

# Strengthening Community Partnerships through Sponsorship

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## Delta Phi Background

- For the past 28 years, the Delta Phi chapter of Sigma Theta Tau has partnered with a local College of Nursing to promote nursing scholarship within the community through an event entitled "Kaleidoscope of Nursing Research Day".
- The "Kaleidoscope of Nursing Research Day" is a half-day event that showcases faculty, clinical partner and student research in order to celebrate nursing scholarship.
- In an effort to sustain the culture of scholarship, as well as to improve publicity of the event, the Delta Phi chapter of Sigma Theta Tau initiated a pilot project to identify community sponsors willing to partner with our chapter to promote nursing research and collaboration.

## Planning Process



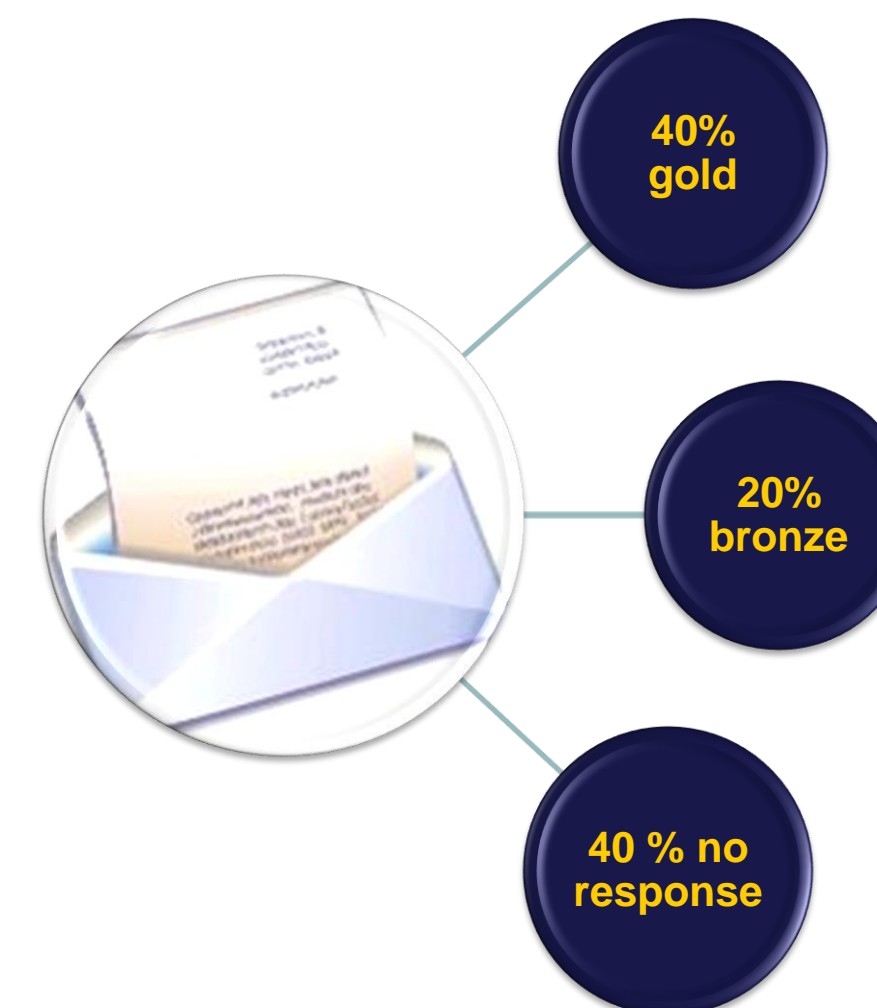
## Literature Review

- Academic and practice partnerships shared mutual benefits for both organizations involved (Berry 2011).
- American Association of Colleges of Nursing (AACN) recognized the importance of academic and practice partnerships to enhance student learning and patient outcomes (AACN, 2010).
- Riley, Beal, Levi and McCausland (2002) reported scholarly activity does not reside "uniquely in academic settings" nor is the pursuit of scholarship the "exclusive domain of nursing faculty" (p. 383).
- Urriolagoitia and Planellas (2007) stated corporate sponsorships encouraged strategic alliances for ongoing relationships.
- In an attempt to promote scholarship among practicing nurses, the Delta Phi Chapter reached out to established academic and practice partnerships.

## Levels of Sponsorship



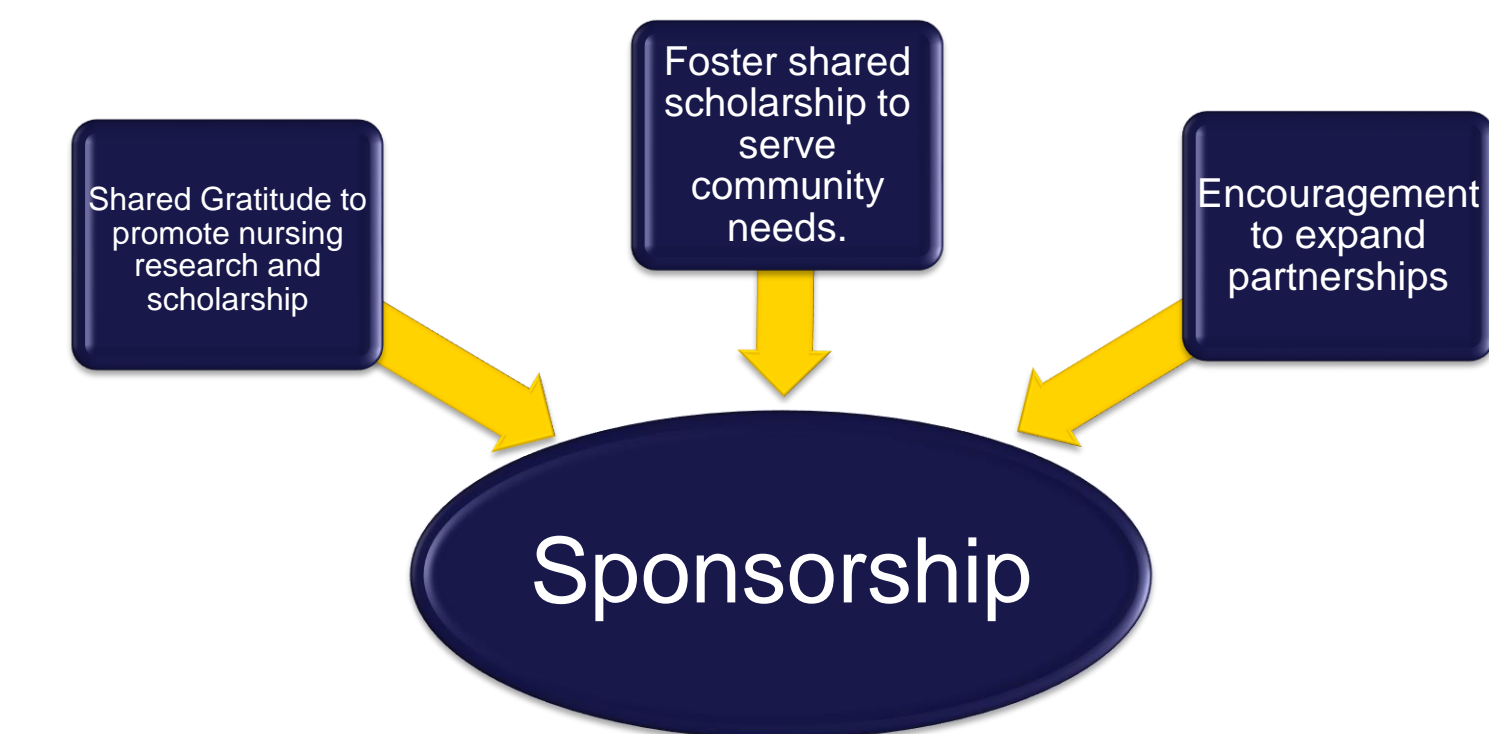
## Sponsorship response



## Benefits to Partner Sponsorship

- Organization logo and level of support promoted through event publicity
- Display advertising of sponsoring organization at the event
- Encourage employees to participate in research
- Promote dissemination of nursing scholarship

## Enhancing Connections



## Future Plans

- Outreach out to additional community partners to advance nursing scholarship and research
- Maintain current partnerships
- Encourage nurses across the community to participate in research

## References

- American Association of Colleges of Nursing (AACN). (2014). Academic-practice partnerships. Retrieved from: <http://www.aacn.nche.edu/leading-initiatives/academic-practice-partnerships>
- Berry, L. E. (2011). Creating community: Strengthening education and practice partnerships through communities of practice. *International Journal of Nursing Education Scholarship*, 8(1), 1-18. doi:10.2202/1548-923X.2180
- Riley, J. M., Beal, J., Levi, P., & McCausland, M. P. (2002). Revisioning nursing scholarship. *Journal of Nursing Scholarship*, 34 (4), 383-389.
- Urriolagoitia, L., & Planellas, M. (2007). Sponsorships relationships as strategic alliances: A life cycle model approach. *Business Horizons*, 50, 157-166.