



*The Oregon Student Nurses' Association*

## Meeting of the Board of Directors

October 3, 2015

Tualatin, Oregon

(1015) Call to order: The regular meeting of the Board of Directors of the Oregon Student Nurses Association was called to order by Olivia Newbold, President.

### (1015) Roll Call

#### Those Present:

Lance Cook, Interim President

Rebecca Silva, Secretary

Jessica Watson, Professional Development Director

Laura Maxwell, Breakthrough to Nursing Director

Caitlin Tatum, Media Director

Jacques Stevenson St. Gelus, Annual Convention Director

Susan King, ONA Consultant

#### Via Google Hangout:

Jesse Kennedy, OSNA Consultant

#### Absent:

Brittany Wilson, Community Outreach Director

Bruce Turney, Nominations and Elections Director

Megan Johnson, Midyear Convention Director

Janna Boren, OSNA Consultant

(1016) Quorum: Lance Cook, Interim President, declared a quorum present.

### (1017) Consent Agenda

I. The minutes

II. The reports of the consultants and officers

- III. Silva moves that we accept the officer's report as part of the consent agenda. Maxwell seconds. Motion carries.
- IV. See Addendum 1

Report of Consultants:

(1030) Report of ONA Consultant:

- I. Kudos to Rebecca Silva for her presentation at the OCN Fundraiser Breakfast.
- II. ONA Bylaws committee mtg to consider a Recent Grad seat on BOD.
- III. NP Leadership Training was closed due to selling out registration. Keynote speaker will address the Blue Zone.
- IV. Invited to the November 9th at 5:30 pm, PAC will interview gubernatorial candidates. 3rd floor conference room.
- V. Won't be at next meeting. At another Board meeting.
- VI. New ballot measures for the Nov. 2016 election; big business attempting to undermine the work of public work unions by taking away the fair share fee. California AFT Friedreich's Supreme Court; decision to overturn the fair share fee.

(1045) Report of OSNA Consultant:

- I. California NA is also considering a Recent Grad position on their BOD.
- II. Spoke with a Parliamentarian about Steele's resignation.
  - A. OSNA bylaws does not address verbal resignation. NSNA bylaws do.
    - 1. Bylaws should be updated.
  - B. Take a vote to declare the position vacant would require  $\frac{2}{3}$  vote according to OSNA bylaws and  $\frac{3}{4}$  bylaws according to NSNA bylaws.
  - C. King explains the straw vote; informal, taking the temperature of the room. It would not be recorded into the minutes.

Report of Officers and Committee Chairs:

(1138) Report of Convention Director:

- I. Working on flyer for the Annual Convention. Will follow up this weekend.
- II. Collaborated with Lance on Annual planning.

(1050) Old Business:

- I. Consider adopting Rules of Engagement in light of recent resignations from OSNA Board (Lance).

- A. Discussion.
- B. Caitlin Tatum moves that we adopt the Rules of Engagemet as part of our policies. Watson Seconds. Motion carries.
- II. Consider the addition of the following to our Meeting Rules and Etiquette (Lance):
  - A. Discussion:
    - 1. 3e- Be open-minded; have a sense of appreciative inquiry.
    - 2. 3f- Explore the minority opinion – encourage different points of view.
    - 3. Update 4d- No gossip, backbiting, and backstabbing.
    - 4. i. Go the person with whom you are having issues and speak to them in person.
    - 5. ii. Ask for 3rd party help if necessary.
    - 6. iii. Focus on the problem, not the person.
    - 7. e. Don't rush decision-making.
    - 8. f. Encourage and involve quieter members.
    - 9. Add a requirement that every board member becomes familiar with Robert's Rules.

(1235-1300) Lunch and Work Break

Resume at 1300pm

- B. Maxwell moves we adopt the revised Meeting rules and etiquette. Watson seconds. Motion carries.
- III. Revisit OSNA Communication Guidelines using #11 The OSNA President shall retain current passwords to all OSNA google accounts.
  - A. Create policy that will define and guide the use of the google account passwords by the OSNA President.
  - B. 11.3 requires additional thought.
  - C. Cook proposes an amendment to Communications policy #10, the VP's email address will be the recovery email for the President's email account.
  - D. Watson moves to postpone amendments to the Communication's guidelines until the nov meeting. Tatum seconds. Motion carries.
    - 1. Refer to the proposed policy to our consultants for review.
- IV. What is the best way to discuss political issues in the future? What is the OSNA position to political issues in general.
  - A. What is OSNA's stance (if any?) on the recent debates about... (Caitlin)
    - 1. comments made on "The View"
    - 2. Defunding Planned Parenthood
- V. Create an instagram account for OSNA (Caitlin)
- VI. Would like to propose we purchase a copy of Microsoft Office Suite for OSNA use (will be helpful for creating the newsletter, etc.) (Caitlin)
- VII. Change newsletter publication date for after the BOD meeting each month (Caitlin)
  - A. Many changes/updates and info that is discussed at the meeting

- B. New publication date for newsletter will be the 15th of each month -  
Enough time to add pertinent info and edit
- VIII. Show BOD members how to upload calendar events to ONSA web page calendar.  
(Caitlin)
- IX. Edit Google+ Profile to show name as OSNA "Position"
  - A. Google allows a limited number of name changes before the account is shut down. They are concerned about discouraging fraudulent activity.
- X. Website review.
  - A. Tabled.
- XI. Would like allocated funds for incentives for participation in newsletter(Caitlin)
  - A. Pens, cups, t-shirt, small logo-bearing items that will cost \$10-12/piece.  
Two awards given per month.
  - B. Will improve engagement with our newsletter.
  - C. Revamp logo/image.
  - D. Tabled.
- XII. Social Media Marketing Presentation (Rebecca).
  - A. Silva moves that we approve a Facebook advertising budget of \$180 to fund two posts per month over the next six months. Maxwell seconds.  
Motion carries.

New Business:

- I. Bylaws (Rebecca):
  - A. Grammar and spelling errors (see list provided by the Secretary).
  - B. Reform effort: Independant Member Division
- II. Creating something (card, letter, post on social media) for Umpqua CC in light of the recent events (Laura)
- III. Vote for Lance to be on the OSNA financial accounts (Umpqua Community Credit Union) so that we can have the two signers needed for accounts and change our credit card out of Bailey Woodins name. (Lance)
  - A. Silva moves that Cook be added to the checking account as a signer and the credit card put in his name until a treasurer can be appointed. Watson seconds. Motion carries.
- IV. Review the changes to the meeting agenda proposed by Jesse Kennedy. (Lance)
  - A. Tabled until November Board meeting.
  - B. Located in Policies in Review email feed.
  - C. Tabled
- V. Address COOP to see if this group would have members interested in running for offices on the BOD. (Bruce)
- VI. Get BOD members to help recruit for open Board positions during the COOP.  
(Bruce)
- VII. Update on COOP event
  - A. Agenda.
    - 1. Ice breakers
    - 2. Position Description, their position (purpose and function). the month in the life of a Director. The time it takes each week.

3. Question box.
4. Notebooks and pens and nametags
5. Location on campus and directions.
6. Signage on campus.

VIII. Discuss the nature and course of action in regards to Steele's resignation -- do we accept the verbal resignation? Do we declare the position open.

A. Watson moves that we accept the verbal resignation of the membership director and declare the position vacant. Tatum seconds. Motion carries.

IX. Create a policy manual that every incoming board member receives and agrees to abide by. Signed by each board member and binding.

A. Policies that need to be approved for inclusion in the Centralized Governance Folder.

B. Policies that are not ready for inclusion in the Central Governance folder and require revision will go into the Policies in Review folder.


(1800) Date, Time, and Place for next meeting:

Saturday, November 7, 2015, 10:00am at the ONA Office, Third Floor.


(1800) Announcements:

I. A folder on Google drive named "Centralized Governance" has been created and shared with the Board of Directors. Please send all policy and procedure documents to the Secretary for consideration by the BOD at the next Board meeting.

(1800) Adjournment: There being no further business, the meeting was adjourned by Lance Cook, at 6:00pm.



**Signature of OSNA Secretary**



**Signature of OSNA President**

## Reports of the Directors

### Report of Interim President:

- I. Put policies for review in folder available to everyone for development and discussion between board meetings.
- II. Attempting to set a date for us to go to Blue Mountain Community College to discuss with students about setting up a student nursing association.
- III. Made several contributions (pictures and wrote articles) for the media director to use in OSNA newsletter.

### Report of Secretary:

- I. Continued to make contact with Chapter SNA's for COOP Meeting.
  - A. MHCC is attending (1+)
  - B. ITT/Breckenridge is attending (3)
  - C. Concordia is attending (RSVP pending)
  - D. Walla Walla is unresponsive -- they refrain from participation on Saturday events for religious reasons.
  - E. Clackamas is unknown
  - F. Chemeketa is unresponsive
  - G. IT Salem is in process
  - H. Columbia Gorge is in process
- II. Reaching out to local emerging leaders to participate in the COOP Meeting.
  - A. Jesse Kennedy will begin a video blog to answer questions from our participants which can be posted on the COOP page.
  - B. Jacqueline Dillon, a student in the ONA's NLI program is considering attending.
  - C. Christy Cowgill of the OSBN will attend also.
- III. Volunteered at the ONA Bike Helmet Fitting Event.
- IV. Working actively at MHCC to recruit nursing and pre-nursing students.
  - A. Development of flyer for use at campus events.
  - B. Establishing relationships within my own cohort.
- V. Attended OCN Fundraiser Breakfast.
- VI. Registered for COOP Meeting on eventbrite.
- VII. Contacted a local chapter of the National Association of Parliamentarians in search of training opportunities.

### Report of Professional Development Director:

- I. Continued to make contact with assigned schools for COOP Meeting
- II. Discussed open positions and involvement opportunities with members of the new cohort at OHSU Monmouth

- A. Linda Wagner, Rogue CC: School of Nursing does not have an SNA. Staff and faculty have encouraged in the past and OSNA has reached out more than once - students have expressed that they are not interested in starting an SNA. I did however get the contact information for a nursing faculty member who is involved with student activities who we can send emails to for member events in the future.
  - B. Lori James, Klamath CC: no response
  - C. Pesa Coslow, OHSU Monmouth: Regrets that she cannot attend, but will encourage 3 other Board members to join us. I will be seeing them on Tuesday and will follow up with their RSVP.
- III. Gave feedback on policies in review: OSNA Meeting Rules, Etiquette, and Communication and 2015-2016 Rules of Engagement
- IV. Reviewed the Bylaws amendments proposed by Secretary
- V. Reviewd the Social Media Marketing Report sent by Secretary
- VI. Reviewed and gave feedback on September newsletter
- VII. Registered for the COOP Meeting via Eventbrite

#### Report of Breakthrough to Nursing Director:

- I. Finalized the Mentorship Toolkit document
  - A. Created a PowerPoint presentation of the document
  - B. Uploaded the PowerPoint onto Drive in the OSNA BTTN Director file
  - C. Sent PowerPoint to Media to be uploaded onto the website
- II. Finalized the “Becoming a Nurse” PowerPoint
  - A. Uploaded the PowerPoint onto Drive in the OSNA BTTN Director file
  - B. Sent PowerPoint to Media to be uploaded onto the website
- III. Continued to make contact with Chapter SNA’s for COOP Meeting
  - A. OHSU Kalamath-Tamara Rose: Sent email. Tamara responded and passed the email off to Amy Blankenship (SNA Faculty) President of SNA transferred campuses and VP is covering. Invitation was send to VP through Amy Blankenship. Awaiting response.
  - B. University of Portland-Hannah Thorson: Sent another Facebook message-Notification she has “read” it
  - C. OHSU Ashland-Shannan Widbloom: Sent another Facebook message-She cannot attend due to distance.
- IV. Gave feedback on policies in review: OSNA Meeting Rules, Etiquette, and Communication and 2015-2016 Rules of Engagement

#### Report of Media Director:

- I. Updated webpage
  - A. Changed verbiage for elections on the “Run for Office” tab to reflect applications at board meeting, etc.
  - B. Updated Legislative Education Director page (I thought this was done already, but I guess it didn’t get saved before.)
  - C. Removed President’s email address from the application instructions on three pages
- II. Added BOD meetings to the shared/published google calendar
- III. Added elections deadlines and voting to shared/published google calendar
- IV. Completed and published September newsletter
- V. Solicited articles for the October newsletter:
  - A. Men in nursing
  - B. Healthcare for All
  - C. Japanese nursing students
  - D. Review of AIDS Walk volunteer opportunity
- VI. Continued soliciting COOP meeting participants
- VII. Updated BOD on status of COOP invites
- VIII. Posted on Facebook about Umpqua shooting
- IX. Continued posting on Facebook and Twitter

Report of Community Outreach Director:

- I. Continued contacting COOP schools
- II. Attended LSNA’s BOD meeting to plan for COOP

Report of Nominations and Elections Director:

Unable to attend this BOD meeting. A last minute work assignment.

I will be filling in for a Coworker not wanting to leave Roseburg this weekend.

- I. Worked on Ballots for upcoming elections.
- II. COOP contacts
- III. Collect information “Kimberly McArthur” application. Would like more input from the BOD. If OHSU pays should we be involved .
- IV. Set a deadline for after COOP meeting.
- V. Prayed for Hope for all students and staff at UCC.

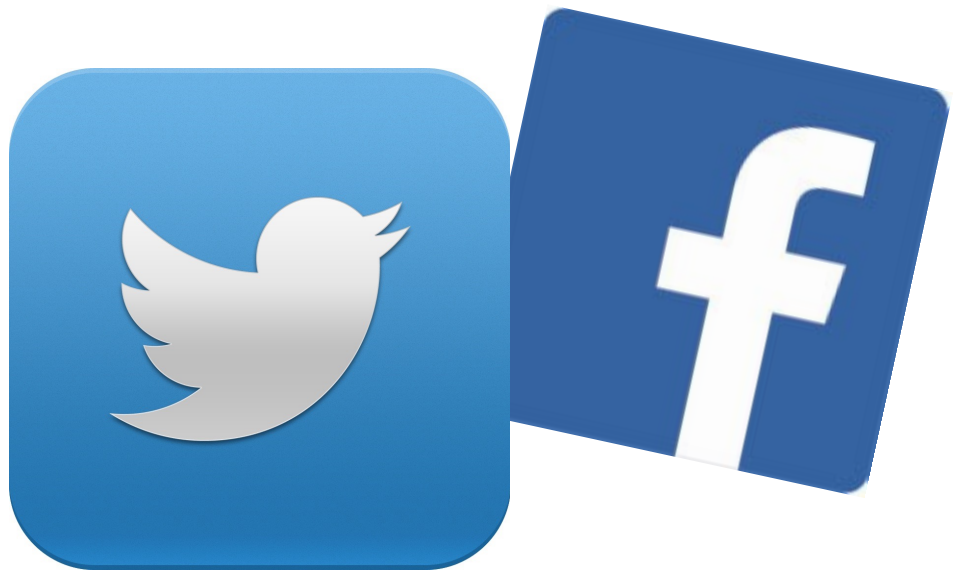
## OSNA Bylaws - Correction of Typographical Errors

[illegible]

OSNA Board Meeting — October 03, 2015

# **Social Media Marketing**

## **Report and Proposal**



Rebecca Silva  
OSNA Secretary 2015-16  
Board Meeting Sep. 12, 2015

## Why Social Media

People have transformed how they consume information, research products and services, make purchasing decisions and share their views and experiences. The customer is more in control than ever — and tunes out traditional sales and marketing messages more than ever. Yet businesses still rely on the same sales and marketing playbook they have used for more than a decade. There is a mismatch in buyer behavior and company tactics ([blog.hubspot.com](http://blog.hubspot.com))

Consumers want the freedom to find their own resources, creating a consumer culture that is increasingly inbound. *Inbound marketing* refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.

Social Media is a public space suited to information sharing that can be tailored to reach as broad or as narrow a demographic as is required.

According to Hubspot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. And according to Social Media Examiner, 97% of marketers are currently participating in social media ([forbes.com](http://forbes.com), The Top 10 Benefits Of Social Media Marketing, 08/11/2014)



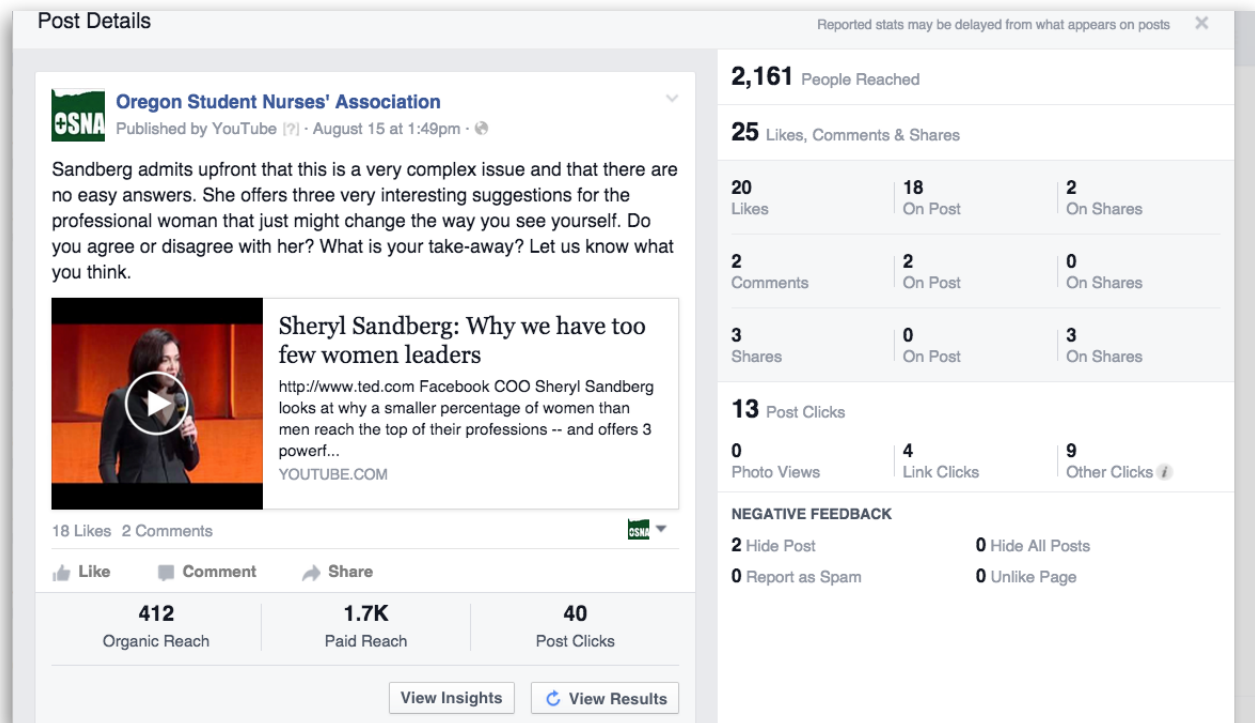
## Advantages of Social Media Marketing

Adapted from an article from Forbes Magazine (attached).

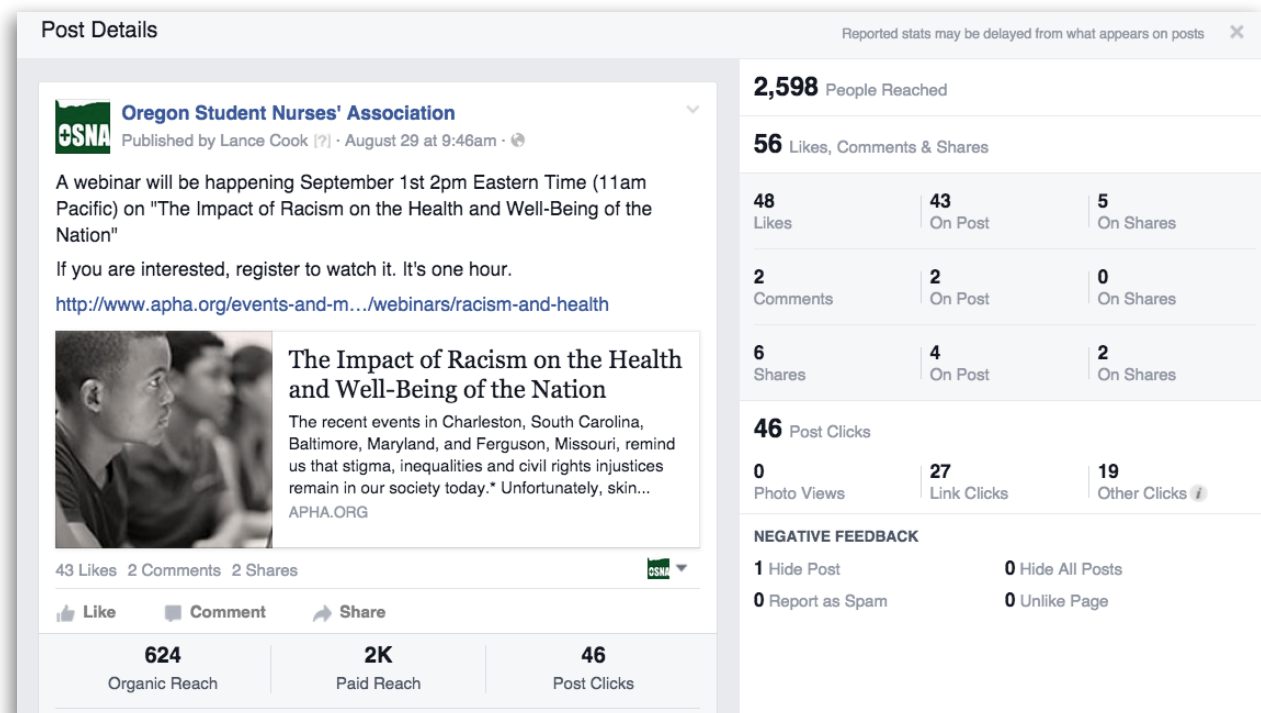
- Increased Brand Recognition
  - This is important because it simultaneously makes you easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers.
- Improved Brand Loyalty
  - According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers.
- More opportunities to Convert
  - When you build a following, you'll simultaneously have access to new customers, recent customers, and old customers, and you'll be able to interact with all of them.
- Higher Conversion Rates
  - Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies.
- Higher Brand Authority
  - The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users.
- Increased Inbound Traffic
  - The more quality content you syndicate on social media, the more inbound traffic you'll generate, and more traffic means more leads and more conversions.
- Better Search Engine Rankings
  - Being active on social media acts as a "brand signal" to search engines that your brand is legitimate, credible, and trustworthy
- Richer Customer Experiences
  - Every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers.
- Improved Customer Insights
  - Social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave, via social listening.
- Potential Losses Are Insignificant.
  - Realistically, you don't have anything to lose by getting involved in social media. The amount of time and money it takes to create your profiles and start posting is usually minimal, compared to other marketing channels. Just six hours a week or a few hundred dollars is all it takes to establish your presence ([forbes.com](http://forbes.com))

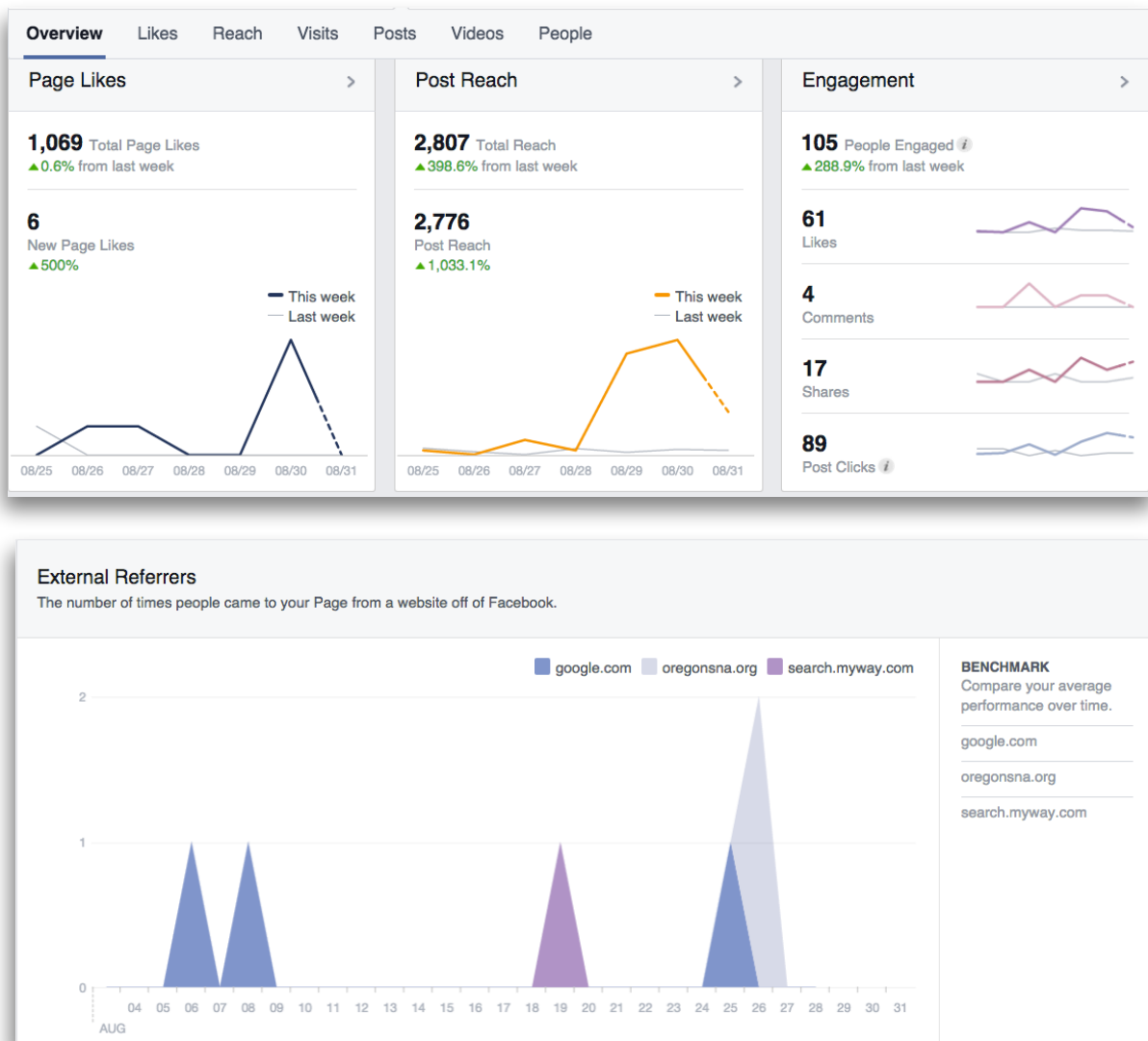
Please see the attached Forbes Magazine article for more detailed information.

I wanted to see if there was anything behind all the buzz. I ran two separate trials over two weekends. Trial #1 ran for two days (Aug. 16-17, 2015) with a budget of \$15.00 (spending \$7.50/day). The objective I selected was Page Post Engagement.



Trial #2 was also a two day campaign budgeted at \$20.00 (\$10/day, Aug. 30-31, 2015). Objective: Page Post Engagement.





## How it Works

On Facebook you pay either per impressions (CPM) or per click (CPC).

Impressions are like views: the first time your ad is served to someone in either their News Feed, mobile News Feed or as a right column ad, that will count as an impression. CPM might be a good choice for your organization if you want to build awareness around your brand.

If your CPM is \$1, you'll be charged \$1 for every 1,000 impressions on your ad.

Using the CPC method you'll pay for every click your ad receives. Clicks may include likes, comments and shares. If you're paying for clicks, Facebook will optimize to find the people most likely to click on your ad. CPC may be a good option if your objective is engagement with your audience.

With CPC, you can set a manual bid. Your bid is the maximum amount you're willing to pay per click. For example, if you set your bid to \$1, you'll never spend more than \$1 dollar per click. In some cases, you may spend less than your bid.

## Getting Started

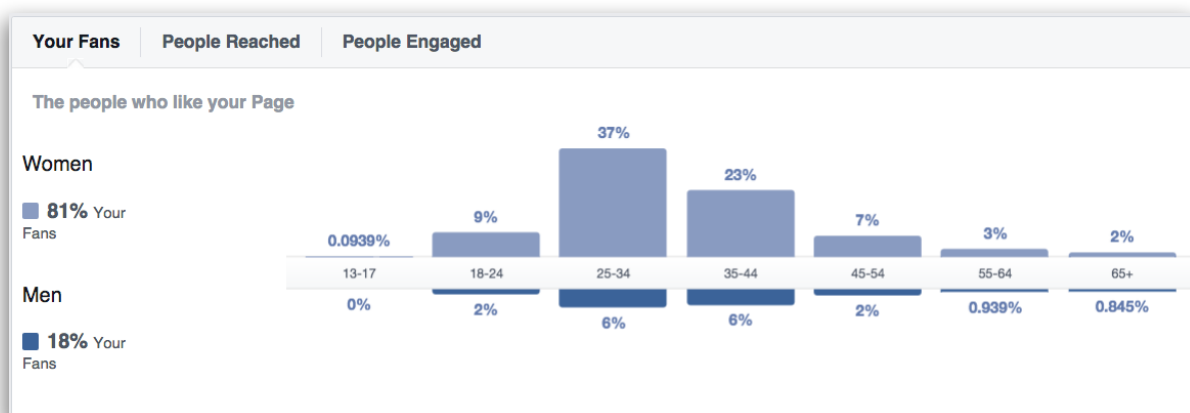
You begin by selecting an advertising objective. There are 10 to choose from.

- Clicks to Website: Send people to your website.
- Website Conversions: Increase conversions on your website. You'll need a conversion pixel for your website before you can create this ad.
- Page Post Engagement: Boost your posts.
- Page Likes: Promote your Page and get Page likes to connect with more of the people who matter to you.
- App Installs: Get installs of your app.
- App Engagement: Increase engagement in your app.
- Offer Claims: Create offers for people to redeem in your store.
- Local Awareness: Reach people near your business.
- Event Responses: Raise attendance at your event.
- Video Views: Create ads that get more people to view a video.

When you select an objective for your campaign your ads will automatically be optimized to show to the people who are most likely to take actions that will help you achieve your objective. For example, if you are advertising an app and your objective is to get more downloads, your ads will be set up to show to the people within your target audience who are most likely to install your app.

## Target Audience

Ads can be tailored to target only your connections (those who like your page), your connections plus their friends, or only the friends of your connections. There are also advance audience selection tools that allow you to specify demographics and interests of your target audience.



We can increase our relevant reach by contacting our Chapter SNA's and the Communications or Marketing Managers of each school in our state and asking them to "Like" the OSNA Facebook page. Once they do this their connections become available to us.

Place a *conversion pixel* in each ad. Facebook will track the data of those people who engage with the post using the action criteria that you specify. Facebook will create a tailored profile of those most likely to take action (like, share, comment) automatically begin to target that audience in subsequent ads.

Available are free analytic tools that helps us determine when our connections are on social media to allow us to customize the timing of our posts.

Twitter has amazing potential for audience selection and engagement. I would like to recommend we create an OSNA Twitter account and begin developing a following on that channel as well.

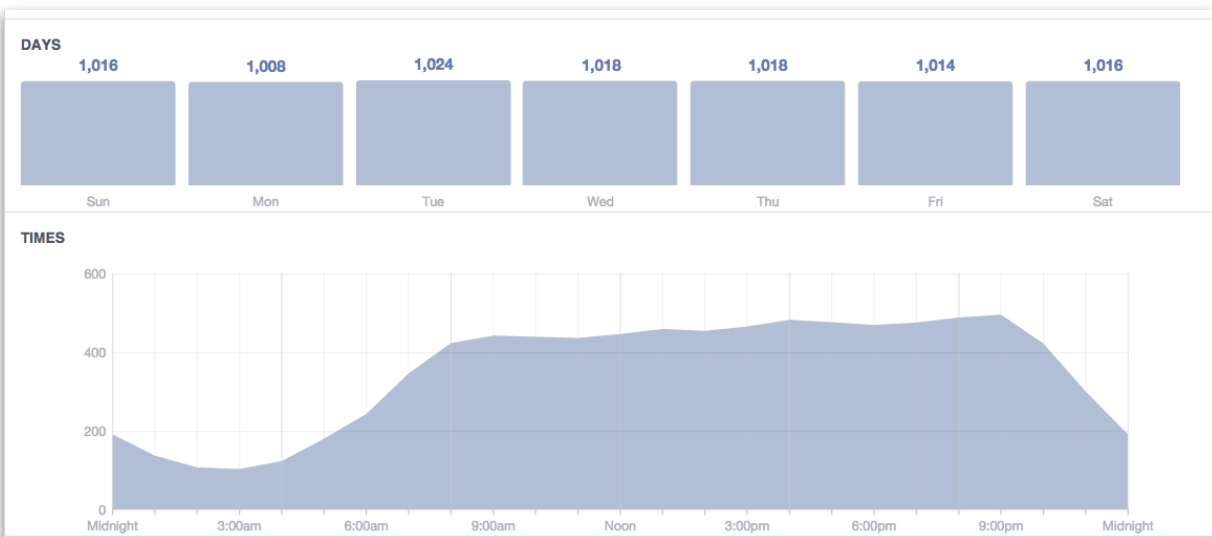
Country	Your Fans	City	Your Fans	Language	Your Fans
United States of America	995	Portland, OR Portland, OR	352	English (US)	985
India	7	Eugene, OR	61	English (UK)	57
Palestine	5	Salem, OR	41	Arabic	4
Philippines	5	Medford, OR	22	Spanish	3
Canada	5	Beaverton, OR	20	Basque	3
Spain	5	Seattle, WA	16	French (France)	2
Vietnam	4	Ashland, OR	15	Vietnamese	2
Pakistan	4	Vancouver, WA	13	Thai	2
Nigeria	3	Corvallis, OR	13	Bulgarian	1
United Kingdom	3	La Grande, OR	13	Simplified Chinese (China)	1

Geographic Distribution of Our Facebook Connections

## Strategy

The highly skilled use of Social Media is a specialization all it's own; the amount of knowledge required is substantial. That said there are a number of small, manageable steps an organization can take to make its use of social media more strategic and effective. It doesn't take much to become more attractive and accessible to your desired audience. The following was taken from Slideshare: 30 Effective Social Media Tactics by Barry Feldman.

- Optimize your pages and profiles
  - Ensure your profile pages use relevant keywords to get discovered via search (SEO). Consider also the fact that search engines are beginning to factor social media traffic into their search algorithms. SEO is expanding its scope past site content to include site popularity.
- Create Branded Pages
  - Brand your profile pages with great cover photos, backgrounds and colors.
- Determine User Interests
  - Delve into social media data to identify relevant user interests.
- Learn From Leaders
  - Observe how social-oriented brands and leaders in relevant markets select channels, tune-in to their customers and create engaging content.



When our Connections are on Facebook

- Post Frequently
  - Post 5-plus times daily on Twitter and once or more each day on Facebook, LinkedIn, Pinterest and the channels you use.
- Ask Questions
  - We'll get more engagement and insights when we throw questions out there.
- Run Contests and Giveaways
  - Make things exciting for your fans. People love to compete and strive for the prize.
- Feature Great Images
  - Invest time and money on great images to create the stopping power we need to stand out.
- Share Photos of Yourself and Team
  - Humanize our brand by sharing candid shots. Our followers will identify with them.
- Use a Conversational Tone
  - Drop the corporate babble. Be friendly and approachable.

- Keep It Real
  - Be authentic and draw from your experiences, knowledge, and sense of humor.
- Offer Concise Morsels of Advice
  - Rambling's a no-no. Get to the point.
- Perfect Your Timing
  - Use Simply Measured's free follower analytics tools to discover when our followers are most active.
- Interact In Real-Time
  - Prepare to work the channel often and actively. Respond fast and take part in real-time conversations.
- Follow-Up With New Connections
  - When someone does you the favor of following, follow-up. Express our appreciation.
- Dial-up Social Media At Events
  - Create event pages. Select a hashtag. Interact with attendees. Stream video. Publish content from the event.
- Create Call to Action Buttons on Event Pages
  - You can set up a "Book Now" button on event pages that route your fans directly to the Eventbrite page.
- Learn From Your Analytics
  - Click around our Google Analytics regularly to determine where traffic is coming from and going to.
- Work As A Team
  - Create an "all hand on deck" approach across departments for more effective customer communications.
- Be Patient
  - Results can't be rushed. Think long-term and be a nurturer.
- Have Fun
  - If you're not enjoying social media, it's not for you.
- Bring In A Strategist
  - Enlist an expert to help develop your social media marketing strategy and accelerate your success. Casey Campbell, Communications Manager at ONA.

**#OSNAnnual2016**

## Proposal

I am seeking Board approval for an annual social media advertising budget that would allow for monthly engagement campaigns and seasonal event promotion. The total proposed annual budget is \$180.

- \$15 budgeted for two days run once a month for 12 months
  - $\$15 \times 1 \times 12 = \$180$
  - 5 months out of each year the second advertisement will be an ad for the Annual Convention (Beginning in September of each year). This will run concurrently with a Mad mimi campaign sending emails monthly.

## Annual Only

- \$15 budgeted for two days run once a month for 6 months (beginning in August)
  - $\$15 \times 1 \times 6 = \$90$ .
  - This will run concurrently with a Mad mimi campaign sending emails monthly.
    - Fb campaign runs every 2nd weekend.
    - Mad Mimi save-the-date goes out the last Friday of every month. (Consider Weekly E-news?)
    - Both go out by 9am on the send-out day.
  - Will be most effective with the creation of a Fb event page and a consistent presence maintained with regular posts being made to the OSNA Fb page.
    - One post a day with engaging pictures
    - A variety of posts — financial aid related posts, scholarship resources, events, policy, light-hearted and humorous, features of our SNA's. Membership Spotlight.
    - Create an editorial schedule.



### SNAG A JOB SATURDAY:

Have you every thought about being in the NICU as a nurse practitioner? eHow gives you the steps to get there!

#OhSNA #snagajobsaturday #studentnurse #NICU #nursingschool



### How Do You Become a Neonatal Nurse Practitioner? | eHow

Neonatal nurse practitioners are highly educated nurses who are qualified to diagnose and treat many disorders and diseases that afflict infants in a neonatal intensive care unit. Although they will never replace a medical doctor, such as a neonatologist or

4 Likes 1 Share



FINANCIAL AID FRIDAY: It's always great to get advice from someone who's been there. Read this article for more information.

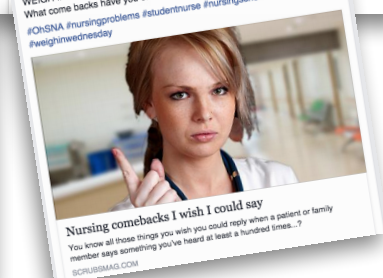
#FinancialAidFriday #OhSNA #StudentNurse #PoorCollegeStudent #TipsAndTricks #NursingSchool



### Financial Advice for College Students: A Graduate's Tips

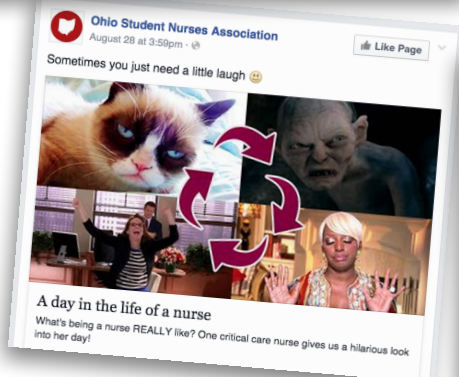
Struggling to manage your money? financial advice. WEIGH IN WEDNESDAY: What come backs have you come up with?

#OhSNA #nursingproblems #studentnurse #nursingschool #weighinwednesday



Nursing comebacks I wish I could say  
You know all those things you wish you could reply when a patient or family member says something you've heard at least a hundred times...?

SCRUBMAG.COM



### MASTER THE NCLEX MONDAY:

Study notes are always great to have. Here are some for the NCLEX! #mastertheNCLEXMonday #NCLEX #StudentNurse #NursingSchool #OhSNA... See More



www.istudentnurse.com

**Possible Editorial Schedule: Pulled from OhSNA's Fb Page (Oklahoma)**

Master the NCLEX Monday  
Time Management Tuesday  
Weigh in Wednesday  
Thrifty Thursday  
Financial Aid Friday  
Snag a Job Saturday

Look ahead to identify bigger events that we will want to post about:

OSAC Scholarship App Opens — Nov. 2015  
FAFSA Deadlines — ASAP after Jan. 1, 2016  
ONA Nurse Lobby Day — February 2016  
Nurses Appreciation Day — Saturday May 7, 2016  
NSNA Annual — April 2016  
Graduation — June 2016