

# Liaison Marketing Training Presentation

Working to Promote NBCSN



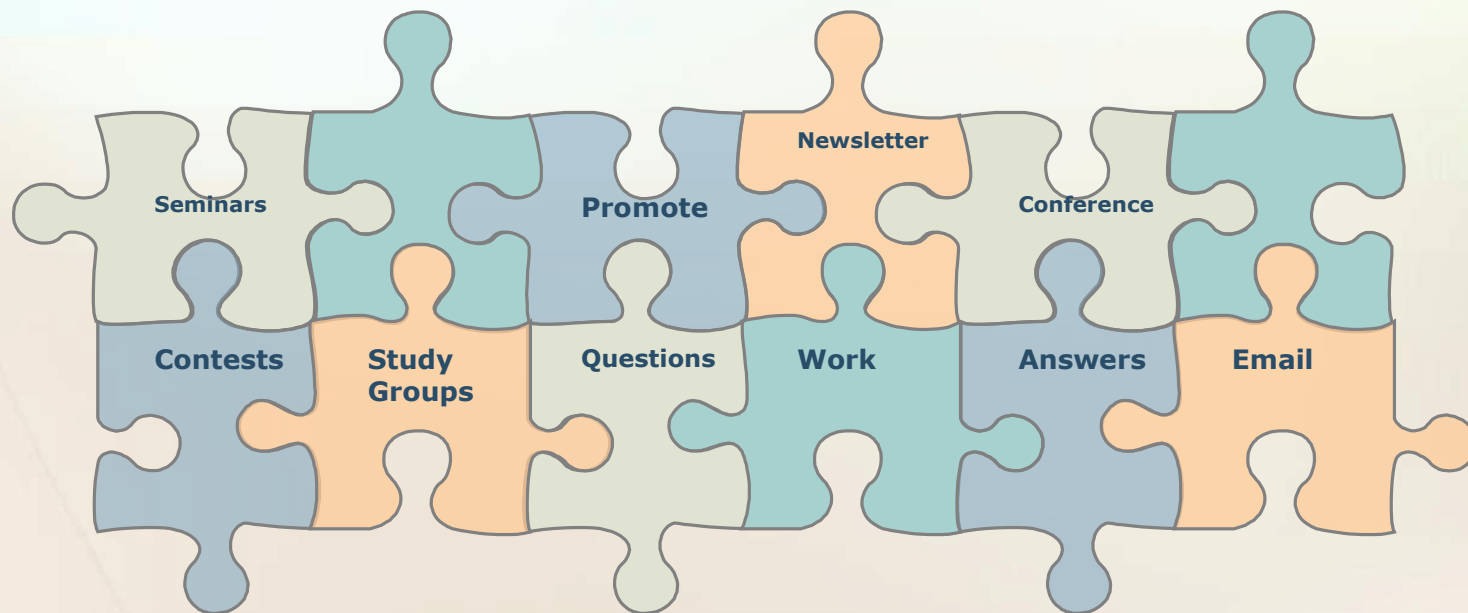
Denise Wagner, MBA  
June 29, 2010

# Goals

- Understand basics of marketing
- Understand requirements to fulfill your liaison job
- How as a liaison, you can help market NBCSN

# Overview

- How marketing comes together



# What is Marketing?

- The activities of a company associated with buying and selling a product or service
  - It includes advertising, selling and delivering products to people
  - Companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure

[www.investopedia.com](http://www.investopedia.com)

- Marketing consists of the strategies and tactics used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer

[www.knowthis.com](http://www.knowthis.com)

# Marketing Plan

- Examines internal & external conditions
- Where you are, where you want to go & how to get there
  - Who are customers
  - What do customers want & need
  - Current market trends
  - Business objectives
  - Advantages/challenges
  - How will we achieve objectives
  - How to position & communicate our product
  - How much will it cost

Poskaitis, Michelle. [Smart Marketing for Associations](#). ASAE. 2002. Pages 4-5

# Marketing Plan Components

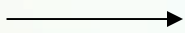
- Executive Summary: Objectives
- Situation Analysis: Research
- Forecasts: Market & Sales
- Objectives: Business & Marketing
- Positioning
- Strategies & Tactics
- Resource Requirements: Staff, Timing, Budget
- Controls & Measurements

# Strategic Planning Tool: SWOT

HELPFUL

HARMFUL

INTERNAL



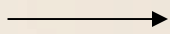
## Strengths

- Competitive advantages
- Price, Value, Quality
- Accreditations, Qualifications
- Strong brand name
- Good reputation

## Weaknesses

- Disadvantages
- Reputation, presence, reach
- Weak brand name
- Unclear mission/purpose
- What is being done poorly

EXTERNAL



## Opportunity

- Market developments
- Competitor vulnerabilities
- Technological development
- New markets
- Unfilled customer need

## Threats

- Political/legislative rulings
- Market demand
- Obstacles
- Economy
- Emergence of new similar product/service

# Types of Research

- Primary

- Direct observation
- Interaction

- Focus groups

- Surveys/Questionnaire

- Informational interviews

- Secondary

- Information someone else collected & published

- Trade journals

- Newspapers

- Someone else's report

# Company Marketing vs. Association Marketing

- Company

- For profit
- Sells tangible goods
- Branding
- Product

- Association

- Not for profit
- Increase membership
- Service

# Two Methods of Marketing

- 4 Ps

- Product
- Price
- Place
- Promotion

- 4Cs

- Consumer
- Cost
- Convenience
- Communication

Which method do you think is better?

# Marketing Basics

- Target Markets
  - Who → Consumer
- Item for sale
  - What → Product
- Distribution
  - Where → Place
- \$25 to make product
  - Cost
- \$30 Retail
  - Price
- Online shopping
  - Convenience
- Giveaways
  - Promotion
- Support Services
  - Communication

# Market Segmentation

- **Groups**
  - Geographic
  - Demographics
  - Psychographics
  - Behavior
- **Business**
  - Geographic
  - Customer type
  - Buyer

# Positioning

- Creating an image to consumers
- What value will they get from the service?
- Is company #1 in your eyes?
  - Why not?
  - How to get there

# How does marketing relate to NBCSN liaisons?

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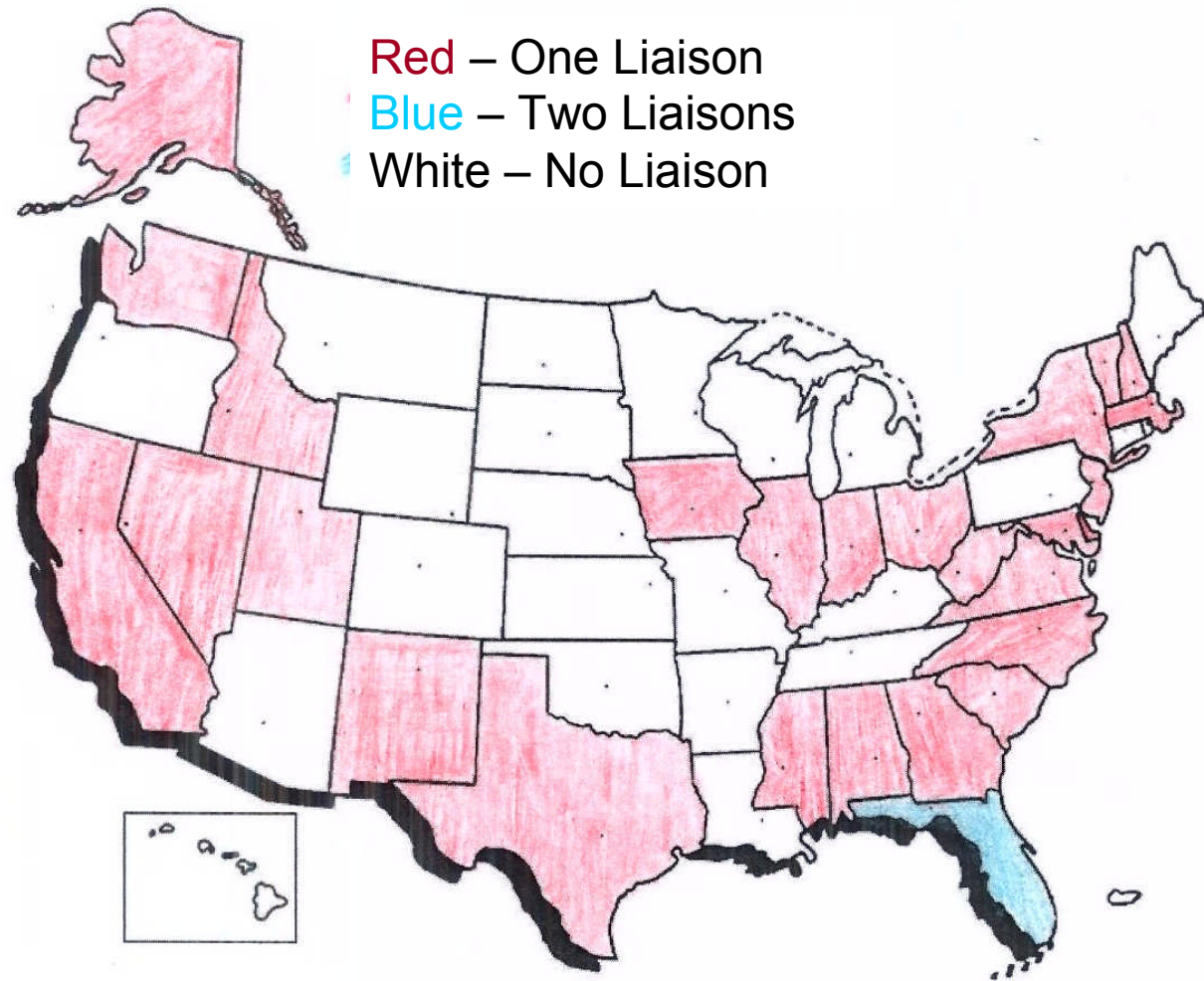
# Vocabulary

- Liaison - communication between different groups or units of an organization
- NBCSN - National Board for Certification of School Nurses
- NCSN - National Certified School Nurse

# Who can be a liaison?

- NBCSN state liaisons are NCSNs who have offered to help the NBCSN spread the word about the value of certification.
- Each state/region may be represented by one or two liaisons.

# Where are liaisons located?



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# The Liaison Program

- **The purpose**
  - to promote certification at the affiliate level
- **The role**
  - to serve as a resource for information on certification
  - promote the value of the credential
  - maintain communication between state school nurses and NBCSN

Taken from NBCSN Policy & Procedures 12/09

# Requirements of your job

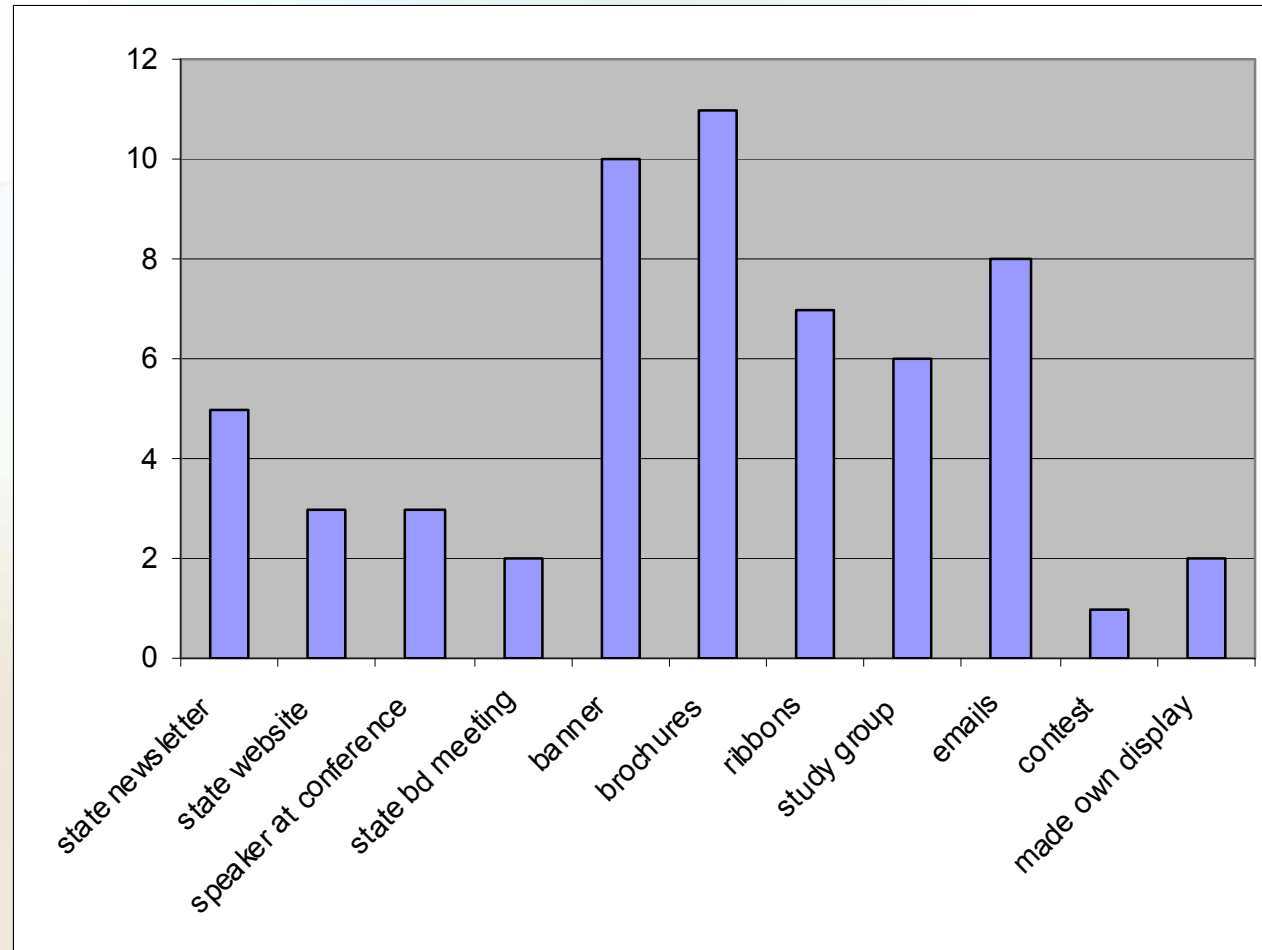
- **Two year term**
  - Reapply or your name is removed from list
  - Up to three terms (6 years)
- **File annual report**
  - Due in office by April 15<sup>th</sup> of each year
- **Promote**
  - Answer questions, attend conferences, provide feedback
  - Develop & Implement activities
- **Communication**
  - Respond to NBCSN in a timely manner

# Question:

- How have you promoted NBCSN this past year?
- How have you promoted NBCSN since you became a liaison?

Have you done more/less this past year?

# This is what liaisons reported:



Based on twenty two responses

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# Attending a state conference

- How do you prepare?
- What do you do once you get there?
- What do you do when you leave?

# What NBCSN can provide you



- Pop Up Banner
- Examination Brochures
- Recertification Brochures (new)
- Ribbons & list of NCSNs in your state
- Vendor Fee (up to \$150)
- Honorarium

# How to serve as a resource for information on certification

- Understand NBCSN's:
  - Policies
  - Eligibility Requirements
    - Know the Handbook for Candidates
    - Know list of acceptable degrees
  - Recertification Requirements
- If you don't know an answer, call the office or refer person to the office

# NBCSN policy & eligibility “Quiz”

- You must have a BSN to sit for examination
- Exams are given in paper & pencil format
- You must be currently employed in school health/related services to sit for exam
- The examination has 150 questions
- An applicant can request a waiver of eligibility to the president
- Results from examination are instantaneous
- Recertification happens every 5 years
- Any kind of Continuing Education counts towards recertification
- Recertification can be done by either examination or contact hours
- For recertification, copies of certificates are only required when audited
- There can be up to 5 liaisons per state
- NBCSN does provide some promotional materials, like ribbons/brochures

# How to read the NCSN list provided to you

		Phones / Email	Certificate Number	Expiration
MA	02345	W 5082244562	10201566	2/1/2012
		H 5082244562		
		jean.afzahi@wegmonthschools.org	1 – 1st testing of year 02 – year took exam - 2002	
ET MA	02492	W 7814491561	30703082	8/1/2012
		H 7814491561		
		AGIRELLI@RCN.COM	3 – 3rd testing of year 07 – year took exam - 2007	
MA	01001	W 4137893024	30402213	8/1/2014
		H 4137893024		
		ALBANOLV@VERIZON.NET	3 – 3rd testing of year 04 – year took exam - 2004	
EY RD MA	01068	W 4134776000	30201734	8/1/2012
		H 5088820114 ←No email listed		
			3 – 3rd testing of year 02 – year took exam - 2002	
MA	02130	W 6175242651	30402214	8/1/2014
		H 6175242651		
		RALLUKIAN@BOSTON.K12.MA.US	3 – 3rd testing of year 04 – year took exam - 2004	
MA	02038	W 5085530322	19800684	2/1/2013
		H 5085202226		
		ALMANASP@FRANKLIN.K12.MA.US	1 – 1st testing of year 98 – year took exam - 1998	
EET MA	02379	W 7742180942	10803251	3/1/2013
		H 5085867490		
		JAMARAL49@COMCAST.NET	1 – 1st testing of year 08 – year took exam - 2008	

# How to maintain communication between state school nurses and NBCSN

- NCSN state list
- State organization newsletter
- State organization conference
- Feedback after conference with board office

# NBCSN Liaison SWOT

HELPFUL

HARMFUL



INTERNAL →

Strengths

Weaknesses

EXTERNAL →

Opportunity

Threats

# NBCSN Liaison SWOT

HELPFUL

HARMFUL

INTERNAL

## Strengths

Great people skills  
Attendance at conferences

## Weaknesses

Do not know NBCSN policies  
Unaware that NBCSN has ribbons,  
brochures & pop-up for your use  
Banner may not always be available

EXTERNAL

## Opportunity

Attend more conferences  
Share information to state newsletters and  
NBCSN  
Communicate with NCSNs or potential  
NCSNs via phone or email

## Threats

You have a life - family, work, other groups  
Time might be hard to find  
Money: pay to attend conference, stamps,  
travel, etc

# Ways to promote certification

- Submit articles on certification to State newsletter
- Have a liaison seat on State School Nurse Association Board
- Form study groups to help nurses who are going to sit for the exam
- Submit photos of promotional activities to NBCSN newsletter editor for publication
- Develop state level activities to obtain exam questions and submit to NBCSN
- Wear an NBCSN shirt, use the NBCSN notepads - get the NCSN credential out there
- Use NCSN after your name
- Explain to co-workers and parents the importance of certification

# More ways to promote

- Word of Mouth
- Newsletter
- Contests
- Demonstrations
- Press Release
- Seminars
- Promotional Items
- Articles
- Coupon
- Say “Thank You”

# NBCSN Promotional Items



Notepads: 3 for \$12



Patches: \$5 each or 3/\$10



Shirts: \$30 each (s – xxl)

# Group Think...

- In small groups - think of new ways to promote NBCSN
- Share ideas



# Celebration Days

- March 19<sup>th</sup> - Certified Nurses Day
- May 6<sup>th</sup> - National Nurse Day
- May 12<sup>th</sup> - National School Nurse Day

# Nationwide...

- **There are 86,000 public schools nationwide**  
American Federation of Teachers
- **Approx. 78,022 school nurses employed in USA**
  - 55,924 in public school
  - 5,482 in private school
  - 13,175 in college/university
  - 3,441 other

U.S. Dept Health & Human Services. National Sample Survey of RN. 2004. Pgs 38, 70, 71

- **Approx. 45% of public schools have a full-time nurse on staff**
- **Add part-time nurses and the figure jumps to 75%**
- **That leaves 25% of schools without a nurse**

Toppo, Greg. *School Nurses in Short Supply*. USA Today. August 10, 2009.

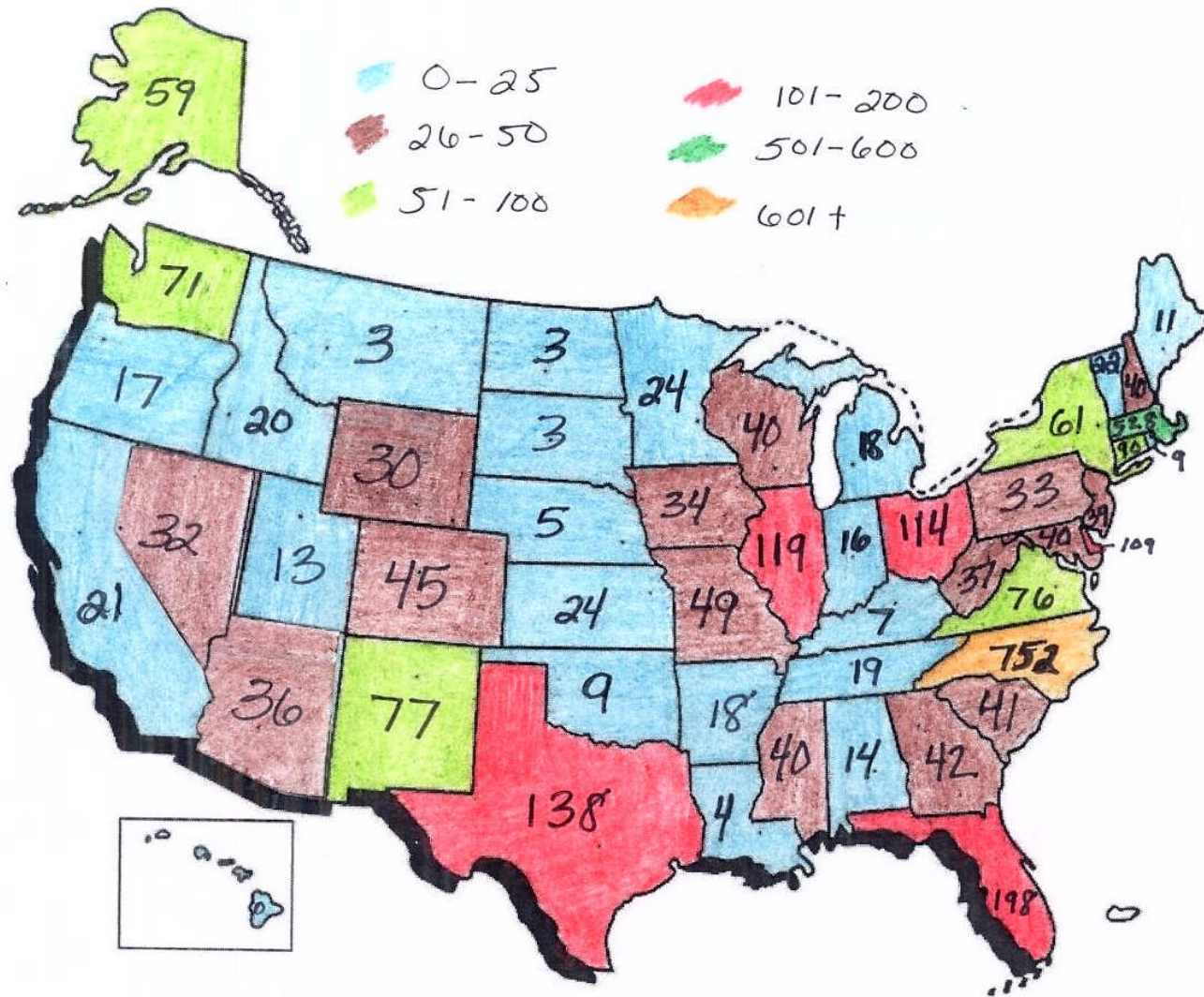
# NBCSN Statistics

State	Count	%
AE	4	0.12
AK	60	1.82
AL	14	0.42
AP	2	0.06
AR	19	0.58
AZ	36	1.09
CA	21	0.64
CO	44	1.33
CT	89	2.70
DC	3	0.09
DE	112	3.39
FL	200	6.06
GA	42	1.27
IA	33	1.00
ID	20	0.61
IL	124	3.76
IN	16	0.48
KS	25	0.76
KY	7	0.21
LA	4	0.12
MA	528	15.99
MD	48	1.45
ME	11	0.33
MI	19	0.58
MN	24	0.73
MO	49	1.48
MS	40	1.21
MT	3	0.09
NC	751	22.74
ND	3	0.09
NE	5	0.15
NH	40	1.21
NJ	38	1.15
NM	78	2.36
NV	32	0.97
NY	61	1.85
OH	118	3.57
OK	9	0.27
OR	18	0.55
PA	34	1.03
RI	10	0.30
SC	42	1.27
SD	3	0.09

State	Count	%
TN	19	0.58
TX	143	4.33
UT	13	0.39
VA	80	2.42
VI	1	0.03
VT	22	0.67
WA	72	2.18
WI	45	1.36
WO	1	0.03
WV	37	1.12
WY	30	0.91

Total NCSNs 3,247

# Goal 1- Increase NCSNs in each state



## Goal 2- Question:

- Having a better understanding of marketing - what will you do to promote NBCSN this coming year?

Write down at least two new ways you will promote NBCSN. This is now your goal.

# Wrap up

- Make a goal to try at least two new marketing techniques this year
  - What will they be? Write them down and look at them throughout the year to make sure you work towards your goal
- Share your marketing ideas with other liaisons and the board office
- Remember to notify the board office of anything that you feel we should know about

# You love being a liaison...do you know someone interested in doing what you do for NBCSN?

- Qualifications:
  - Be an active NCSN working in the state
  - Demonstrate interest in promoting certification
  - Commit to fulfill the responsibilities of a liaison
  - Submit an application to the Vice President
- Two liaisons allowed per state - preferably in different areas as to best reach all NCSNs