

WASN 2020 ANNUAL CONFERENCE JUSTIFICATION TOOLKIT



THE WISCONSIN ASSOCIATION OF SCHOOL NURSES ANNUAL CONFERENCE

Chula Vista Resort – Wisconsin Dells, WI

April 20-21, 2020

2020 Conference Justification Toolkit

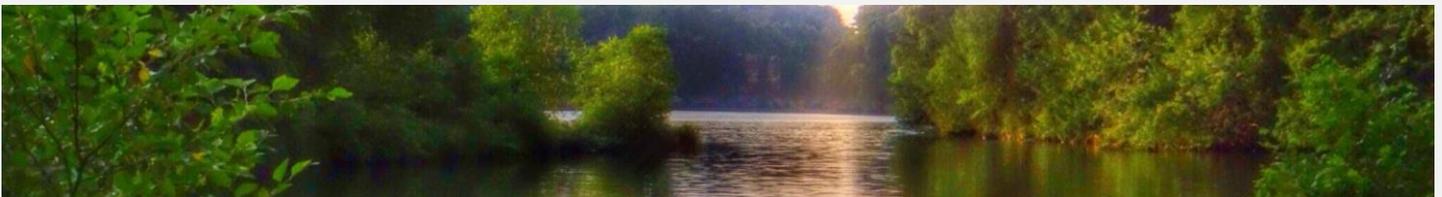


As a Wisconsin school nurse practicing in a unique specialty field of nursing, you may know that there is no better way to meet face-to-face with other school nurses from across the state or to learn from leaders in your profession than attending the WASN annual conference. However, you may also have challenges with how to go about taking the time away from work and covering the costs of travel and accommodations?

This guide is designed to assist you with making a case to your district or school leaders, illustrating to them the return on investment received by approving your attendance at the 2020 WASN annual conference. Use this guide to help you justify why you should attend and what value it will bring to you, your district, and the students and families you serve.

Why should you attend the 2020 WASN Annual Conference?

The Wisconsin Association of School Nurses (WASN) represents practicing school nurses across the state of Wisconsin who are united by their commitment to provide exceptional health care in the educational setting, and as an affiliate of the National Association of School Nurses, WASN has representation on a national platform for the advancement of school health and improved educational outcomes across the country. WASN's annual conference is the state's largest and only conference dedicated specifically for the professional development of school nurses—it's where school nurses go to learn, collaborate, share insights and grow professionally. In 2020, WASN will once again hold the annual conference in Wisconsin Dells for two and a half days, filled with CE sessions, skill-enhancing workshops, exhibit booths, networking and much more!



WASN Conference Facts

- The annual conference hosts more than 250 attendees, allowing you to learn, collaborate, and build lasting relationships with passionate, respected school nurses in all stages of their careers from across the state.
- Extensive learning options will be offered throughout the two and a half day conference by means of a variety of concurrent and general sessions—for a total of 13.75 available CE credits.
- You will have valuable opportunities to meet healthcare experts in person and hear firsthand what leaders have to say about the latest research, clinical applications and techniques for school nursing.
- More than 25 exhibitors are anticipated to be present and are an exciting addition to this conference, sharing the latest school health products and services with attendees.

Justification Tips: How can you help make this conference cost-effective?



WASN members receive an additional discount to the conference, and if you are not already a member you can join now and take advantage of a discounted new member rate during the entire registration period! That equates to a savings in regular conference fees of up to \$100 and the savings in the member vs. non-member conference fees nearly pays for your annual membership dues in your first year. Membership also entitles you to the many benefits of WASN, such as additional free continuing education courses, discussion lists, scholarships and mentoring.

If you are working to obtain or maintain professional certification credentials, the WASN annual conference is a great way to earn CE credits in one location, which may be less expensive and less time consuming than registering for individual courses and webinars. It's a real win-win for you and your employer! Members also are eligible for a scholarship award to cover certification exam fee.

If you are in need of lodging, booking within the WASN housing block can help you find the best rates. Alternatively, if a friend or colleague will be attending the conference with you, sharing a room can help reduce hotel expenses. Also keep in mind that part of your conference fee includes breakfast and lunch during the conference days.

What is the return on investment for your employer?

Make sure your employer understands that conference attendance is an **investment**, not an expense. Be specific about the benefits you will bring back to your district and students.

You can use the conference brochure to ensure you are attending those sessions that relate to your district's goals and your professional development needs. For example, if your employer has expressed a need for more information on students and vaping, this year's conference offers two sessions on that subject. If mental health is a high priority, there are sessions on mindfulness and youth mental health. Our regular session on Legal Issues and School Nursing Practice is one of the only places to obtain updates from a practicing attorney that help to protect your practice and district from litigation related to healthcare provided in the school setting.

On a larger scale, the conference also provides a great way to forge new collegial partnerships and highlight the great work happening in your district. It can help you identify new policies or legislation that would apply to your practice and it can help you stay informed of emerging technology and applications for potentially improved care in the school setting.

The face-to-face networking opportunities are an invaluable way to obtain knowledge from experienced and influential school nurses and health care leaders, as well as exhibitors. This year the conference will offer a special round table guided discussion session for sharing experiences and challenges and offering solutions from peers and experts in the field and by visiting the exhibit booths and viewing demonstrations, you can potentially vet new products or services to improve health outcomes in the school setting.

Feel free to use this cost benefit outline and letter, or use it as a guide to help develop a personalized cost benefit worksheet for your employer.

NEEDS	2020 WASN ANNUAL CONFERENCE BENEFIT
HIGHLIGHTS	<p>2020 WASN Conference includes:</p> <ul style="list-style-type: none"> • Opening and closing keynotes presented by nationally renowned school nurses. • Over 20 unique breakout sessions on various topics relevant to 21st Century School Nursing Practice. • In-person school health updates from Wisconsin’s DPI consultant. • Opportunities to engage with WASN Board members in person and become involved in the organization to boost leadership and advocacy skills.
WORKSHOPS	<p>Pre-conference skill-enhancing workshops give you hands-on training and in-depth understanding of techniques and practices to benefit your patients and schools.</p>
NETWORKING	<p>Various networking opportunities are available throughout the conference, such as:</p> <ul style="list-style-type: none"> • Opening breakfast reception/exhibits • Annual membership meeting • Luncheons • Monday evening networking social • Tuesday evening networking at various venues around the resort
CONTINUING EDUCATION	<p>Up to 13.75 hours of CE will enhance your competencies and provide knowledge and understanding on how to improve your clinical practice and patient care.</p>

[PRINT SCHOOL/DISTRICT LETTERHEAD]

[INSERT DATE]

Dear [INSERT EMPLOYER'S NAME],

Please consider my request for approval to attend the 2020 Wisconsin Association of School Nurses Annual Conference to be held April 20-21, 2020 in Wisconsin Dells, WI. I am seeking sponsorship/approval for **[the registration fee, food, travel, and lodging expenses]**. A cost breakdown is attached.

This conference will enable me to attend educational sessions unique to school nurses, with up to 13.75 total CE hours that are directly applicable to my work as a school nurse.

The information, resources, and tools I expect to acquire will provide our **[insert your school, district, agency name]** and the **[insert the population you serve i.e. students at our school, students throughout our district, etc.]** with evidence-based approaches to keeping children healthy, safe, and in school ready to learn.

Sessions offered will further my knowledge and provide the necessary tools and resources to enhance my clinical, leadership, and advocacy skills. It will also make it possible for me to build and expand upon a professional network of school health experts and other school nurses from across the state of Wisconsin.

A wide array of relevant topics will be covered that are impacting school nurses, school health and students. After reviewing the conference schedule in detail, the following are a few sessions that I feel are most relevant and will provide valuable professional growth:

[INSERT PRE-CONFERENCE WORKSHOPS/ CONFERENCE SESSIONS HERE]

A full schedule of sessions is available, please let me know if you would like more information.

Please consider supporting my attendance at this conference. I anticipate the total expenses to be approximately **[\$[INSERT AMOUNT]**, which includes the registration fees and other expenses. For your convenience, I have attached a detailed cost analysis.

I believe this conference will be a benefit to both myself, our school district, and the students and families we serve, and I thank you in advance for considering support of my attendance at the 2020 WASN Annual Conference.

Sincerely,

[INSERT YOUR NAME]

Feel free to use this expense estimator outline as a guide to help develop a budget and reimbursement request for the conference.

EXPENSE	NOTES	NON-MEMBER COST	MEMBER COST
Registration Fee	Include pre-conference, early bird registration discount, optional event fees, etc.	\$	\$
Membership Fee	Membership can nearly pay for itself if considering the difference in the cost of the conference as a non-member.	\$	\$
Lodging	Book inside the conference block for best rates. Lodging can be calculated by multiplying: Number of nights x room rate x applicable taxes (some schools may qualify for tax exempt- ask your employer for a certificate).	\$	\$
Transportation	Mileage (if driving). Federal reimbursable rate for 2020 is \$0.575 per mile.	\$	\$
Food	Understand your employer's policy for food allowance. Chula Vista rooms include a mini-refrigerator for your convenience.	\$	\$
Miscellaneous	Includes tips, etc.	\$	\$
Total expenses		\$	\$