

# Position Yourself for Success

How school nurses can increase their impact and expand their sphere of influence

By Donna Cardillo, RN, MA

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## GET VISIBLE AND WELL CONNECTED

### 1. Get active in professional associations

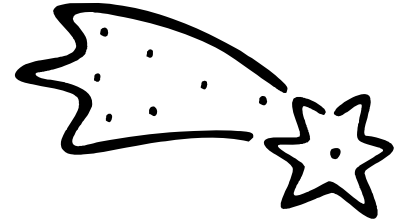
Join

Attend meetings

Run for office

Get on committees

Develop your skills



### 2. Network, network, network

Get yourself out there

Have business cards made

Start shaking hands

Develop relationships

Stay in touch

### 3. Stay visible at work

Attend BOE & PTO meetings

Present workshops

Start a newsletter, write a column

Participate in career days

Toot your own horn

Participate in social events

## BOOST YOUR CREDIBILITY

### 4. Work on your writing and speaking skills

Take a class

Read up

Get a little practice

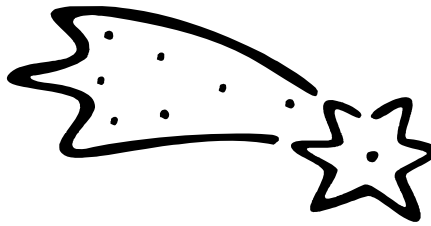
Look for opportunities

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**5. Work on education and training**

- Formal education**
- Informal education**
- Skill building**
- Get to the library**

**WORK ON YOUR/OUR IMAGE**

**6. Become more assertive**

- Put more power in your communication**
- Learn to accept compliments**
- Start asking for what you want**
- Hone your negotiation skills**
- Develop conflict management skills**

**7. Develop a professional image**

**8. Use the media to your best advantage**

- Monitor the media**
- Write letters to the editor**
- Develop relationships with the media**
- Get media training**
- Work through your professional associations**

**9. Get the word out**

- Learn to talk about what you do**
- Speak positively about nursing**
- Be proud of your credentials**
- Be a nursing/school nursing advocate**

## SELECTED BIBLIOGRAPHY

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### Articles by Donna

Just a Nurse? No Such Thing	Accepting Compliments
Promote - Don't Pummel - Your Profession	Nurses, Politics, Power
How to Network Successfully	The Uncommon Handshake
Winning Through Associations	Harness the Power of the Media
Go Back to School and Change Your Life	Develop the Writer in You
Learn to Speak With Confidence	Harness the Power of the Media
Become More Assertive, One Step at a Time	
Seven Strategies for Managing Conflict	
Six Steps to Getting the Most from Your Job	
Dear Editor: Writing Letters to the Media	

*For these and other related articles, go to [www.dcardillo.com](http://www.dcardillo.com) and click on "articles." Not connected to the Internet yet? Call 800-801-5796 for a complimentary copy of any article.*

### Related web sites

National Association of School Nurses [www.nasn.org](http://www.nasn.org)  
American School Health Association [www.ashaweb.org](http://www.ashaweb.org)  
National Association of State School Nurse Consultants [www.nassnc.org](http://www.nassnc.org)

### School nurses in the news

Nurse Shortage is Ailing Schools by Tammy Webber, The Indianapolis Star (IN)  
April 24, 2006  
No School Nurses Left Behind by Laurie Udesky, salon.com, September 29, 2005  
Nurse shortage puts school kids at risk by Bruce Horovitz and Kevin McCoy,  
USA Today, December 13, 2005

*Find these articles by doing an Internet search using the article name and author as above. You can also e-mail me for live web links to these and other articles about school nurses at [donna@dcardillo.com](mailto:donna@dcardillo.com)*

### Send your career questions to Donna at:

[www.nurse.com](http://www.nurse.com) Click on "Dear Donna"

### Subscribe to Donna's FREE e-newsletter Nursing Connections™

Go to [www.dcardillo.com](http://www.dcardillo.com) Click on "Newsletter"

Check out Donna's books  
*Your 1st Year as a Nurse –*  
*Making the Transition from Total Novice to Successful Professional* and  
*The ULTIMATE Career Guide for Nurses –*  
*Practical Advice for Thriving At Every Stage of Your Career*

## SAMPLE LETTERS TO THE EDITOR

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*This note was sent via e-mail to the editor of Good Housekeeping magazine in response to an article in the March 2002 edition.*

“Thanks for the great article by Tessa De Carlo entitled "Where are the Nurses?" It was right on the money about working conditions and substandard staffing levels. While many are automatically attributing the problems to the future predicted nursing shortage (which hasn't hit yet, by the way), Ms. DeCarlo got to the heart of the matter. Hopefully her thoughtful and well-researched article will help to get the message out to consumers (who can speak to their politicians, community leaders, and hospital administrators) and government sources that control healthcare funding and legislation. Thanks, too, for portraying nurses in such a positive light. We're in the headlines as soon as we make a mistake but rarely for the good things we do.”

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This note was sent to the editor Of U.S. News and World Report magazine in response to an article about careers with a future. The only healthcare profession mentioned was X-ray techs with an estimated 12,000 job openings. One tech was quoted as saying his job was rewarding because he occasionally got to hold someone's hand and comfort him or her. There was no mention of the nursing profession.

“I'm an avid reader and rely on USN&WR for all the latest news and information. However, there was one glaring omission to the "Careers to Count On" article in the 2/18/02 issue - Nursing. With an estimated 100,000 current vacancies and an estimated shortage of over 400,000 nurses by the year 2020, it is one of the hottest job prospects around. Average salaries are between \$35,000 and \$75,000 with some hospitals paying sign-on bonuses of 3-12 thousand dollars. Nursing is a high tech AND high touch profession. Where else can you use your heart and your head everyday and make a real difference in the lives of others? The Department of Labor (DOL) lists nursing as the largest of all healthcare professions with almost 2.7 million licensed registered nurses. DOL also lists nursing as one of the 10 occupations projected to have the largest numbers of new jobs. You really missed the boat by excluding this one.”

Name

Address

Phone number

Tips:

## Donna Cardillo Bio

Donna Cardillo, RN, is the Career Guru for Nurse. She travels the world helping nurses to be happy in their careers and to reach their full potential. She does that as a keynote speaker, columnist and author. Her accomplished career combines over 20 years of clinical, managerial and business experience, not to mention her stint as a professional singer. Donna's clinical experience includes emergency and psychiatric nursing.

Donna holds a diploma in nursing, a BS in Health Care Management and an MA in Corporate and Public Communication.

Known as "Dear Donna", she gives daily online career advice to nurses at nurse.com and writes a monthly column for Nursing Spectrum and NurseWeek magazines. Donna was formerly known as the "Healthcare Careers Expert" at *monster.com*

Donna has twice been named *Business Woman of the Year* in New Jersey and has also received the coveted *Athena Award*, a national leadership award for women. Donna was designated a *Diva in Nursing* by the Institute for Nursing in NJ for outstanding achievements and excellence in practice. She has also been named one of *50 Best Women in Business* by NJBIZ.

Donna appears regularly on television and radio, is frequently quoted in newspapers and magazines and has published numerous articles. Donna has appeared on the *Today Show on NBC* and has been featured in the *Los Angeles Times* on several occasions.

Donna is author of the book, *Your First Year as a Nurse – Making the Transition from Total Novice to Successful Professional* from Random House and *The ULTIMATE Career Guide for Nurses - Practical Advice for Thriving at Every Stage of Your Career* from the Gannett Healthcare Group and the soon to be released *Day Book for Beginning Nurses*.

Donna is a volunteer lecturer and facilitator for the National Multiple Sclerosis Society. When she is at her home base in Sea Girt, NJ, she serves as a local spokesperson for family caregivers.

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