

**USAREC Regulation 600-32**

**Personnel—General**

**U.S. Army  
Nurse Corps  
Spirit of Nursing Award  
Program**

**Headquarters  
United States Army Recruiting Command  
1307 3rd Avenue  
Fort Knox, Kentucky 40121-2725  
8 December 2010**

**UNCLASSIFIED**

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Fort Knox, Kentucky 40121-2725  
8 December 2010

**\*USAREC Regulation 600-32**

Effective 15 December 2010

Personnel—General

**U.S. Army Nurse Corps Spirit of Nursing Award Program**

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For the Commander:

PATRICK J. WALSH  
Colonel, GS  
*Chief of Staff*

Official:

JOSEPH P. BONANO  
*Assistant Chief of Staff, G6*

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**History.** This publishes a revised US-AREC Reg 600-32, which is effective 15 December 2010.

**Summary.** This regulation furnishes guidance for conducting the U.S. Army Nurse Corps Spirit of Nursing Award Program in

support of nurse recruiting.

**Applicability.** This regulation applies to all personnel of the U.S. Army Recruiting Command.

**Proponent and exception authority.** The proponent of this regulation is the Director of Health Services. The proponent has the authority to approve exceptions to this regulation that are consistent with controlling law and regulation. Proponents may delegate the approval authority, in writing, to a division chief within the proponent agency in the grade of lieutenant colonel.

**Army management control process.** This regulation contains management con-

trol provisions in accordance with AR 11-2, but does not identify key management controls that must be evaluated.

**Supplementation.** Supplementation of this regulation is prohibited.

**Suggested improvements.** Users are invited to send comments and suggested improvements on DA Form 2028 (Recommended Changes to Publications and Blank Forms) directly to HQ USAREC, ATTN: RCHS-AN, 1307 3rd Avenue, Fort Knox, KY 40121-2725.

**Distribution.** This regulation is available in electronic media only and is intended for command distribution level A.

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\*This regulation supersedes USAREC Regulation 600-32, dated 9 November 2009.

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## **Glossary**

## **1. Purpose**

This regulation furnishes guidance for conducting the U.S. Army Nurse Corps (ANC) Spirit of Nursing (SON) Award Program in support of nurse recruiting.

## **2. References**

For required and related publications see appendix A.

## **3. Explanation of abbreviations and terms**

Abbreviations and special terms used in this regulation are explained in the glossary.

## **4. Program description**

a. The SON Award Program provides multiple opportunities for health care recruiters (HCRs) to make highly positive direct contact with key centers of influence at nursing schools. The program recognizes one undergraduate nursing student for exemplary academic, community, and professional achievements.

b. The program has the support and cooperation of the National Student Nurses' Association (NSNA). The winner will be recognized at the NSNA Annual Convention.

c. A direct marketing mailing package consisting of a Dean's Letter (see fig 1), RPI 147 (Spirit of Nursing Award Entry Form) (see fig 2), and RPI 146 (Spirit of Nursing Award Brochure) will be mailed in the fall to all nursing schools that have been identified by each medical recruiting battalion (MRBn).

d. All entry forms returned to Headquarters, U.S. Army Recruiting Command (HQ USAREC) will be processed for the SON awards event.

e. During the start of the nursing school spring semester, HCRs are encouraged to visit their schools to assist the deans and staff members in participating in this event. Extra mailing packages will be provided to MRBns for hand-carrying into the schools.

f. All packets that are processed during this visit must be forwarded to HQ USAREC, ATTN: RCHS-AN, 1307 3rd Avenue, Fort Knox, KY 40121-2725, to be reviewed for the award judging no later than 28 January. The judging is tentatively scheduled for mid-February of each year.

g. The SON award will be presented to the winner at the NSNA Annual Convention in April by the Chief of the ANC or his or her designee.

h. The SON award recipient's school will also receive a walnut plaque.

i. The local MRBn advertising and public affairs (APA) office within the NSNA national convention area will provide a public affairs command information specialist to provide support at the national convention awards ceremony.

## **5. Award elements**

a. The SON award recipient will be presented the "Spirit of Nursing" statue or similar award in a ceremony during the NSNA Annual Convention in April.

b. The SON award recipient's school of nursing will receive a walnut plaque which will be presented in an appropriate ceremony at the school. Appendix B provides steps for conducting an awards ceremony.

c. Every nursing school that submits an entry form nominating a student for the SON award will be sent an SON certificate.

(1) HQ USAREC, Health Services Directorate, Army Nurse Corps Division, will mail SON certificates to respective MRBns.

(2) HCRs may present the certificates to their respective SON nominees at appropriate school award ceremonies.

## **6. Procedures**

a. MRBns will continuously update their mailing lists from HCRs, education services specialists, operations personnel, and schools.

b. Program materials will be mailed to all accredited Bachelor of Science in Nursing (BSN) schools in the fall. HCRs will conduct followup visits to the schools and assist with the processing. All completed applications will be forwarded to HQ USAREC, ATTN: RCHS-AN, for processing.

c. HQ USAREC, Health Services Directorate, Army Nurse Corps Division, will process all applications for the national level event.

d. The Medical Recruiting Brigade (MRBde), Operations Division, will conduct the selection process for the national award nomination and coordinate and execute all duties as outlined in their responsibilities.

## 7. Policy

a. Eligibility. Any accredited 4-year BSN Program located in the United States and its possessions and territories is eligible to participate. Nursing programs must be acceptable to the Department of the Army and accredited by an agency recognized by the U.S. Secretary of Education. If there is a question about whether a school is accredited, contact your MRBn staff who can help check for you.

b. Selection form submission.

(1) Schools wishing to compete must submit a completed RPI 147, a half-page double-spaced dean's statement, and a one-page double-spaced essay from the nominee.

(2) RPI 147 must be completed legibly by the appropriate nursing school dean or designated representative.

(3) RPI 147 must be postmarked no later than 28 January to be eligible for the SON award.

## 8. Responsibilities

a. MRBns will:

(1) Coordinate production and distribution of direct mail packets to all identified BSN schools in the fall.

(a) Obtain new signature blocks and signatures to update the SON direct mail package.

(b) Request administrative officers update information for the address database and enter new data into database.

(2) Coordinate production and delivery of SON certificates with the MRBde, Operations Division. Obtain new signature blocks and signatures to update the certificates as needed.

(3) Prepare a memorandum requesting photojournalism support from the MRBn, APA office, nearest to the site of the NSNA convention at which the national winner will be honored.

(4) Compose afteraction report to include conference attendance, number of leads generated, and summary of the recruiting event.

b. HQ USAREC, Health Services Directorate, Army Nurse Corps Division, will:

(1) Order the SON statue for the winner and the walnut plaque for the winning school.

(2) Receive RPIs 147 for the SON award not later than 28 January.

(3) Mail an SON certificate for each participating school to the appropriate MRBn for administrative processing.

(4) Screen the RPIs 147 and coordinate judging. Prepare entries for review by board members.

(5) Coordinate the SON Selection Board meeting to be held at HQ USAREC in February. The board will be comprised of two NSNA members and one ANC representative.

(6) Prepare and mail notification memorandum for winner and winner's school after notifying by telephone.

(7) Coordinate with the appropriate MRBn for escort, transportation, etcetera, for winner at convention site.

(8) Ensure winner's statue is transported to award ceremony.

(9) Contact Office of the Chief, ANC, and coordinate speech.

(a) Prepare speech for winner's introduction.

(b) Prepare speech for HQ USAREC, Health Services Directorate, Chief of Army Nurse Corps Division, to introduce the Chief of the ANC.

(10) Prepare information paper detailing convention activities and forward to appropriate MRBn and staff.

c. MRBde, Operations Division, will:

(1) Prepare and coordinate board members' invitational travel orders and make lodging, flight, and rental car arrangements.

(2) Upon board members' return home, prepare and coordinate board members' travel vouchers and forward to defense finance.

(3) Prepare and coordinate winner's invitational travel orders.

(a) Coordinate flight and lodging arrangements for winner.

(b) Upon national winner's return home, prepare and coordinate winner's travel voucher and forward to defense finance.

(4) Coordinate with NSNA staff for award presentation.

d. MRBn commanders will:

(1) Provide program guidance to their staff and subordinate elements.

(2) Be responsible for ensuring that the nursing school list is updated and accurate, and sending updated informa-

tion to HQ USAREC upon request.

e. Medical recruiting stations will:

(1) Make an appointment with the nursing school dean or his or her representative to ensure they have received their direct mail package, and invite them to participate. Ensure they understand the program and assist them with the RPI 147 as necessary.

(2) Coordinate efforts with local Cadet Command representative.

(3) Prepare a sample press release if the SON winner is from your recruiting station identification. A sample press release is at figure 3.

# SPIRIT OF NURSING AWARD

THE ARMY NURSE CORPS  
IN COOPERATION WITH THE NSNA



October 15, 2010

Dear Nursing School Dean:

On behalf of the United States Army Nurse Corps (ANC) and the National Student Nurses' Association (NSNA), we would like to take this opportunity to invite you and your school to participate in the ANC Spirit of Nursing Award program (SON) designed to recognize exceptional nursing students.

Developed by the ANC in cooperation with the NSNA, the SON program gives accredited schools of nursing the opportunity to recognize a student who demonstrates a commitment to excellence through community, professional and academic achievements.

We encourage you to participate in this prestigious national competition. Please complete the enclosed entry form and include a dean's statement and winner's essay. Forward these documents to the address on the entry form. The Spirit of Nursing Award will be presented to one outstanding student at the NSNA annual convention April 6 - 10, 2011, in Salt Lake City, Utah. A walnut plaque will also be awarded to the winner's school. Each participating school will also receive a certificate of acknowledgment for the SON nominee.

Only one undergraduate student in a four-year, bachelor of science in nursing program per university/college may be nominated. All nomination forms must be postmarked by January 28, 2011, for consideration.

Your participation incurs no obligation by either your school or your students to the ANC or the NSNA.

Please help us recognize the country's top nursing students and honor the nursing profession. Simply complete the enclosed entry form and mail it today.



Rhonda L. Earls, RN, BSN, MSN, CNM  
Colonel, U.S. Army  
Chief Nurse, Health Services Directorate  
U.S. Army Recruiting Command



Diane J. Mancino, EdD, RN, CAE  
Executive Director  
National Student Nurses' Association

H.Q., U.S. Army Recruiting Command, 1307 Third Ave., [ATTN RCHS-OPS (SON Program)]  
Fort Knox, KY 40121-2725

Figure 1. Sample dean letter

SPIRIT OF NURSING AWARD ENTRY FORM  
(For use of this form see USAREC Reg 600-32)

RSID Code 9a3c  
(For Internal Use Only)

Name of nursing school University of Maryland  
Address 1035 Lombard Street  
City, State and ZIP code Baltimore, MD 21201  
Name of nursing school contact (advisor/counselor/NSNA representative) (Please print)  
Dr. James Whitmore  
Title of school contact (Please print) Associate Professor  
Contact's phone number (410) 000-0000  
Full legal name of nursing student Elizabeth Gray  
Date of graduation May 10, 2011  
Recipient's hometown Gatlinburg, TN

DEPARTMENT OF THE ARMY  
HQ US ARMY RECRUITING COMMAND  
1307 THIRD AVE [ATTN RCHS-OPS (SON PROGRAM)]  
FORT KNOX KY 40121-2725  
OFFICIAL BUSINESS

DEPARTMENT OF THE ARMY  
HQ US ARMY RECRUITING COMMAND  
1307 THIRD AVE [ATTN RCHS-OPS (SON PROGRAM)]  
FORT KNOX KY 40121-2725

OFFICIAL RULES

1. Any accredited nursing school is eligible to participate. The nominee must be an undergraduate student in a four-year BSN registered nurse program. Students in graduate nursing programs are not eligible.
2. Each school may select only one student to receive the award. The school is responsible for determining how its recipient will be selected. The selection should be based on the criteria outlined on the form.
3. Only activities or experiences that the student has undertaken and/or maintained since enrolling in the accredited school may be included.
4. The award recipient will be selected on the basis of information provided for all categories on the entry form (points shown indicate how each category is weighted). The statement from the dean or director and the candidate's essay must be included for the entry to be considered. The award recipient will be notified prior to March 15, 2011.
5. The candidate's essay is limited to one double-spaced page. The dean's statement is limited to a double-spaced half page. Attach to back side of form and then fold, staple and mail to the address above.
6. Type or print legibly. Attach an additional sheet if more room is necessary but biographies and resumes are not acceptable.
7. All entry forms must be postmarked no later than January 28, 2011.
8. U.S. Army Recruiting Command will pay for the winner's registration fee, lodging and airline ticket. The Spirit of Nursing winner is invited to attend the awards ceremony.

Figure 2. Sample of a completed RPI 147

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**Statement by School's Dean or Director (5 points)**

Attach a brief, typed statement (half page) explaining why the school is nominating this candidate for the national award. Please verify candidate's grade point average.

**Candidate's Statement (5 points)**

Attach a one-page, typed essay on this topic; "How is the Spirit of Nursing evident in your practice of nursing?"

**Community Involvement (5 points)**

Check any community projects or volunteer work undertaken by the candidate. List all other nonprofit or volunteer work. Be specific.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Big Brother/Big Sister  | <input type="checkbox"/> Blood Drives       | <input type="checkbox"/> Scout Leader       |
| <input type="checkbox"/> Visits to Nursing Homes | <input type="checkbox"/> 4H Club Member     | <input type="checkbox"/> Recycling Projects |
| <input type="checkbox"/> Health Fair Volunteer   | <input type="checkbox"/> Voter Registration | <input type="checkbox"/> Other _____        |

Check all that apply and briefly explain  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Professional Involvement (5 points)**

Attach a typewritten synopsis in chronological order of the candidate's involvement in the nursing profession. List only those activities or experiences undertaken and/or maintained while a student nurse. Examples: Membership in nursing associations (such as the NSNA); internships; nursing-related experiences; promoting nursing programs or the nursing profession through events such as TV or radio talk shows or health fairs.

**Leadership Experience (5 points)**

Attach a typewritten synopsis in chronological order listing any office or committee positions held by the candidate in school and in any community or professional organization.

**Academic Achievements (5 points)**

Attach a typewritten synopsis in chronological order listing scholarships, academic awards, honor classes and societies (such as Sigma Theta Tau).

**Cumulative Grade Point Average (5 points)**

Have the school dean verify this figure in his/her statement.

**Figure 2. Sample of a completed RPI 147 (Continued)**

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FOR IMMEDIATE RELEASE

For more information contact:

U.S. Army Medical Recruiting Battalion  
(601) 366-0895  
(E-mail address if possible)

ARMY NURSE CORPS HONORS TOP NURSING STUDENT!

(Winner's Name) from (Nursing School's Name) in (City) has been presented the United States Army Nurse Corps Spirit of Nursing Award for outstanding academic achievement, leadership, and contributions to (his or her) local school and community.

(Include a paragraph about the awardee's academic and community achievements. Obtain necessary information from school officials.)

(Presenter's Name and Title) presented the award in (City), on (Date), at (Location of Event). (Presenter's Name) was assisted by (Recruiter's Name), an Army Medical Department health care recruiter from the (Medical Recruiting Station Name). (Winner's Name) is the (Wife or Husband) of (Spouse's Name, if appropriate) of (City) and the (Son or Daughter) of (Parents' Names, if appropriate) of (City).

**Figure 3. Sample press release**

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## **Appendix A**

### **References**

#### **Section I**

##### **Required Publications**

###### **RPI 146**

Spirit of Nursing Award Brochure. (Cited in para 4c.)

###### **RPI 147**

Spirit of Nursing Award Entry Form. (Cited in paras 4c, 7b(1), 7-b(2), 7b(3), 8b(2), 8b(4), and 8e(1).)

#### **Section II**

##### **Related Publications**

###### **AR 601-208**

Recruiting/Reenlistment Advertising Program.

###### **USAREC Reg 5-3**

Marketing Program Planning and Execution.

#### **Section III**

##### **Prescribed Forms**

There are no entries for this section.

#### **Section IV**

##### **Referenced Forms**

There are no entries for this section.

## **Appendix B**

### **Recommendations for Conducting an Awards Ceremony**

#### **B-1. The presenter**

- a. Select a presenter who will represent the Army in a professional and positive manner.
- b. There is a range of options for presenters, based on who might be available locally, and the relationship they may have with you or your unit. The presenter can be a field grade or general officer (GO), Civilian Aide to the Secretary of the Army, local HCR, MRBn staff officer, or anyone who can appropriately represent the Army.
- c. GOs who have ties to a particular area can be particularly effective presenters.
- d. MRBns should attempt to involve GOs in award presentations in their areas.
- e. Retired military representatives should not be used for presentations.

#### **B-2. Planning your presentation**

- a. Remember that careful planning is the key to a successful ceremony.
- b. Telephone the school the week before the ceremony to tell them you have the award and to make sure the date for the presentation has not changed.
- c. Obtain the name and position title of the person to whom you will present the school award.
- d. Obtain the name of the SON award recipient and refer to her or him in your presentation.
- e. Visit the school before the presentation to introduce yourself, to obtain guidelines for the ceremony, and to look at

the room where the ceremony is scheduled. Seeing the room in advance will help you feel more comfortable and at ease when it's time to make the presentation.

f. Make sure that the plaque is prepared properly. If you notice a problem, call the MRBn immediately. The MRBn will contact the MRBde.

g. Ask the school contact to arrange for the award to be presented last at the awards assembly. This increases the impact of the award and enhances the program's prestige.

### **B-3. Presenting the school plaque**

- a. Your presentation should be brief, no more than 5 minutes long.
- b. Mention highlights of the ANC and the relevance of the SON award.
- c. Express the Army's appreciation for its association with the school through the SON Award Program.
- d. Refer to the student SON award recipient and credit the school for its role in this award.
- e. Congratulate the student and school on winning the SON award.

### **B-4. Uniform**

Wear the Army Dress Blue or Class A uniform to the ceremony.

### **B-5. Publicity**

- a. Award ceremonies should be publicized locally.
- b. Newspapers are the most effective means of locally publicizing this award.
- c. The recruiter may use the fill-in-the-blank press release (see fig 3) to help publicize the event.
- d. Coordinate photo coverage of the event either through your MRBn APA office or the local media.
- e. Optional. The HCR can take a camera to the ceremony. The photographs may be used in program publicity which will benefit recruiting efforts.

## **Glossary**

### **Section I Abbreviations**

#### **ANC**

Army Nurse Corps

#### **APA**

advertising and public affairs

#### **BSN**

Bachelor of Science in Nursing

#### **GO**

general officer

#### **HCR**

health care recruiter

#### **HQUSAREC**

Headquarters, U.S. Army Recruiting Command

#### **MRBde**

medical recruiting brigade

#### **MRBn**

medical recruiting battalion

#### **NSNA**

National Student Nurses' Association

#### **SON**

Spirit of Nursing

### **Section II Terms**

#### **accredited**

Nursing programs must be acceptable to Department of the Army and accredited by an agency recognized by the U.S. Secretary of Education.

# USAREC

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