the 4th Week of September

TABLE OF CONTENTS

TABLE OF CONTENTS	1
BACKGROUND	2
MISSION STATEMENT	2
NATIONAL APP WEEK ROLES & RESPONSIBILITIES	2
HOST ORGANIZATION	2
HOST-ELECT ORGANIZATION	3
IMMEDIATE PAST ORGANIZATION	3
MEMBERSHIP	3
NATIONAL APP WEEK STRUCTURE	3
EXECUTIVE COMMITTEE	3
EXECUTIVE COMMITTEE CHAIR/CO-CHAIR	3
IMMEDIATE PAST CHAIR	4
HOST ELECT CHAIR/CO-CHAIR	4
HOST ORGANIZATION DESIGNEES	4
SUB-COMMITTEE CHAIRS	4
FOUNDING MEMBERS	4
AWARDS COMMITTEE	4
EVENTS COMMITTEE	4
ADVISORY BOARD	5
HOST RESPONSIBILITIES & RESOURCES	5
MANAGE THE WEBSITE	5
MAINTAIN DOMAIN REGISTRATION	5
MANAGE EMAIL & DOCUMENT ARCHIVE	5
IDENTIFY SURVEY PLATFORM	5
MAINTAIN SOCIAL MEDIA ACCOUNTS	6
COLLECT SPONSORS	6
NOMINATIONS & ELECTIONS	6
CADENCE/TIMING	7

BACKGROUND

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

National Advanced Practice Provider (APP) Week honors the contributions of Physician Assistants/Associates, Nurse Practitioners, Certified Registered Nurse Anesthetists, Clinical Nurse Specialists, Certified Midwives/Certified Nurse Midwives, and Certified Anesthesiologist Assistants. We recognize and celebrate providers who are certified and licensed to assess, diagnose, treat, and manage illnesses, prescribe medications, perform clinical procedures, and conduct clinical research in management of the whole individual. This important group of providers elevate the fields of medicine and nursing to ensure our patients and communities receive safe, 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 ROLES & RESPONSIBILITIES

HOST ORGANIZATION

The organization leading the overall efforts of the year's celebration. The hosting organization assumes overall accountability for the week. The hosting organization will actively leverage internal resources and team members to ensure success of National APP Week. Host Organization responsibilities include:

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| • Identify options for theme. | materials. |
| • Design agenda for the week. | • Create and execute social media strategy. |
| • Engage sponsors. | • Logistic Planning for Events |
| • Identify and contract speakers. | • Manage document archive of agendas, minutes and marketing materials. |
| • Manage registration and communication. | • Manage financials. |
| • Maintain and update National website. | • Finalize Host- Elect and Committee membership for following year |
| • Develop and design marketing | |

Host organizations participate in executive capacity for a total of 3 years. A year is defined as a calendar year.

- Year 1 – Host-Elect
- Year 2 – Host
- Year 3 – Immediate Past Host

HOST-ELECT ORGANIZATION

The primary organization committed to leading the overall efforts of the following year's celebration. The Host-Elect's role is to engage in planning through the executive committee to learn and build a plan for assuming the host organization responsibilities the following year.

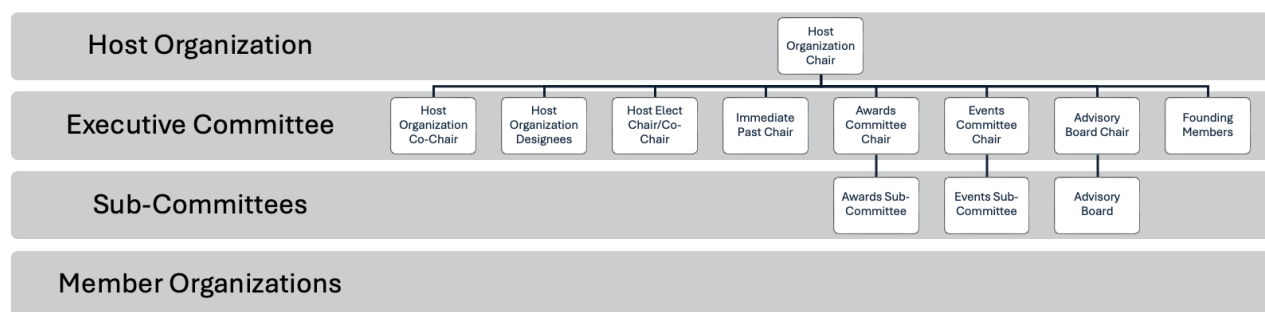
IMMEDIATE PAST ORGANIZATION

The host organization from the prior year. The immediate past organization role serves in an advisory capacity to provide historical knowledge and feedback to the current host.

MEMBERSHIP

Individuals in an APP leader or designee role who represent a healthcare organization. Membership is limited to one seat per organization. Members register annually. Members commit to participating in the annual APP Week celebrations.

NATIONAL APP WEEK STRUCTURE



EXECUTIVE COMMITTEE

The purpose of the executive committee is to provide direction and guidance to the host organization. In addition, the executive committee selects the host-elect, provides input to the choice of theme and events for the week, and oversees the host organization's milestones through planning. The executive committee is responsible for keeping the integrity of National APP Week as described in this handbook. The executive committee includes the following roles:

- Chair/Co-Chair
- Immediate Past Chair
- Host-Elect Chair/Co-Chair
- Host Organization Designees
- Sub-Committee Chairs
- Founding Members

EXECUTIVE COMMITTEE CHAIR/CO-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. The Co-Chair is also a member of the host organization and step-in for the host in the case of an absence.

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.

HOST ELECT CHAIR/CO-CHAIR

The chair elect will be the representative of next year's hosting organization and become chair after one year. Joining the chair elect would be 1-2 designees of their choice who will aid in planning the following year's events.

HOST ORGANIZATION DESIGNEES

Individuals who are participating in the local planning efforts. Limited to 1-2 individuals. One of which serves in a project management capacity.

SUB-COMMITTEE CHAIRS

Individuals leading the sub-committee who will report back current work and take action items back to the sub-committees.

FOUNDING MEMBERS

Members of Stanford Healthcare who founded National APP Week. Individuals are invited to participate in the executive committee each year and provide input to the planning process.

AWARDS COMMITTEE

The purpose of the awards committee is to evaluate the awards given annually as well as select the winners for each award. The awards committee will comprise of a chair, immediate past-chair, and at least 4 additional members. Each of the 6 members should represent different organizations.

The current awards include:

- APP Team of the Year (new for 2025)
- APP of the Year
- APP Emerging Leader
- APP Rising Star

This list should be updated any time the awards committee changes the awards given.

EVENTS COMMITTEE

The purpose of the events committee is to select, plan, and implement events and activities that celebrate and recognize APPs during National APP Week. The events committee is composed of the host organization's event planning team, a host-elect designee and a maximum of 4 additional members. A member of the host organization will act as chair. The host-elect designee will serve as co-chair and transition to chair the following year. The standard for National APP Week will be 2 events consisting of a National Kick-Off Event and a National Closing Event.

ADVISORY BOARD

The purpose of the advisory board is to ensure that the defined advanced practice professions are appropriately represented through media and promotion of National APP Week. The advisory board will include at least one representative from each of the 6 Advanced Practice professions: Certified Registered Nurse Anesthetist, Clinical Nurse Specialist, Certified Midwife/Certified Nurse Midwife, Nurse Practitioner, Physician Associate (Assistant), Certified Anesthesiology Assistant. One of the representatives will be chosen as the chair (supported by the immediate past chair). The advisory board will be convened by the Advisory Board chair on an as-needed basis.

HOST RESPONSIBILITIES & RESOURCES

All login information is stored on the google drive and should be updated if login information is changed.

MANAGE THE WEBSITE

The Host Organization will maintain the NationalAPPWeek.com website. The host will use the BlueHost Platform to keep the website relevant and engaging for users. The website should be informative and archive past activities.

MAINTAIN DOMAIN REGISTRATION

NationalAPPWeek.com is the domain used. The domain expires every 24 months and the cost of approximately \$25 will be incurred by the hosting organization of that year. The next renewal of the domain will need to be June of 2026. The domain is registered through BlueHost and can be accessed through the same username and password as the website.

MANAGE EMAIL & DOCUMENT ARCHIVE

National APP Week has its own email address to manage all external communication on behalf of National APP Week. Email is currently managed through Google - NationalAPPWeek@gmail.com. In addition to email, google drive is used as the document archive for all National APP Week information including prior year meeting minutes, committee membership, membership organization roster, marketing materials, etc.

IDENTIFY SURVEY PLATFORM

Host organization will utilize internal survey system for applications, award nominations, etc. If no internal system is available, host may utilize Google Forms associated with NationalAPPWeek@gmail.com.

MAINTAIN SOCIAL MEDIA ACCOUNTS

LinkedIn Page

National APP Week has a LinkedIn Profile as well as a LinkedIn Page. The LinkedIn Page is the vehicle that should be updated. LinkedIn is a fantastic tool 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.

Instagram

The Meta platforms are another vehicle to communicate with professionals and the audience we wish to address. [Instagram](#) will be used to promote events and communicate with participants.

The host organization may use additional social media platforms to promote National APP Week.

COLLECT SPONSORS

Requesting sponsorships is the preferred way to secure fund National APP Week events. A 501(c)3 has been established by National APP Week to incentivize companies to contribute to our cause. A copy of the 501(c)3 documentation can be found in the Google Drive.

MANAGE NOMINATIONS & ELECTIONS

Nominations will be solicited by the hosting organization no later than November and finalized by the end of December for the following year's host-elect and committee positions.

CADENCE/TIMING

Month	Activities
January	Establish Meeting Cadence for committee meetings • Internal Planning Meetings • Executive Committee Meetings Select Theme
February	Build Social Media Plan Begin Member Participation Sign-up Brainstorm Speakers/Events Sponsor Outreach
March	Launch Event Committee Marketing Kick-Off
April	Secure Keynote Speaker Launch Award Committee
May	Finalize Agenda
June	Logistic Planning
July	Award Nominations
August	Award Selection
September	Celebrate National APP Week
October	Debrief Solicit Host-Elect for following year
November	Assess committee interest for following year
December	Host to Host-Elect Transition