



**Conference Call of the
'Planning a National Nursing Quality and Safety Alliance'
National Nursing Convener Organizations**

Agenda

August 19, 2009

2:00 p.m. – 4:00 p.m. (Eastern)

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| 2:00 p.m. | Welcome
<i>Jean K. Johnson, RN-C, PhD, FAAN, Senior Associate Dean and Professor, GW</i>
<i>Ellen Dawson, PhD, ANP, Chair, Department of Nursing Education, GW</i> | |
| 2:05 p.m. | Overview of Agenda and Conference Call Objectives
<i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i> | Item A |
| 2:10 p.m. | Establishing NQSA's Governing Structures
<i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i> | Items B, C |
| 2:45 p.m. | NQSA Launch Activities
<i>Ellen Kurtzman, MPH, RN, Assistant Research Professor, GW</i> | Item D |
| 3:00 p.m. | Developing NQSA's Brand Identity
<i>Cleve Corlett, PhD, Brand Planning, LLC</i>
<i>Henry Engleka, Chad Hyett, Peter Hahn, Caroline Johnson, Widmeyer Communications</i> | Items E, F |
| 3:55 p.m. | Other Business and Next Steps | |
| 4:00 p.m. | Adjourn | |