From the President

Promoting the Image of Nursing

What is one concern that three national nursing organizations, the Academy, the National League for Nursing, and Sigma Theta Tau, have identified as having high priority? If you responded “the image of nursing,” you are correct. The fall 1982 meeting of the Academy addressed the image of nursing from several theoretical and empirical perspectives. The National League for Nursing appointed a task force to design an action plan to improve the public image of nursing. Sigma Theta Tau’s Ten-Year Plan emphasizes both public information and education and intraprofessional information and education. The Sigma Theta Tau Program Committee has reiterated our concern for image by choosing as the theme of the 1983 Biennial Convention, “Image Makers: Richness and Diversity.”

What image of nursing is Sigma Theta Tau communicating with its Ten-Year Plan and action strategies? First, I believe we are aggressively restating that nursing is a profession of great social significance. Our goal is nothing short of improving the health of the public through improved nursing practice. Our statement is clear — there is a direct link between the health of the public and the availability of quality nursing care.

Secondly, Sigma Theta Tau is promoting the image of nursing as a professional practice. Nursing is an academic discipline. Improving practice means increasing the scientific base for our practice.

Thirdly, Sigma Theta Tau presents nursing as a multi-image profession. The researcher, educator, practitioner, administrator, scholar are all roles that nurses play. They are all equally important to the continuous development of the process of nursing. People practice nursing in multiple ways!

Sigma Theta Tau itself portrays an image — an image of an active, committed group of sophisticated nurses who know what they want to do and how to go about it. Part of our image is that of caring. The sheer amount of time contributed to the organization speaks clearly to how much we care.

Another part of our image is our willingness to focus on nursing, not nurses. Our goals are not self-serving; they reflect a willingness to tax ourselves to improve practice.

Sigma Theta Tau is also promoting a national image of unity and strength. Our role in facilitating the development of a National Center for Nursing would be enhanced as one activity associated with that image. Other health professionals and legislators frequently refer to us as a collection of splinter groups, disagreeing with each other on vital issues of practice and education. We are, therefore, perceived as weak and needing others to make decisions for us.

Bringing nursing organization together under one roof will be a major step forward to changing that image to one of unity. Insuring the independence of the organization housed under that single roof is essential to strengthening that part of the image. There is much to do to move nursing forward. Organizations with different purposes serving different interest groups are necessary if we are to have strength.

Sigma Theta Tau is clearly an image maker. We are emphasizing the particular image of nursing and nurses. Each of us needs to remain cognizant of this membership responsibility. At a local, regional and national level, each of us must be clear and convincing as we link a quality nursing practice and the health status of the public. Let each of us facilitate unity and strength within nursing by promoting the National Center for Nursing.
1982 Activities of the Society
FROM THE EXECUTIVE OFFICE

1982 was marked by significant progress for Sigma Theta Tau at the chapter and national level. At the 1982 annual meeting, the National Council and Committee Chairs reviewed and assessed the activities and data of the past year and planned for 1983. Some highlights of 1982 follow.

Members and Chapter Growth
In 1982, 26 chapters were chartered, two chapters were amended to add three additional universities and more than 10,000 new members were inducted in the societies 161 chapters. Renewing members increased to 30,000 and 20 chapters reported more than 100 active members. Two additional Honor Societies have submitted applications for consideration of their eligibility to become chapters. More than 700 members were involved in developing the 33 new chapters to support their growth.

Member and Chapter Involvement
Member participation at chapter and national level continues to increase. In addition to the more than 1,200 elected leaders, chapter report an attendance of more than 50,500 members at 560 scholarly programs and meetings totaling $73,000. National programs report an attendance of 700 at the 25th Biennial and more than 1,300 at the 4th Madrid Research Congress. National research grants totaling $21,500 were awarded.

In 1982, there were 3,600 contributors to the Nursing Research Fund and these funds increased by $62,000. Manuscripts, contributed for Image registration increased from 50 in 1981 to more than 145 in 1982.

Three month evaluations were sent to participants in regional Winter’s Seminars. Summer's statements derived from data tabulated from ten seminar evaluations forms include:

- 30% of schools of nursing, 38% from hospitals, 6% community health and 12% from other settings.
- 27% of the participants are registered nurses held a Master’s degree and an additional 8% held an Associate degree.
- 36% had written or presented for Image radio or television during the last year.
- 36% developed print or books or articles.
- 30% developed various programs.
- 6% had sent a letter of inquiry.
- 36% of the participants had taken Image in the last quarter for Image research.
- 88% forecast publishing activity in the next six months.

Eight chapters in the Boston area are cooperating to host the October 1983 Biennial which will celebrate Sigma Theta Tau’s 60th anniversary.

Members Volunteer for Ten Year Plan
Members volunteered the opportunity to participate in the Ten Year Plan. A total of 3,800 volunteers for activities to increase the development and utilization of membership data:

- 3,500 volunteered for activities to increase the development and utilization of membership data.
- 1,600 checked activities to expand publication of the abstracts.
- 2,400 indicated their willingness to participate in activities to expand Sigma Theta Tau programs and support development.

National Officers, editors, committees, and staff volunteer chapters are reviewing the volunteer lists to plan for ways to involve the maximum of our talented members and resources at the chapter and national level.

Madrid Research Congress
Sigma Theta Tau is planning to sponsor the first research conference outside the United States July 7-9, 1982. The Spanish-American American Research Congress will be co-sponsored with the Universidad de Comunicacion in Madrid. Members will have the opportunity to participate in a two week study tour incorporating the research conference into a general interest week tour. Abstracts for consideration for the seminar are due January 15 with notice of acceptance by March 15. Additional information will be made available on request from the National Office.

A Conventional History Lesson
Enroll Enroll The 25th Biennial returns to Boston for the first time since the inception of National Sigma Theta Tau in 1951. The situation should stimulate discussion between Boston past (1951 and 1961) and present chapter programs. It is estimated the 25th Biennial will attract over 1,300 participants from 640 Theta Tau chapters in 42 states, 4 territories, 2 provinces, 6 Canadian provinces, 20 countries, 117 nations and 13 countries.

The 1982 program focused upon post graduate education, the rural community, the student and the nurse's workplace were covered. Dr. Leo Barnhill, Past President, and current Theta Tau President, will provide the setting.

The 25th Biennial theme “Leadership in Action” was identified through the use of research reports session. The situation should stimulate discussion between Boston past (1951 and 1961) and present chapter programs. It is estimated the 25th Biennial will attract over 1,300 participants from 640 Theta Tau chapters in 42 states, 4 territories, 2 provinces, 6 Canadian provinces, 20 countries, 117 nations and 13 countries.

The theme is rich in diversity and can serve as an impetus structured the most recent roles of nurses as they influence the health of the community. The situation should stimulate discussion between Boston past (1951 and 1961) and present chapter programs. It is estimated the 25th Biennial will attract over 1,300 participants from 640 Theta Tau chapters in 42 states, 4 territories, 2 provinces, 6 Canadian provinces, 20 countries, 117 nations and 13 countries.

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1982 Activities of the Society

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1982 was marked by significant progress for Sigma Theta Tau at the chapter and national level. The 25th Biennial Convention, held in Philadelphia, June 1982, was one of the most successful in the history of the Society. The meeting was characterized by dynamic history lessons, as well as innovative activities and education. The 27th Biennial Convention, held in Madrid, Spain, in 1983, will be remembered for the rich diversity of nursing research and scholarly presentations. The 1983 Post-Biennial Convention was held in Philadelphia, October 1983.

National Center for Nursing

Sigma Theta Tau is spearheading the development of a National Center for Head- quarters offices and support services for national nursing organizations. The proposed National Center can provide opportunities for increased communication, cooperation and collaboration between separate autonomous nursing associations and can serve as a National resource center for nursing information.

The Indianapolis Community offers to finance the project in Indianapolis and plans to raise the funds to develop the Center through a partnership with the public and private sectors including the city, university, industries, foundations and voluntary organizations.

Currently, 23 nursing organizations are exploring the concept and the value and support the National Center can provide for member access and services. Re-location and long-range planning committees appointed by many of the organizations are collecting data on the effectiveness, efficiency, economy, resources and networking potential of the Center. Several organizations have sent letters of interest and intent to participate in the Center. In 1983, the agenda of boards and policy making groups of various additional national nursing organizations will include consideration of this initiative to locate their national offices in the National Center.

The Center concept addresses some of the challenges, cooperation and collaboration problems that have limited nursing research opportunities. A newly identified by Sigma Theta Tau at the Center. The Center concept offers a new and historic perspective on the effect of American Nursing and Health Care.

In addition to the development of the National Center, a significant number of data tabulated from ten seminar evaluations are available on request from the National Office.

Member and Chapter Involvement

Participation at chapter and national level continues to increase. In addition to the more than 1,200 elected leaders, chapters reported an attendance of more than 50,500 members at 560 scholarly programs and awarded grants totaling $73,000. National programs report an attendance of 700 at the 26th Biennial and more than 1,300 at the 1982 Regional Media Awards program in New York City. Activity reports from Sigma Theta Tau programs and awards totaling $1,982,235 were involved in developing the 33 new chapters to support their growth.

San Francisco, California

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Highlights from the Fall Regional Assemblies

More than 700 members attended the Fall Regional Assemblies in Columbus, OR, Garden City, NY, Birmingham, AL, and Kansas City, MO. They provided a stimulating and innovative program focusing on "Shaping the Scholarly Image." Keynote speakers included Dr. Carol L. Legrand, Dr. Beatrice and Dr. Philip Klahr, Dr. Cecilia Cantell, and Dr. Constanza Carignan presented the "Emerging Image of Nursing." Each Assembly hosted a thought-provoking "Meet the Press" forum dedicated to discussing nursing issues from the public media's perspective, live and in person. Topics of discussion included: healthcare cost, nursing research, patient contracting, nurses' rights, and a myriad of other issues.

The first annual Regional Media Awards were presented during the Assemblies to recognize outstanding journalistic coverage of nursing issues in the media. The awards were presented to encourage excellence in media coverage.

Public Media Awards:

Region 5: Barbara Vann, reporter Chicago Sun Times, (Qualifying Unsix in Banks of Nursing) a comprehensive look at the various aspects and changes in nursing issues.
Region 3: Chicago Daily News, Region 13: Diane Manconi, And Paul Telicino, "Taxes to Nursing Programs" (monthly program on women's health on WBBM FM Radio).

Special Recognition:
Region 4: Lorraine J. Henke Jones, Assistant Prof. Sch. of Nursing, Ball State U., "On the Level" (an educational series on teenagers' personal and social growth).
Region 2: Theresa Shafer, Assistant in Instruction, U. of Iowa, Col. of Nursing, entry "The Community of Iowa Nurse Centrivity Media Project" (marketing project soliciting nursing involvement in writing for the public press).

Nursing Media Awards:
Region 4: Connie Curran, RN, B.Ed., Associate Dean, Sch. of Nursing, Medical College of Wisconsin, "Alive At Five" (a nightly news segment on nursing care on WITI Channel in Milwaukee, a CBS affiliate).
The second day of the Regional Assemblies focused on chapter leadership development and active ways chapters are currently implementing the Sigma Theta Tau Ten Year Plan action strategies.

Eileen Fannin, Dr. Marilyn Ruzeck, Professor and Graduate Coordinator, Department of Nursing, University of Iowa, Col., was invited to come up with the Ten Year Plan Program Highlights in the first Oct. issue of Reflections.

Ten Year Plan: Focus on Scholarship

Develop

Resource Development
- Communicate to lay and professional groups nursing's significant role in addressing critical issues in health care.
- Increase public support and private funds for nursing research.
- Develop an efficient computerized storage and retrieval system for nursing research and nurse researchers.
- Assist practicing nurses to acquire research knowledge and skill.

Knowledge Expansion
- Increase the number of nurses conducting research.
- Increase interdisciplinary collaboration in research.
- Increase exchange of technical information among researchers.
- Develop an international network of nursing scholars.

Knowledge Utilization
- Stimulate use of research-based curricula.
- Stimulate use of research-based theory in teaching practice.
- Disseminate findings of nursing research.
- Increase the public demand for the products of nursing research.

First Year Status Report

Sigma Theta Tau

Member News

Nancy J. Brent, R.N., J.D. (Alpah Lambda) has opened a law firm, Nye, Brent and Shoenberger, limited which concentrates its practice in health and human service law. The firm is located in Chicago.

Michael Allen Carter, R.N., D.N.Sc. (Alpah Kappa) has been promoted Dean of the College of Nursing at the U. of Tennessee Center for Health Sciences in Memphis.

Darlene Domino (Zeta) has been appointed Governor Al Quie to the Minnesota State Council for the Handicapped.

Helene Erickson (Rho) was awarded the American Outstanding Teacher Award at the U. of Michigan's annual faculty recognition program. A doctoral student at the U. of Michigan School of Education, Erickson is currently Interim Assistant Dean for Undergraduate Studies at the U. of Michigan School of Nursing.

Beverly Flynn (Alpha) recently returned to Indiana U. School of Nursing from a sabbatical leave at the U. of Cambridge in England. Flynn was the first nurse involved as a fellow Commoner at Churchill College and a visitor with the Dept. of Community Medicine.

Joan Mary Gannong, R.N., Ph.D. (Alpah Alpah) has become the President of the W. L. Gannong Company, Healthcare Management Consultants, Chapel Hill, NC.

Dr. Barbara C. Hansen (Rho), Professor and Associate Dean of the School of Nursing, U. of Michigan, has accepted the position of Associate Vice President for Academic Affairs and Research, and Dean of the Graduate School of Southern Illinois University, effective Jan., 1983.

Linda M. Minnem (Epsilon) recently was appointed Clinical Nurse Specialist, East Orange General Hospital, East Orange, NJ.

Dr. Mary-Charts Santosponio Kapp (Kappa) has been appointed Clinical Director for Mental Health Nursing at Suburban Hospital Association, Bethesda, Maryland. Roberta M. Coden, R.N., M.S. (AIA), Assistant for Nursing Administration created the new position recognizing the need for nursing leadership in mental health psychiatric nursing in a hospital setting.

Darlene Paduano, R.N., M.S.N. (Alpah Omega) has accepted the position of President of the American Association of Diabetes Educators in Sept. 1982.

Eleanor Polazsou Sullivan, R.N., Ph.D. (Delta Lambda), AIA, Dean, School of Nursing, University of Missouri-C. Louis, was named Distinguished Alumna of 1982 by Southern Illinois University, Edwardsville, School of Nursing.

Jo Joyce Tecule, M.P.H.N. (Epsilon Eli) has been named Chairperson of the Division of Nursing at the University of Alabama, Sch. of Nursing, UAB in Birmingham.

Bottom: Second Vice President, Dr. Beth Yanguell-Woolf, responds to the press during the Region 5 Assembly in Garden City, NY.

Top: Dr. Susan Streck, First Vice President challenges members to take an active role in changing nursing's image through the action strategies of the Ten Year Plan. Dr. Streck announced the Leadership Development Day during the Regional Assembly in Garden City, NY.

Bottom: Second Vice President, Dr. Beth Yanguell-Woolf, responds to the press during the Region 5 Assembly in Garden City, NY.

Sigma Theta Tau

KNOWLEDGE EXPANSION
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- Increase exchange of technical information among researchers.
- Develop an international network of nursing scholars.

KNOWLEDGE UTILIZATION
- Stimulate use of research-based curricula.
- Stimulate use of research-based theory in teaching practice.
- Disseminate findings of nursing research.
- Increase the public demand for the products of nursing research.
Call for Abstracts

**Gamma Mu Chapter** will conduct their **Research Conference** on October 5, 1983, and abstracts related to nursing research are solicited for presentation of their findings. Questions can be directed to Dr. Joseph M. Pisanelli, Assistant Dean for Research & Graduate Studies, Tufts University School of Medicine, Boston, MA 02111. Deadline for submission is May 1, 1983.

**Delta Omega Chapter** of the University of Kentucky for the presentation of research papers at the **Research Conference** on November 16, 1983. Deadline for submission is May 1, 1983.

**Epsilon Delta Chapter** at the University of Arizona, Tucson, AZ 85721, for submission of papers for the **Beta Lambda Chapter** at the **Research Conference** scheduled for November 16, 1983.

**Gamma Omega Chapter** at the University of California, San Francisco, for the presentation of research papers at the **Research Conference** on January 27, 1984.

**Delta Lambda Chapter** at the University of Texas at Austin, for the presentation of research papers at the **Research Conference** on February 16, 1984.

**Omics Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on March 16, 1984.

**Delta Phi Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on April 16, 1984.

**Epsilon Omega Chapter** at the University of California, Berkeley, for the presentation of research papers at the **Research Conference** on May 16, 1984.

**Gamma Pi Chapter** at the University of Texas at Austin, for the presentation of research papers at the **Research Conference** on June 16, 1984.

**Delta Sigma Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on July 16, 1984.

**Gamma Sigma Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on August 16, 1984.

**Delta Tau Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on September 16, 1984.

**Delta Upsilon Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on October 16, 1984.

**Beta Theta Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on November 16, 1984.

**Beta Delta Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on December 16, 1984.

**Gamma Lambda Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on January 16, 1985.

**Delta Epsilon Chapter** at the University of California, Los Angeles, for the presentation of research papers at the **Research Conference** on February 16, 1985.

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Gamma Mu Chapter will conduct their Nursing Research Conference on April 26, 1983, and abstracts related to nursing research will be accepted through March 28, 1983, to Theresa Valga, College of Nursing, Kent State University, South Hall, University, South Orange, NJ 07079. Nursing Diagnosis Task Force requests abstracts for presentation at the Nursing Research Conference to be held September 29, 1983, at the Kemalco Center (for eligibility see April 1, 1983, Contact: Louise J. Ritzes, Midwest Nursing Research Conference at Alcoa, 1051 Gist Road, Menasha, WI 54952. Delta Mu Chapter and the Kent State University School of Nursing are sponsoring the Research Conference at the University of Akron, 1983. Abstracts of research results with applicable implications for education and research should be submitted by January 31, 1983, to Jenifer M. Hunsaker, 1078 Akron, OH 44325. Gamma Omega Chapter at San Diego State University invites abstracts on research concerning the practice of Nursing Science, scheduled for April 16, 1983. Deadline for abstracts is April 1, 1983. Write Dr. Sharon McDonald, Research Facilitator, San Diego State University. School of Nursing. The program will be an annual one, and all full-time students entering the first year of graduate study in nursing at Emory University, Fall 1983, will be eligible for the Achievement Award. The Achievement Award recognizes 4.0 grade point average in nursing and nursing supporting courses with high achievement in Liberal Arts, demonstration of high levels of creativity and leadership, outstanding potential for leadership, and clear potential for enrolling the lives of college students in the University. Deadline date: March 1, 1983. Office of Student Affairs Nebraska College of Medicine, 9000 Dodge St., Omaha, NE 68114. An abstract, limited to 1,000 words in length, should be submitted by April 15, 1983, to Director of Research, School of Nursing, 3030 Dodge St., 402/392-6915.
Summary Of The Council Actions At The October 29-30 Annual Meeting

Ten Year Plan
- Reviewed the first year progress on the Ten Year Plan, discussed the second year strategies and arranged for a June meeting to establish priorities, timetables and plan for resources.
- Reviewed data from members who returned volunteer opportunity checklists and initiated plans to involve these volunteers in implementing the Ten Year Plan.

Research
- Planned to recognize Sigma Theta Tau Research Award recipients during research luncheons hosted at the ANA and NLN Conventions.
- Initiated plans to present a research session at ICN in Israel in 1985.
- Approved addition of post-convention regional research conference for Boston, October 15, 1983.
- Approved additional professional staff member to have educational and research development responsibilities.
- Continued planning for July, 1983 Madrid Research Congress.

Chapter Development
- Reviewed thirty-two applications for Sigma Theta Tau Charters and approved site evaluation visits for 27 of the petitioning honor societies.
- Reviewed report of data compiled from chapter annual reports and commended chapters on increase in numbers of scholarly programs, grants and awards.
- Arranged schedules for National Officers and Eligibility Committee to make evaluation visits to 28 petitioning schools, January-June, 1983.

Public Affairs
- Approved establishment of a list of complementary subscriptions for Image: The Journal of Nursing Scholarship beginning with the January 1983 issue. The list to include senators, governors and university officials.
- Continued the regional Media Awards program in 1983. Awards to be presented to nursing press and the public media in each of the seven regions during the 1983 Biennial Convention in Boston.
- Approved the recommendation to establish categories and to implement a Chapter Newsletter Competition — the Public Affairs Committee will arrange for awards to be presented during the Biennial Convention.
- Directed that a letter indicating inaccuracies and offering resource material be sent to Newsweek regarding the October 25, 1982 article on "Our Undertrained Nurses."

Financial
- Revised the Financial Guidelines to include consultation for chapter treasurers and chapter financial planning.
- Approved a proposal from Balfour Company to offer a new line of specialty jewelry to Sigma Theta Tau members. The Company will advertise the availability through Image: The Journal of Nursing Scholarship.
- Reviewed 1981-82 auditors report and commended financial administration and $152,000 increase in cash of assets.

Biennial Convention
- Accepted the invitation from Indiana chapters to host the Sigma Theta Tau 1985 Biennial Convention in Indianapolis.
- Accepted the 1983 Convention theme "Image Makers: Richness in Diversity."
- Appointed a Media Task Force to solicit and develop A/V materials for presentation at the 1983 Convention.

National Center for Nursing
- Endorsed the National Center for Nursing and attended an information session related to the Center.

Commendation
- Commended the committee chairmen, chapters and staff for the remarkable progress in implementing the first year of the Ten Year Plan.

In Memoriam

Marcy Barton (Alpha Eta)
Dorothy M. Daigle (Beta Gamma)
Beth O'Gallagher Dixon (Mu)
Nancy Jo Duray (Epsilon Phi)
Sister Janet Falgout (Delta Eta)
Mary E. Grotefend (Alpha Epsilon)
Elinor Kersey (Lambda)
Luise Clemson Leavell (Alpha Nu)
Letitia M. Lici (Gamma Nu)
Jean Nappy (Gamma Nu)
Nancy Perkins (Mu)
Mary Reynolds (Rho)
Vivian Sager (Epsilon Phi)
Helen Saunders (Kappa)
Thelma Sawyer (Gamma Rho)
Luella Strickler (Alpha Kappa)
Sheryl S. Sweeney (Epsilon Chi)
Sheryl Strickler (Alpha Kappa)
Natalie Murphy Stafford, (Alpha Rho)
Memorial Contributions may be made to the Research Fund, Alpha Rho Chapter, Sigma Theta Tau, Sch. of Nsg. West Virginia U., Morgantown, WV 26506.