PROMOTING CERTIFICATION

- **Provide Review Courses and Education for Certification:**
  - Bring in a national speaker (see if anyone in your area is having a conference at the same time and see if you can have the same speaker the day prior or day after to reduce travel expenses).
  - Choose a speaker who can provide both a PCRN and CCRN review so you can draw from a bigger resource pool.
  - Use local members to present classes either as 2 day workshop or at monthly or weekly meetings.
  - Purchase review course on CD or DVD then you can present it more than once. Make sure you have someone present to moderate and answer questions.

- **Offer a mentoring program for participants wanting to become certified:**
  - Have a certified nurse become their buddy to encourage and support.
  - Form study groups around the annual review conference. There are six 2-hour sessions that highlight the high points. Use the blueprint to determine what topics get more time. The purpose is to help attendees start to study, so that they can get more out of the conference. Five of the classes are before the conference and then there is a wrap up class after the review session for questions. Review test questions at this session.
  - Provide information on test taking tips and assistance.
  - E-mail support and/or email test questions to them for practice from the chapter.

- **Certification Booth:**
  - Have a certification booth at your seminars, meetings, and workplaces to provide information about certification and renewal processes.

- **Funding Options:**
  - Apply to pharmaceutical and medical companies for unrestricted educational grants and financial support.
  - Apply to hospitals and medical centers for funding dollars (especially if hospital is seeking Magnet recognition, because one requirement is to have certified nurses.) Some facilities have foundations that offer educational scholarships also.
  - Check out the nursing organization and nursing schools in your area to see if they have funds or even speakers that could assist you.
  - Physician groups sometimes will assist in bringing in education for both nurses and med students.
  - To keep the cost down of the review course, and to encourage chapter members to take the test, offer a refund if they take the exam and pass. When they bring proof of certification back to the chapter they would then get a refund check for the cost of the review course, as long as they take and pass the exam within 6 months of the review course. It is really a great way to remove financial barriers and encourage nurses to become certified.

- **Money-Saving Tips:**
  - Have conference in a local conference room at a public place such as a library or community center rather than a hotel or convention center.
  - Check out hospital meeting rooms or auditoriums, they will sometimes let you use these for low fees or free as long as you are providing education.
  - You may provide meals, offer box lunches for a charge, or have the participants have lunch on their own. Have a menu with prices available at registration so they can make their choice and pay, then have the meals delivered. That way participants will still get fed but won’t have to leave the building and will save both of you money.

- **Promotion and Marketing of the Event:**
  - Market event by email, websites, posters, newsletters, AACN Chapter Events Calendar, etc… then print and mail the bare minimum.
  - Promote by asking local hospitals to support their staff with scholarships.
  - Offer scholarships and allow merit points to be used from local chapters.
  - Offer discounted prices for AACN and local chapter members.
  - Have certification testing information available at the conference so participants have all the information they need to register for the test.
• Provide information on group testing rate discounts.
• Market to already certified nurses as a way to obtain CNEs for recertification.

**Recognition of Certified Nurses:**
• Have a Wall of Honor at workplaces.
• Recognize in chapter newsletter, on chapter website, chapter Facebook announcement.
• Host recognition event to honor certifications (consider a sit down meal if you can afford or obtain sponsorship, or have a tea and cookie reception, wine and cheese receptions, or even a potluck meal sponsored by the chapter).
• Provide small gift or rewards for certified members (CCRN items from AACN bookstore all the way to drawings for possibly a NTI scholarship depending on what your chapter can fund).
• Offer renewal support groups: keep track of when members are due to renew and provide information on how to classify CNEs, what information is needed and how long records need to be maintained.