

Elevate, Engage, Enroll:

The Ohio NAPNAP Growth Strategy



**National Association of
Pediatric Nurse PractitionersSM**
OHIO

University of Cincinnati, Lindner College of Business
MS Marketing Capstone Final Report
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Acknowledgements

We would like to take a moment to express our sincere gratitude to the wonderful team at the Ohio Chapter of the National Association of Pediatric Nurse Practitioners (Ohio NAPNAP) for collaborating with us on this project. Your time, insight, and willingness to share your expertise have greatly contributed to our learning experience and development as marketing consultants.

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This project would not have been possible without your partnership and belief in our work. Thank you for helping us grow both professionally and personally.

Executive Summary

The Ohio Chapter of the National Association of Pediatric Nurse Practitioners (Ohio NAPNAP), the largest chapter of NAPNAP, partnered with our capstone team to address a key set of challenges: to assess awareness, perceptions, and engagement among nurses in Ohio in order to identify opportunities for growth in membership, communication, and advocacy impact.

Our research included both primary and secondary data collection, consisting of surveys distributed to nursing students, registered nurses, and nurse practitioners across Ohio. While initial plans involved gathering data from the Ohio Board of Health, limited response from that organization required the team to adapt. By shifting focus toward grassroots survey outreach, the project was able to gather valuable first-hand insight directly from the nursing community.

Based on the research findings, this report provides a series of strategic recommendations focused on improving visibility, strengthening communication channels, and creating tailored engagement strategies for different nursing audiences. These include enhancing social media presence, developing student-to-practitioner pipelines, offering tiered membership options, and forming partnerships with universities and hospitals.

Overall, the project underscores the importance of increased outreach and engagement to ensure Ohio NAPNAP continues to grow its membership base, amplify its advocacy efforts, and remain a trusted voice in pediatric nursing across the state.

Background and Project Goals

The marketing strategy developed in this process will address the following:

- Looking at other chapters of NAPNAP as well as other national associations for Pediatric Nurse Practitioners to compare what practices, if any, are different from the Ohio chapter of NAPNAP.
- How can marketing support the enrollment growth of nurses in the Ohio chapter of NAPNAP?
- How can marketing efforts be assessed?

Problems and Opportunities

Ohio NAPNAP currently faces several challenges that limit its ability to grow and engage members effectively. The organization struggles with low brand awareness among both nursing students and nurse practitioners, many of whom are unfamiliar with what the chapter offers. Additionally, membership costs and time constraints remain key barriers, while the organization's inconsistent digital presence limits visibility and overall engagement. Communication about member

benefits and events is often limited, making it difficult for nurses to understand the full value of participation.

Despite these challenges, Ohio NAPNAP has strong opportunities for growth. There is clear interest among students and practitioners in professional development, mentorship, and continuing education, which are all areas that the Ohio chapter of NAPNAP can expand upon. By implementing consistent digital outreach, building university and hospital partnerships, offering affordable membership tiers, and launching a mentorship program, the organization can strengthen its connection to Ohio's nursing community. These initiatives present a powerful opportunity for Ohio NAPNAP to increase awareness, attract new members, and position itself as a leading voice for pediatric-focused nursing in the state.

Project scope

The scope of this project encompassed the evaluation and optimization of Ohio NAPNAP's recruitment and engagement strategies to strengthen membership growth across the state. The project focused on understanding how the organization currently communicates its value to potential and existing members, particularly nursing students and nurse practitioners. It included assessing brand awareness,

perceived value, and accessibility while identifying key factors that influence membership decisions. The project also examined Ohio NAPNAP's marketing efforts, online visibility, and outreach practices to determine how effectively the organization connects with its target audiences.

To ensure a comprehensive approach, the project combined both quantitative and qualitative research methods, including secondary research, surveys, interviews, a competitive analysis, and a social media audit. These methods allowed for an in-depth understanding of the organization's strengths, weaknesses, and opportunities in comparison to peer organizations. The findings from each phase directly informed the development of actionable marketing recommendations designed to help Ohio NAPNAP enhance awareness, improve communication, expand membership pipelines, and strengthen its position as the leading advocate for pediatric-focused nursing professionals in Ohio.

Hypothesis

The hypothesis guiding this project is that increasing awareness and improving Ohio NAPNAP's social media presence will lead to measurable growth in membership and engagement. By enhancing visibility across digital platforms, the organization can reach a broader audience of nursing students, registered nurses,

and nurse practitioners who may be unaware of NAPNAP's mission, benefits, and opportunities. Greater awareness will help position Ohio NAPNAP as an accessible, trusted, and valuable professional community which will ultimately motivate more nurses to join and participate.

This hypothesis is supported by evidence from surveys, interviews, and competitive analysis, which revealed that lack of awareness and limited online engagement are key barriers to membership. Respondents consistently expressed interest in professional development, mentorship, and advocacy but indicated that they rarely encounter Ohio NAPNAP content or communication. Therefore, by investing in consistent digital outreach, strategic social media marketing, and clear communication of member value, Ohio NAPNAP is likely to see an increase in both new memberships and overall member retention.

Deliverables/Outputs

The deliverables for this project were designed to provide Ohio NAPNAP with actionable insights and strategic recommendations to strengthen recruitment and engagement efforts. The project included the creation and distribution of two comprehensive surveys, one targeting nursing students and one targeting nurse practitioners, to better understand awareness levels, membership motivations, and

barriers to joining. In addition, two qualitative interviews were conducted with nurse practitioners to gain deeper insight into personal experiences, professional needs, and perceptions of professional nursing organizations. These primary research efforts helped capture both the statistical trends and emotional drivers that influence nurses' decisions to engage with Ohio NAPNAP.

To complement these findings, several analytical tools were utilized. A competitive analysis compared Ohio NAPNAP with the Michigan Chapter of NAPNAP and the Ohio Association of Advanced Practice Nurses (OAAPN) to identify best practices and opportunities for improvement. A social media audit was conducted to assess Ohio NAPNAP's digital presence, consistency, and engagement levels, revealing immediate areas for growth. Finally, a SWOT analysis summarized internal strengths and weaknesses alongside external opportunities and threats, providing a clear framework for strategic planning. Together, these deliverables produced a comprehensive understanding of Ohio NAPNAP's current position and a data-informed roadmap for future marketing and membership initiatives.

Key deadlines

- Project Charter finalized: September 11th, 2025
- Research Development: September 15th - October 12th, 2025
- Research Execution: October 13th - October 28th, 2025

- Analysis, Insights + Recommendations Development: October 29th - November 14th, 2025
- Final Presentation: November 25th, 2025

Project Timeline

August

- Project introduction

September

- Initial Client Meeting
- Project Charter was created

October

- Research development
- Primary/secondary research
 - Qualtrics survey creation and distribution
 - In-depth Interviews
 - Competitive Analyses
 - Social Media Audit

- SWOT Analysis

November

- Research execution
- Mockup developments

December

- Delivery of insights & recommendations

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Research and Analysis

Primary and Secondary Research

The deliverables for this project were developed to help the Ohio Chapter of the National Association of Pediatric Nurse Practitioners (Ohio NAPNAP) strengthen its recruitment, awareness, and engagement strategies across the state. As part of this effort, the project team created and distributed two targeted surveys—one for nursing students and another for nurse practitioners—to assess familiarity with Ohio NAPNAP, perceptions of professional nursing organizations, and factors that motivate or discourage membership. To deepen understanding, the team also conducted two qualitative interviews with nurse practitioners, capturing personal insights about professional development needs, organizational value, and the challenges that influence participation in professional associations. These primary research findings provided a detailed picture of the awareness gaps and opportunities that currently shape Ohio NAPNAP's outreach efforts.

In addition to the primary research, several analytical tools were used to guide strategic recommendations. A competitive analysis compared Ohio NAPNAP with the Michigan Chapter of NAPNAP and the Ohio Association of Advanced Practice Nurses (OAAPN) to identify best practices in advocacy, communication, and

membership structure. A social media audit evaluated Ohio NAPNAP's current digital presence and revealed opportunities to enhance consistency, branding, and audience engagement. Finally, a SWOT analysis summarized the organization's internal strengths and weaknesses while identifying external opportunities and potential challenges. Together, these deliverables produced a comprehensive understanding of Ohio NAPNAP's current position and provided a foundation for actionable strategies aimed at improving visibility, attracting new members, and strengthening long-term organizational impact.

Primary Research

The primary research for this project focused on understanding how nurses across Ohio perceive and engage with the Ohio Chapter of the National Association of Pediatric Nurse Practitioners (Ohio NAPNAP). To gather this insight, two surveys were developed and distributed—one to nursing students and one to nurse practitioners—to assess awareness levels, perceived value, and barriers to membership. The surveys revealed that while awareness of Ohio NAPNAP is generally low, there is strong interest among both groups in mentorship, professional development, and continuing education opportunities. In addition to the surveys, two interviews with nurse practitioners were conducted to provide deeper qualitative context. These conversations highlighted cost, time constraints,

and unclear communication of benefits as major deterrents to joining professional organizations. Together, the survey and interview analyses confirmed that Ohio NAPNAP's greatest opportunities lie in improving visibility, clarifying value, and offering accessible engagement pathways that align with nurses' professional needs and schedules.

Secondary Research

The secondary research conducted for this project provided important context for understanding Ohio NAPNAP's position within the broader landscape of professional nursing organizations. This phase involved analyzing industry reports, competitor websites, social media presence, and national NAPNAP resources to evaluate how other chapters and associations engage members, promote advocacy, and communicate value. The research revealed that many professional nursing organizations face similar challenges—particularly declining membership and limited awareness among early-career nurses—but successful chapters have addressed these issues through consistent digital outreach, clear communication of member benefits, and strong university and hospital partnerships. By comparing Ohio NAPNAP to peer organizations such as the Michigan Chapter of NAPNAP and the Ohio Association of Advanced Practice Nurses (OAAPN), the analysis identified specific opportunities for improvement in marketing consistency, membership

accessibility, and advocacy visibility. These findings helped shape the project's strategic recommendations by highlighting proven practices that Ohio NAPNAP can adapt to strengthen engagement and growth.

Qualtrics Surveys

Two Qualtrics surveys were designed and distributed to gather quantitative and qualitative data from nursing students and nurse practitioners across Ohio. The nursing student survey aimed to measure awareness, interest, and perceived barriers related to joining Ohio NAPNAP, while the nurse practitioner survey focused on understanding current professional involvement, perceptions of value, and engagement preferences. The results revealed that awareness of Ohio NAPNAP is low among both groups, but interest in professional growth and mentorship is high. Nursing students expressed enthusiasm for networking, educational events, and career guidance but frequently cited cost as a primary deterrent to joining. Nurse practitioners valued professional organizations for continuing education and advocacy but were often limited by time constraints. Overall, the Qualtrics survey data demonstrated that Ohio NAPNAP's most significant opportunities lie in improving visibility, clarifying value, and offering affordable, accessible pathways for nurses to get involved.

Interviews

Two interviews were conducted with practicing nurse practitioners to gain deeper qualitative insight into their perceptions of professional nursing organizations and their engagement with the Ohio Chapter of the National Association of Pediatric Nurse Practitioners (Ohio NAPNAP). The conversations revealed that while both participants recognized the importance of professional associations in supporting advocacy and continuing education, they had limited awareness of Ohio NAPNAP's specific offerings or local presence. Both interviewees identified cost and time as major barriers to membership, emphasizing that joining an organization must provide clear, tangible value to justify the commitment. They also expressed strong interest in mentorship opportunities, state-level advocacy, and networking with peers in pediatrics. The analysis of these interviews supports the findings from the surveys, confirming that Ohio NAPNAP's growth potential depends on clearer communication of benefits, more consistent outreach, and the development of meaningful engagement opportunities that align with nurses' professional needs and constraints.

Competitive Analysis

A competitive analysis was conducted comparing the Ohio Chapter of NAPNAP with the Michigan Chapter of NAPNAP and the Ohio Association of Advanced

Practice Nurses (OAAPN) to evaluate strengths, weaknesses, and best practices among similar organizations. The analysis revealed that both Michigan NAPNAP and OAAPN maintain stronger digital visibility and engagement, regularly updating their social media platforms and websites with educational events, advocacy updates, and member spotlights. OAAPN stood out for its effective advocacy communication and statewide reach, while Michigan NAPNAP excelled in educational programming and consistent branding. In contrast, Ohio NAPNAP's limited posting frequency and lower public awareness represent key areas for growth. The analysis suggests that by adopting more consistent digital communication, offering tiered membership options, and highlighting state-specific advocacy efforts, Ohio NAPNAP can enhance its visibility, attract new members, and establish itself as a more recognizable and trusted resource for pediatric-focused nurses in Ohio.

Social Media Audit

A social media audit was conducted to evaluate Ohio NAPNAP's current digital presence, engagement patterns, and branding consistency across platforms. The audit revealed that Ohio NAPNAP's posting frequency is inconsistent, with long gaps between updates, resulting in low audience engagement and limited visibility. While existing posts provide valuable information about advocacy and educational

opportunities, they often lack the visual appeal and interactivity seen in comparable organizations such as Michigan NAPNAP and OAAPN. Additionally, Ohio NAPNAP's branding—logos, tone, and messaging—appears inconsistent, which weakens overall recognition and cohesion. The analysis concluded that implementing a structured content calendar, adopting consistent visual branding, and sharing interactive, member-centered content (such as spotlights, Q&As, and event recaps) would significantly improve engagement, strengthen brand recognition, and enhance awareness among nursing professionals statewide.

SWOT Analysis

A SWOT Analysis is a strategic planning tool used to identify and evaluate the internal strengths and weaknesses of a business or organization, as well as, the external opportunities and threats it faces in its operating environment. It offers valuable insights into the company's direction, operational dynamics, and potential avenues for innovation and success (See Figure 1 in Appendix A).

Strengths:

- **Established National Reputation:** As part of a respected national

organization, Ohio NAPNAP benefits from NAPNAP's credibility, advocacy power, and access to professional resources.

- **Strong Advocacy Focus:** Known for supporting child health initiatives and legislative efforts that impact pediatric care across Ohio.
- **Professional Community:** Provides a network for pediatric nurse practitioners (PNPs) and other advanced practice providers to connect, share expertise, and develop professionally.

Weaknesses:

- **Low General Awareness:** Limited visibility among registered nurses, nursing students, and even some pediatric providers unfamiliar with the organization's role.
- **Limited Marketing Presence:** Social media, digital marketing, and outreach efforts are underutilized compared to peer organizations.
- **Time Constraints for Members:** Many nurses report limited time for meetings, events, or volunteer involvement.
- **Membership Cost Perception:** Some nurses view membership fees as high, especially for students or early-career practitioners.

Opportunities:

- **Expanded Digital Presence:** Leverage social media, newsletters, and webinars to reach a broader audience and increase brand recognition.

- Partnerships with Universities & Hospitals: Collaborate with nursing schools, healthcare systems, and pediatric units for recruitment and educational outreach.
- Community Outreach & Public Awareness Campaigns: Promote NAPNAP's advocacy work to enhance visibility and impact.

Threats:

- Competing Professional Organizations: Other nursing associations (e.g., ANA, Ohio Nurses Association, Society of Pediatric Nurses, other NAPNAP chapters) compete for membership and attention.
- Economic & Time Pressures: Ongoing workforce shortages and burnout may reduce willingness to participate in professional organizations.
- Declining Organizational Engagement Trends: Fewer healthcare professionals join associations unless clear, immediate benefits are communicated.

Key Insights

The research revealed that awareness of Ohio NAPNAP remains limited, even among nurses who are highly aligned with its mission. Both nursing students and nurse practitioners demonstrated low familiarity with the organization, yet showed strong interest in mentorship, professional development, and continuing education, which are areas that represent Ohio NAPNAP's greatest opportunities for growth. Surveys and interviews also highlighted cost and time as the most significant barriers to membership, alongside a need for clearer communication about the value and benefits of joining. Many nurses expressed that they would be more likely to engage with NAPNAP if they understood how membership could directly impact their careers through networking, advocacy, and educational opportunities.

Across the competitive analysis and social media audit, Ohio NAPNAP's digital presence and branding were identified as key areas for improvement. Compared to peer organizations like Michigan NAPNAP and OAAPN, Ohio NAPNAP lacks consistency in its outreach, online activity, and visual identity, which limits engagement and visibility. However, these findings also underscore a powerful opportunity: by enhancing its social media strategy, adopting consistent messaging, and expanding partnerships with nursing schools and healthcare organizations,

Ohio NAPNAP can strengthen its statewide recognition and better connect with its audience. Overall, the research confirms that increasing awareness, improving communication, and offering accessible membership pathways will be critical steps in driving recruitment, engagement, and long-term organizational growth.

Marketing Recommendations

To strengthen recruitment and engagement, the Ohio Chapter of the National Association of Pediatric Nurse Practitioners (Ohio NAPNAP) should focus on enhancing its digital presence and communication strategy. The organization's current outreach is limited by inconsistent posting and low visibility, which reduces opportunities to connect with prospective members. Establishing a consistent social media schedule across platforms such as Facebook, Instagram, and LinkedIn will allow Ohio NAPNAP to share updates more regularly and effectively highlight its advocacy work, educational resources, and community impact. Content should be strategically planned using a monthly calendar and include member spotlights, event recaps, advocacy updates, and pediatric health insights. This consistent digital presence will not only build awareness but also help position Ohio NAPNAP as a trusted and active voice in pediatric nursing across Ohio.

In addition to strengthening digital communication, Ohio NAPNAP should expand partnerships with nursing schools, universities, and healthcare organizations statewide to increase awareness and accessibility. Collaborating with institutions such as the University of Cincinnati, The Ohio State University, and major hospital systems will create direct pipelines for student engagement and early-career membership. These collaborations may include classroom visits, student ambassador programs, and co-hosted webinars that introduce future nurses to the professional and developmental value of membership. By increasing visibility within academic and clinical environments, Ohio NAPNAP can reach potential members where they are already learning, training, and growing their careers.

To enhance engagement and retention, Ohio NAPNAP should not only modernize communication but also re-evaluate the current value of membership. Members and prospective members expressed a need for clarity about what benefits justify the cost and time commitment. The organization should analyze which offerings, such as continuing education, advocacy, and networking, generate the most satisfaction and which may need to be expanded, simplified, or removed.

Additionally, offering a free one-year graduate membership can significantly increase early-career engagement. This introductory program would expand Ohio NAPNAP's reach, strengthen awareness among new nurse practitioners, and create

an onboarding pipeline into its paid tiered structure. The result would be a measurable increase in awareness, member participation, and perceived value, turning awareness into active commitment.

To make membership more inclusive, Ohio NAPNAP should also introduce a tiered membership structure that accommodates students and early-career nurses. Cost was consistently identified as one of the biggest barriers to joining, particularly among nursing students. Offering lower-cost or trial memberships with access to select resources, such as mentorship, webinars, and networking events, would reduce financial barriers while allowing new members to experience the benefits firsthand. This approach will help Ohio NAPNAP attract new members, foster long-term loyalty, and encourage renewals as nurses advance in their careers.

Finally, Ohio NAPNAP should launch a small mentorship program that connects nursing students with practicing nurse practitioners. Mentorship was one of the most requested benefits in the surveys and interviews, reflecting a strong desire among students for guidance and support as they transition into advanced practice. Starting with a small, pilot mentorship initiative would allow Ohio NAPNAP to test and refine the program before expanding it statewide. This initiative not only builds relationships within the organization but also reinforces Ohio NAPNAP's mission to support professional growth and elevate the future of pediatric healthcare in Ohio.

The Big Picture Framework

- To align marketing efforts with Ohio NAPNAP's mission and membership goals, our team developed a strategic framework that connects organizational objectives with clear marketing actions.
- **Business Objective:**
Strengthen visibility, increase active membership by 20%, and enhance engagement within one year.
- **Marketing Objective:**
Increase awareness among nursing students and early-career nurse practitioners through partnerships, consistent content, and simplified communication.
- **Source of Volume:**
Growth from new-to-category audiences (students and recent graduates) and competitive switchers from other professional organizations.
- **Segmentation:**
Students, early-career nurse practitioners, and established professionals.
- **Targeting:**
Primary focus on students and early-career APPs as the next generation of long-term members.
- **Positioning:**
"Ohio NAPNAP is your professional bridge between classroom and clinical leadership—offering mentorship, education, and advocacy for pediatric care."
- **4Ps (Go-to-Market Strategy):**
 - **Product:** Tiered membership levels, mentorship, CE courses, scholarships.

- **Price:** Discounted student/early-career rates and group membership options.
- **Place:** Online, campus partnerships, and hospital systems.
- **Promotion:** Storytelling through social media, newsletters, webinars, and advocacy updates.
- **Strategic Priorities:** These priorities are designed to position Ohio NAPNAP as the most accessible and impactful resource for pediatric-focused nurses in the state. Clarifying and communicating value ensures members understand what they gain from joining—such as CE opportunities, advocacy involvement, and peer mentorship. Building the student pipeline creates a long-term foundation for membership growth by establishing relationships early in nurses’ education. Enhancing communication consistency strengthens brand trust, while partnerships with universities and hospitals expand awareness across Ohio’s healthcare ecosystem. Together, these priorities create a sustainable growth model grounded in visibility, engagement, and value delivery.
- **Clarify and Communicate Value**
 - Simplify messaging about what members receive: continuing education, networking, and advocacy.
 - Create a one-page digital flyer outlining benefits by career stage.
 - Emphasize “career growth + connection” rather than just membership.
- **Build the Student Pipeline**
 - Develop partnerships with 5–7 nursing programs across Ohio.
 - Launch a “Student-to-Professional Pathway” where student members transition smoothly to full membership.
 - Offer faculty partnership kits and invite professors to integrate Ohio NAPNAP into classroom discussions.
- **Enhance Communication Consistency**
 - Relaunch the monthly newsletter with four content pillars: *Education*, *Member Highlights*, *Advocacy*, and *Events*.

- Maintain a LinkedIn and Instagram posting cadence of 3–4 posts per week.
- Use storytelling and real member experiences to make communication personal.
- **Leverage Partnerships**
 - Collaborate with hospitals and schools to host CE sessions and webinars.
 - Invite partner institutions to share Ohio NAPNAP updates in their internal newsletters or bulletin boards.
- **Measure What Matters**
 - Build a simple dashboard that tracks:
 - Total active members
 - Retention rate
 - Event participation
 - Social media engagement
 - Email open and click rates
- **90-Day Implementation Plan**
 - **Month 1 – Foundation**
 - **Objective:** Establish structure and messaging.
 - **Key Activities:** Finalize membership tiers, update website copy, draft social media calendar.
 - **KPI:** Setup completed; 3–5 posts scheduled.
 - **Month 2 – Launch**
 - **Objective:** Begin outreach and activation.
 - **Key Activities:** Launch first newsletter, hold one student outreach event, pilot webinar.
 - **KPI:** +10 % engagement on social platforms.
 - **Month 3 – Momentum**
 - **Objective:** Expand reach and partnerships.
 - **Key Activities:** Announce sponsorship packages, recruit at two universities, publish success stories.
 - **KPI:** +5 % increase in new memberships.

Conclusion

This project provided valuable insight into the opportunities and challenges facing Ohio NAPNAP. While the organization benefits from a strong national brand and dedicated leadership, it can achieve far greater impact through stronger communication, local partnerships, and consistent digital engagement. By focusing on membership value clarity, tiered benefits, and continuous outreach to universities and hospitals, Ohio NAPNAP can create a steady flow of new members while maintaining its current base. Implementing these recommendations will allow the organization to expand its influence, attract new pediatric nurse practitioners, and strengthen its voice in child health advocacy across Ohio.

Appendix

Appendix A: Figures

Figure 1: SWOT Analysis

Strengths	Weaknesses
- Established National Reputation: As part of a respected national organization, Ohio NAPNAP benefits from NAPNAP's credibility, advocacy power, and access to professional resources. - Strong Advocacy Focus: Known for supporting child health initiatives and legislative efforts that impact pediatric care across Ohio. - Professional Community:	- Low General Awareness: Limited visibility among registered nurses, nursing students, and even some pediatric providers unfamiliar with the organization's role. - Limited Marketing Presence: Social media, digital marketing, and outreach efforts are underutilized compared to peer organizations. - Time Constraints for Members: Many nurses report limited time for meetings, events, or volunteer involvement.

Provides a network for pediatric nurse practitioners (PNPs) and other advanced practice providers to connect, share expertise, and develop professionally.	● Membership Cost Perception: Some nurses view membership fees as high, especially for students or early-career practitioners.
Opportunities ● Expanded Digital Presence: Leverage social media, newsletters, and webinars to reach a broader audience and increase brand recognition. ● Partnerships with Universities & Hospitals: Collaborate with nursing schools, healthcare systems, and pediatric units for recruitment and educational outreach. ● Community Outreach & Public	Threats ● Competing Professional Organizations: Other nursing associations (e.g., ANA, Ohio Nurses Association, Society of Pediatric Nurses, other NAPNAP chapters) compete for membership and attention. ● Economic & Time Pressures: Ongoing workforce shortages and burnout may reduce willingness to participate in professional organizations.

Awareness Campaigns: Promote NAPNAP's advocacy work to enhance visibility and impact.	Declining Organizational Engagement Trends: Fewer healthcare professionals join associations unless clear, immediate benefits are communicated.
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The Michigan Chapter of NAPNAP maintains a strong digital presence and a well-organized communication strategy that consistently engages its audience. The chapter frequently updates its website and social media platforms with information about continuing education events, advocacy initiatives, and member highlights. Its consistent posting schedule and professional branding build trust and recognition among pediatric nurse practitioners across the state. In addition, Michigan NAPNAP actively promotes networking opportunities, annual conferences, and virtual learning options, which enhance accessibility and member value.

In comparison, Ohio NAPNAP's online visibility and outreach remain limited, with infrequent updates and lower engagement levels. This lack of consistency weakens awareness and makes it difficult for potential members to see the organization's value. However, Michigan's success presents a clear model that Ohio NAPNAP can replicate: developing a regular posting schedule, using strong visuals, and

highlighting member stories. By mirroring these practices, Ohio NAPNAP can enhance recognition, attract new members, and strengthen its position as a professional leader within pediatric nursing.

The Ohio Association of Advanced Practice Nurses (OAAPN) demonstrates a robust advocacy and communication strategy that directly supports its members' professional growth. OAAPN effectively positions itself as the leading voice for advanced practice nurses in Ohio through regular policy updates, statewide events, and active involvement in legislative initiatives. The organization's website and social media channels are consistently updated, featuring clear calls to action, membership benefits, and professional development opportunities. Its emphasis on policy engagement and leadership visibility has built a strong sense of trust and community among members.

Compared to OAAPN, Ohio NAPNAP has fewer advocacy-focused communications and less visibility in statewide policy discussions. This limits the organization's perceived influence and reach within the broader nursing community. However, OAAPN's approach highlights an important opportunity for Ohio NAPNAP—to leverage its pediatric specialty and expand advocacy communication. By amplifying its role in child health policy, increasing collaboration with OAAPN, and sharing advocacy updates more frequently, Ohio NAPNAP can build credibility, grow

membership, and elevate its presence as a vital voice for pediatric healthcare in Ohio.

Appendix B: Interview Questions, Audit, and Insights

Figure 1: Nurse Practitioner Survey

At the Ohio Chapter of the National Association of Pediatric Nurse Practitioners (NAPNAP), we value the insight and experience of Ohio's nurse practitioners. Your perspective helps us strengthen our community and better serve pediatric patients and families across the state. Please take a few minutes to complete this brief survey to help us create the best possible environment for professional growth, advocacy, and collaboration.

Before this survey, had you heard of the National Association of Pediatric Nurse Practitioners?

- ☐ Yes
- ☐ No
- ☐ Unsure

What comes to mind when you think of NAPNAP or professional nursing organizations in general?

How familiar are you with the Ohio Chapter of NAPNAP?

Scale: 1-5

What factors most influence your decision to join (or not join) a professional organization?

☐ Cost

☐ Time Commitment

☐ Awareness

☐ Benefits offered

☐ Relevance to your specialty

☐ Other

Have you ever considered joining NAPNAP or a similar organization? Why or why not?

Are you currently a member of any professional nursing organizations?

☐ Yes

☐ No

What professional topics are most relevant to you right now?

☐ Continuing education

☐ Pediatric care

☐ Advocacy

☐ Mentorship

☐ Networking

☐ Leadership

☐ Other

Would you be interested in attending professional events hosted by Ohio NAPNAP?

☐ Yes, in person

☐ Yes, virtual

☐ Maybe

☐ No

How important is pediatric-focused education and advocacy to your current role as an NP?

Not at all important

Slightly important

Moderately important

Very important

Extremely important

Scale: 1–5



1

5

What kinds of events or resources would be most valuable to you?

☐ Educational workshops

☐ Networking events

☐ Advocacy updates

☐ CE opportunities

☐ Mentorship programs

☐ Other

How likely would you be to engage with Ohio NAPNAP on social media for updates, education, or opportunities?

Scale: 1-5

☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

What could Ohio NAPNAP do to make membership more accessible or appealing for NPs?

Would you be interested in collaborating with or supporting pediatric nurse practitioners through Ohio NAPNAP activities?

- ☐ Yes
- ☐ Maybe
- ☐ No

How can Ohio NAPNAP better serve and engage NPs across the state?

Is there anything else you'd like to share about your experience or expectations of professional nursing organizations?

Figure 2: Nursing Student Survey Questions

At the Ohio Chapter of the National Association of Pediatric Nurse Practitioners, we strive to keep in touch with our nursing students, since you are the future of healthcare. Please complete this brief survey to help us create the best possible environment.

Before this survey, had you heard of the National Association of Pediatric Nurse Practitioners?

- ☐ Yes
- ☐ No
- ☐ Unsure

How familiar are you with the Ohio Chapter of NAPNAP and what it offers?

- ☐ Extremely familiar
- ☐ Very familiar
- ☐ Moderately familiar
- ☐ Slightly familiar
- ☐ Not familiar at all

What comes to mind when you think of NAPNAP or professional nursing organizations in general?

What would make you more likely to join NAPNAP (Ohio Chapter)?

- ☐ Local networking opportunities
- ☐ Career mentorship programs
- ☐ Access to exclusive job boards or internships
- ☐ Free or discounted continuing education events
- ☐ Advocacy involvement opportunities
- ☐ Other (please specify)

How would you prefer to hear about Ohio NAPNAP opportunities or events?

☐ Email

☐ Instagram

☐ Facebook

☐ Professors or mentors

☐ Other (please specify)

What type of events or content would make you most interested in joining or engaging with Ohio NAPNAP?

☐ Social Meetups

☐ Advocacy Workshops

☐ Career Panels

☐ Resume Reviews

☐ Volunteer Opportunities

☐ Other (please specify)

What would discourage you from joining?

Any additional thoughts or ideas on how NAPNAP can better support nursing students in Ohio?

Key Insights

- Awareness of Ohio NAPNAP Is Low Across All Audiences
 - A majority of both nursing students and nurse practitioners had never heard of the Ohio Chapter of NAPNAP prior to the survey.
 - Even those familiar with NAPNAP nationally were unaware of the state chapter's initiatives or events.
 - Respondents associated professional organizations with larger, more visible associations like the ANA or OAAPN.

- This suggests a critical need for improved branding, communication, and visibility across Ohio's nursing community.
 - Awareness efforts must start early, ideally during nursing school, to establish familiarity and interest.
- Strong Interest Exists in Mentorship and Professional Development
 - Both groups identified mentorship as one of the most appealing and valuable membership benefits.
 - Nursing students expressed a desire to connect with experienced nurse practitioners for career guidance and clinical insights.
 - Nurse practitioners valued opportunities to share expertise and support new nurses, creating a reciprocal learning environment.
 - Respondents also prioritized continuing education (CE), professional growth, and networking opportunities.
 - These insights indicate that mentorship and CE-focused initiatives could serve as key membership drivers.
- Cost and Time Are the Primary Barriers to Membership
 - Membership fees were cited as the number one deterrent for both students and nurse practitioners.
 - Students described current membership prices as unrealistic given tuition costs and limited income.
 - Nurse practitioners, especially those with families or demanding schedules, noted time constraints as a major barrier.
 - Respondents emphasized that they would consider joining if they saw clear, tangible benefits that justified the cost.
 - Offering tiered, discounted, or trial memberships could significantly increase participation rates.
- Communication Channels Need Modernization and Consistency

- The majority of respondents prefer to receive information via email and social media, particularly Instagram.
- Nursing students also rely heavily on faculty and peers for recommendations about professional opportunities.
- Nurse practitioners prefer professional email newsletters or updates from trusted colleagues and institutions.
- Currently, Ohio NAPNAP's digital presence is inconsistent and lacks engagement, resulting in missed outreach opportunities.
- Establishing a consistent communication strategy using targeted digital content and academic partnerships would improve reach.
- Opportunities for Collaboration and Outreach Are Underutilized
 - Respondents recommended that Ohio NAPNAP increase its presence in nursing programs, hospitals, and clinical settings.
 - Partnering with universities like UC, OSU, and Kent State could provide early access to future pediatric nurse practitioners.
 - Many participants suggested co-hosting webinars, panels, or advocacy events with other Ohio nursing associations.
 - Collaboration with healthcare employers could enhance visibility and credibility among professionals.
 - These partnerships could help create a pipeline of student-to-professional members, strengthening long-term retention.
- Digital Engagement and Brand Cohesion Are Essential for Growth
 - Both surveys revealed that Ohio NAPNAP's social media engagement is low compared to similar organizations.
 - Infrequent posting, lack of visual consistency, and minimal storytelling reduce follower interest and recognition.

- Respondents indicated they engage most with authentic, interactive content—such as spotlights, Q&As, and advocacy updates.
- A consistent social media strategy can transform visibility, attract new members, and reinforce community identity.
- Implementing a structured content calendar and cohesive visual branding would modernize the organization's image.

Appendix C: Interview Transcripts

Lynn Huesman

Brooke: Hi Lynn, it's good to talk to you again.

Lynn: Of course! It's great to talk to you too.

Brooke: Let's go ahead and jump right in. Before this project or conversation, had you ever heard of NAPNAP or the Ohio Chapter?

Lynn: No, I hadn't.

Brooke: What comes to mind when you think of professional nursing organizations like NAPNAP?

Lynn: Honestly, the first thing that comes to mind is *time commitment*.

Brooke: How would you describe the role of organizations like NAPNAP in supporting advanced practice nurses?

Lynn: From what I've heard from colleagues and friends in nursing, I think organizations like that should help further the profession, offering support, education, and opportunities to grow as a nurse.

Brooke: In your opinion, how visible or well-known is Ohio NAPNAP within the nursing community in Ohio?

Lynn: Personally, I had never heard of it, so I'd have to say it's not very well-known or visible.

Brooke: Are you currently a member of any professional nursing organizations? If so, which ones, and what do you value most about them?

Lynn: I'm not currently a member of any, and I don't plan to join one in the near future.

Brooke: What might motivate you to join an organization like Ohio NAPNAP in the future?

Lynn: If I were to join, I think having virtual meetings would really help. That way, I wouldn't have to worry about finding childcare in order to attend events.

Brooke: You mentioned not planning to join right now. What challenges or barriers discourage you from joining or renewing a membership—things like cost, time, or lack of awareness?

Lynn: For me, it's mainly a lack of time. I have a two-year-old, two dogs, and I'm pregnant with my second child, so life is pretty hectic right now. Joining an association just isn't realistic at the moment. I'm definitely not ruling it out forever! Just until life calms down a little.

Brooke: Of course! How do you usually prefer to learn about professional opportunities? Through email, social media, newsletters, or colleagues?

Lynn: I'm a millennial, so I'd prefer email or hearing about it through colleagues or work.

Brooke: For you personally, what types of events or resources would be most valuable? Continuing education, mentorship, networking, or advocacy updates?

Lynn: Networking would probably be the most helpful for me.

Brooke: Finally, what advice would you give to Ohio NAPNAP as it works to grow membership and engagement?

Lynn: Definitely make yourselves more known! I was born and raised in Ohio, went to school at UC, and I've never heard of the organization. I think awareness is key.

Brooke: This is great feedback. Thank you so much for taking the time to talk with me.

Lynn: My pleasure!

Marissa Kearns

Brooke: Hi Marissa, it's so nice to talk with you today. Can you tell me a little about yourself?

Marissa: It's nice to talk to you too. I just recently graduated from Miami University and have been working at UC's emergency room.

Brooke: Let's go ahead and jump right in. Before this conversation, had you ever heard of NAPNAP or the Ohio Chapter?

Marissa: No, I actually hadn't. I've heard of some national nursing organizations, but NAPNAP wasn't one that was really talked about during school.

Brooke: What comes to mind when you think of professional nursing organizations like NAPNAP?

Marissa: I think of things like networking, professional growth, and continuing education, but also a time commitment, which can feel tough to balance when you're just starting out.

Brooke: How would you describe the role of organizations like NAPNAP in supporting advanced practice nurses?

Marissa: From my perspective, they're supposed to help new nurse practitioners find their footing by offering mentorship, career support, and ways to stay updated on best practices. It's something that would have been really helpful transitioning from student to provider.

Brooke: In your opinion, how visible or well-known is Ohio NAPNAP within the nursing community in Ohio?

Marissa: I'd say not very visible. I just graduated and none of my classmates or professors ever mentioned it, which surprised me once I learned what they do.

Brooke: Are you currently a member of any professional nursing organizations? If so, which ones, and what do you value most about them?

Marissa: I'm not right now. I've just been trying to adjust to life as a post graduate, but talking to you about NAPNAP, it sounds like something I would definitely be interested in.

Brooke: What might motivate you to join an organization like Ohio NAPNAP in the future?

Marissa: I think mentorship opportunities would be a huge draw, especially something that connects new grads with experienced pediatric NPs. Virtual meetings would also help since I'm still getting used to my full-time schedule.

Brooke: What challenges or barriers might discourage you from joining or renewing a membership? Things like cost, time, or lack of awareness?

Marissa: Definitely cost and time. As a new grad, you're paying off loans and trying to find your rhythm at work, so it's hard to justify membership fees unless the benefits are really clear.

Brooke: How do you usually prefer to learn about professional opportunities—through email, social media, newsletters, or colleagues?

Marissa: Probably email or Instagram. I follow a lot of nursing pages there, so I think that's a good place to reach younger NPs and students.

Brooke: Finally, what advice would you give to Ohio NAPNAP as it works to grow membership and engagement?

Marissa: Focus on visibility and connection. Partner with nursing schools and share more about what the organization offers, especially online. A lot of new grads would join if they just knew about it.

Brooke: That's really valuable feedback. Thank you so much for your time today.

Marissa: Of course! I'm happy to help.

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