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Welcome New Members!

Crisanti Alviar - Anaheim Clinical Trials

Nancy Fryzek - NIH

Lee Ann Lawson - University of Florida

Jeannine Levesque - Pfizer

Denise Luppe - Lifespan

Brenda Roberson - NIH

Paula Towe - University of Florida

Joyce Nancarrow Tull - University of Southern California Norris Comprehensive Cancer Center

Spotlight on Membership, Marketing, and Communications Committee (MMC)

Purpose: To support the mission and vision of IACRN through the management of Association membership, marketing of the Association and external communication

Committee Chair: Georgie Cusack, MS, RN, AOCNS

Committee Members:

Jennifer Allison, RN

Laura Baker, BSN, RN, MS

Brian Beardslee, MSN, RN

Amanda Bray, RN, BSN, OCN

Gordon Hill, MSc, PGCE, BA, RGN

Mary Jackson, MS, RN

Terry Jeffs, RN

Catherine Ricciardi, DNP, ANP-BC

Cameron Sze, BSN, RN, CCRC

MMC Committee Marketing Strategies

The International Association of Clinical Research Nurses (IACRN) is a professional nursing organization whose purpose is to define, validate, and advance clinical research nursing as a specialty practice and to support the professional development of registered nurses who directly or indirectly impact the care of clinical research participants. To create a sustainable organization and enhance clinical research quality and safety, the IACRN will need to expand their membership to create a supportive environment for all Clinical Research Nurses (CRNs). Benefits of joining IACRN include: the opportunity to expand your professional network; a forum to share best practices; an abundance of educational activities and resources for the CRN; the opportunity to engage in cutting edge research; and the provision of a membership directory. As a bedside Clinical Research Nurse or a Research Nurse Coordinator, you have

the opportunity to share your innovative ideas, be an advocate to improve research participant outcomes, and grow your professional organization.

The Membership, Marketing and Communications Committee uses a variety of strategies to market the organization including the IACRN Website, Facebook, Twitter, "In the Loop Newsletter", Brochure flyers, Webinars, Publications, Presentations, networking with other organizations and IACRN Committees, and the Annual Conference. We are developing monthly metrics to track our membership and marketing initiatives. If you have creative ideas or marketing strategies that you would like to share with the committee, please feel free to contact us at Georgie.cusack@nih.gov

We are also always looking for new committee members. If you are interested in joining the MMC Committee, please complete the Committee Interest Form on our homepage @ <http://iacrn.org/mmc>

MMC Committee Marketing Highlights

Twitter Update: Gordon Hill and Jennifer Allison are the MMC Committee Twitter facilitators. They collaborate with Kate Donovan, PhD, MBA, MS from Boston Children's Hospital to offer twitter chats on Clinical Research Topics. Gordon, Jen, and Kate facilitated a lively Twitter Chat discussion on December 19, 2016. As per Gordon, there were 61 participants, 478 tweets, and 715,716 impressions. Overall since starting twitter in April 2015, we have grown from 139 followers to 709 followers in December 2016. We have had 1500 tweets and 1.4 million impressions. Outstanding work from Gordon, Allison and Kate to facilitate this initiative. The MMC would like to utilize Twitter as one marketing tool for membership renewal to current members and lapsed members. If you do not currently have a twitter account or are unfamiliar with twitter, you can access the site through the IACRN homepage: <http://iacrn.org/Twitter> for a step by step guide for instructions on setting up a twitter account.

Newsletter Update: Cameron Sze and Mary Jackson are the co-editors of "In the Loop", a monthly IACRN publication to highlight member contributions. Cameron and Mary are collaborating with KME to standardize the layout of the Newsletter, and will be collaborating with committee's chairs and the membership to highlight new members and member contributions to Clinical Research Nursing. If you are interested in submitting an article for the newsletter or want to recognize a member for a contribution that they have been to promote Clinical Research Nursing, please send an email to Georgie Cusack @ Georgie.cusack@nih.gov.

MMC Outreach Efforts

Over the past year, many of the IACRN MMC Committee members have been working hard to raise awareness around Clinical Research Nursing through presentations and professional organizations. I would like to highlight some of those outreach efforts:

Jennifer Allison presented a session titled: "International CRN Update" for the Irish Research Nurses Network Conference. She also presented "Innovations in Clinical Research Nursing" for the Royal College of Nursing International Centenary Conference in London. She set up a call with the head of European Clinical Research Network. She emailed a research nurse from the USA who is now based in Switzerland, and she is collaborating with Susan Hamer on a visit to the United Kingdom in March by Dr. Gwenyth Wallen from the National Institutes of Health (NIH).

Amanda Bray serves as Working Group Member and as a conference planner for the Irish Research Nurses Network (IRNN) Annual Conference. She served as a conference planner and speaker for the Blood Cancer Network Ireland (BCNI) annual conference. She presented "Regulations in Clinical Trials, US, UK and Ireland" for the Masters in Clinical Research in Galway, Ireland. She serves as an International Ambassador and Collaborator for the "Why We Do Research Campaign" to raise research awareness about research between staff,

patients and the public. Amanda presented Early Phase Cancer Trials in Ireland for nurses and served as a panel member for an educational day in Ireland

Brian Beardslee and Laura Baker are serving as MMC Conference Committee liaisons for the IACRN 9th Annual Conference which will be held from October 18-20, 2017 in Providence, Rhode Island. If you are interested in submitting an abstract for the conference, the submissions will be open on March 3, 2017: <http://iacrn.org/page-1862785>

Georgie Cusack: co-presented an IACRN webinar panel discussion on December 28, 2016 with Mary M. Sullivan-Whalen, RN, from Rockefeller University and Jamila Brutus, RN, ANP-BC from Memorial Sloan-Kettering Cancer Center. The webinar titled: "The Role of the Advanced Practice Nurse: An Untapped Resource in Clinical Research" was sponsored by Complion and coordinated by Liza Behrens and Elizabeth Ness. There were 121 people in attendance for the webinar. Georgie also serves as a member of the IACRN Research Committee.

Terry Jeffs: went to Nairobi, Kenya in December 2016 and January 2017 to network with CRN's and distribute IACRN flyers and Scope and Standards publication.

Earn a Free IACRN Membership

IACRN has a program that enables members to earn a complimentary membership each and every year. Simply speak with your friends and colleagues and recruit them! If five people join IACRN between January 1, 2017 and December 31, 2017, and list you as their referral source on their membership application, your membership for the following year will be free! You may never have to pay membership dues again. Don't miss out on this fabulous opportunity.

Grab a Member and Go Campaign

How would you like to earn a free conference registration?

Due to the success in previous years, we are expanding our 2017 membership campaign, Grab a Member and GO!

Beginning March 1st through September 15th, for each new or reinstated* member that you refer to IACRN you will earn a chance to win a free conference registration for the IACRN 9th Annual Conference (or equivalent prize) to be held in Providence, Rhode Island from October 18-20, 2017! The drawing will be held on September 18th. So, Grab a Member and Go!

By tapping into your network of colleagues and recruiting them to become members of IACRN, you are contributing to the development and growth of our organization. Membership and growth are vital components of a healthy association and multiply our efforts to produce meaningful membership benefits. Growing IACRN means more resources and support for our members and a larger network of professionals dedicated to clinical research nursing.

Simply ensure that the individuals that you refer to IACRN provide your name on their membership application when joining so that you can receive credit for your efforts. Each new member application & reinstated member* application received with your name as the referring member between March 1st and September 15th, 2017 will earn you an entry into the raffle. Please keep talking to your colleagues about IACRN!

*Reinstated members are defined as members who have not been active since December 2015 or earlier.

Recent Publications from IACRN Members Highlighting Clinical Research

Carolynn Thomas Jones, Joe Benner, Kathryn Jelinek, Rebecca Namenek Brouwer, Beth Casey, Jennifer Lanter, Marjorie V. Neidecker(2016). [Academic Preparation in Clinical Research Experience from the Field](#). Clinical Researcher, 30 (6) 34-39; DOI: 10.14524/CR-16-0020

Sonstein, S., Silva, H., **Jones, C.T.**, Calvin-Naylor, N., Halloran, L., Yrivarren, J.L.(2016, Dec). Global self-assessment of competencies, role relevance, and training needs among clinical research professionals. Clinical Researcher, 30(6), 38-45. DOI:10.14524/CR-16-0016.

Calvin-Naylor, N.A., **Jones, C.T.**, Wartak, M.M., Blackwell, K., Davis, M., Divecha, R., Ellerbeck, E.F., Keiburtz, K., Koziel, M.J., Luzuriaga, K., Maddox, J., Needler, N.A., Murphy, S., Pemberton, K., Radovich, C., Rubinstein, E.P., Selker, H.P., Tenaerts, P., Unsworth, K., Wilson, K., Wright, J.E., Barohn, R., Shanley, T.P. (2017). Education and training of clinical and translational study investigators and research coordinators: a competency-based approach. Journal of Clinical and Translational Science. Doi 10.1017/cts.2016.2.

If you would like to recognize a colleague or be recognized for a recent presentation or publication on Clinical Research Nursing, please send the information to georgie.cusack@nih.gov.

Call for Pre-Conference Abstracts

Deadline: Monday, March 27, 2017

You are invited to submit an application to present a Pre-Conference workshop at the 2017 IACRN 9th Annual Conference. This is a wonderful opportunity to share your knowledge and expertise with CRN colleagues and support our IACRN vision, "Enhancing Clinical Research Quality and Safety through Specialized Nursing Practice".

Conference Theme: *Clinical Research Nursing: Incorporating Professional Scope and Standards to Advance the Coordination and Care of Research Participants*

This year's conference theme will build on last year's celebration of the recent publication of Clinical Research Nursing: Scope and Standards of Practice and ANA's recognition of CRN scope of practice and acknowledgement of the standards and competencies.

The IACRN Conference offers discussion forums on diverse topics within the broad spectrum of practice setting and roles of clinical research nursing.

The Pre-Conference workshops are 3.5 hours in length with a 15-minute break.

All forms can be found on the IACRN Website

[View Forms](#)

Save the Date

Upcoming Webinars

May 24, 2017

June 28, 2017

9th Annual IACRN Conference

October 18-20, 2017

Job Postings

[Click here](#) to view the Job Opportunities posted on the members only resources section of the website.

Contact Us

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