

MINUTES OF THE MEETING
NEBRASKA CENTER FOR NURSING
AUGUST 30, 2013

The meeting of the Nebraska Center for Nursing commenced at 9:30 a.m., August 30, 2013, at Cornhusker State Industries, 800 Pioneers Boulevard, Room C, Lincoln, NE. Prior to an official call to order, Linda Stones, Chairperson, asked those present—board and staff members alike—to go around the room and introduce themselves for the benefit of the three new board members in attendance. Board and staff members proceeded to introduce themselves, share their background, and state their function on the Center for Nursing Board.

9:38 a.m. *Cindy Hadenfeldt arrived to the meeting.*

CALL TO ORDER

The meeting was called to order by Linda Stones, Chair, at 9:55 a.m. Copies of the agenda were mailed in advance to the Board members, news media, and other interested parties in accordance with the Open Meetings Act. Stones announced the location of an available copy of the Open Meetings Act.

ROLL CALL

The following Board members were present to answer roll call:

- Linda Stones, RN, *Chair* -- Governor appointed member
- Nolan Gurnsey, RN, *Vice-Chair* -- Governor appointed member
- Mary Wendl, RN, *Secretary* -- Governor appointed member
- Cheryl Echtenkamp, RN -- Governor appointed member
- Nick Faustman -- Long-Term Care representative appointed by the Governor
- Cindy Hadenfeldt, RN -- Member recommended by the State Board of Health
- Diane Hoffmann, RN -- Nurse educator recommended by the Nebraska Community College Association
- Brandi Howard, LPN -- Governor appointed licensed practical nurse
- Aubray Orduna, RN -- Nurse educator recommended by the Nebraska Association of
Independent Colleges and Universities
- Pam Uhlir, RN -- Governor appointed registered nurse

The following Board members were not present to answer roll call:

- Liane Connelly, RN -- Nurse educator recommended by the Board of Regents, University of Nebraska
- Carman DeMare, APRN-NP (arrived 10:03 a.m.) -- Member recommended by the State Board of Health
- Kayleen Dudley, RN -- Governor appointed member
- Anna May, RN -- Governor appointed registered nurse
- Peggy Kennedy, RN -- Hospital industry representative appointed by the Governor
- Alice Kindschuh, RN -- Member recommended by the State Board of Health

A quorum was present and the meeting convened.

The following staff members from the Department were also present:

- Karen Bowen, RN, *Executive Director*
- Niki Eisenmann, RN, *Practice Consultant*
- Shane Bailey, *Board Coordinator*
- Juan Ramirez, *Independent Consultant* (arrived at 11:13 a.m.)

These minutes were approved by the
Nebraska Center for Nursing Board.

ADOPTION OF THE AGENDA

Stones suggested the following modifications to be made to the agenda: the Nebraska Action Coalition Executive Committee to be added to the Nebraska Action Coalition Report; the Nebraska Nurse Association (NNA) conference to be added to the report on Key Stakeholders/Conferences; and the Environmental Scan to be added to the Working Lunch.

MOTION: Wendl made the motion, seconded by Faustman, to approve the agenda with the modifications suggested by Stones. All agreed. None opposed. Motion carried.

BOARD MEMBER UPDATE

The Board was informed that Carol Sukup, LPN, and Terrie Spohn, APRN-NP, were no longer members on the Board. Of the five new members to the Board, there were two members who were not present for the meeting: Kayleen Dudley, RN, and Anna May, RN.

APPROVAL OF THE MINUTES

The minutes of the April 25, 2013 meeting were reviewed. Cheryl Echtenkamp asked for her name to be added to these minutes as showing that she had been present at the April 25th meeting.

MOTION: Gurnsey made the motion, seconded by Hoffmann, to approve the minutes of the April 25, 2013 meeting, with the addition of Cheryl Echtenkamp's name to reflect that she had, in fact, been present at the meeting. All agreed. None opposed. Motion carried.

For the benefit of the new members present, Stones asked Bowen to provide a brief background on the history of the Center for Nursing: its primary goals, purpose, and funding.

10:03 a.m. Carman DeMare arrived to the meeting.

Orduna asked how to communicate to the public the nature, purpose, and activities of a focus group. Stones said that it could be discussed during the strategic planning session.

CENTER FOR NURSING FOUNDATION

Gurnsey gave a brief overview of the history of the Center for Nursing Foundation, stating that it had been created to help fund the functions of the Center for Nursing. Nebraska Health Care Association had once been a part of the Center for Nursing Foundation but made the decision earlier this year to separate itself for financial reasons.

Gurnsey explained to the new board members the Passport Project which provides the general orientation content which is required in all healthcare facilities. The Passport Project helps to streamline the orientation process for students so time is not wasted on reorienting students in each clinical setting. The Nebraska Hospital Association (NHA) paid for the Passport Project the first year (2011). The Center for Nursing Foundation paid for the Passport Project last year. Currently, nursing schools are billed \$4.00 per student. In the coming year, the price will be raised to \$5.00 per student. Orduna stated that Alegent has not yet committed to using the Passport Project. Hoffmann expressed enthusiasm for the Passport Project, stating how it has taken away scheduling complications, freed up the time of staff and students, thus allowing them more time for clinical work, and it has improved the camaraderie at her school. Orduna said that the schools are now using it and the Center needs to get facilities onboard to use it, because it prevents time from being taken away from clinical experience for the students. Stones

suggested the Nebraska Hospital Association may have someone the Foundation can work with in promoting the Passport Project to the facilities. Stones will look into setting up a presentation at Bryan Health about the Passport Project.

Wendl updated the Board on a potential grant of \$20,000 from Union Pacific Railroad. The Foundation will be informed in February 2014 on the status of the grant. Wendl is looking into other grant possibilities.

Gurnsey stated how he would like to see “Nurses Who Make A Difference” up and going again to help bring attention to the Center for Nursing.

Eisenmann informed the Board that she is looking into getting a continuing education unit (CEU) approved by the DHHS Provider Unit with the intention of raising money for the Foundation. Eisenmann had written the CEU and only needs it to be approved by the DHHS Provider Unit and the Center for Nursing.

BUDGET REPORT

Bowen reported that she didn't have the current information available. An update will be provided at the next scheduled board meeting.

NEBRASKA ACTION COALITION

Orduna provided the new board members a brief history of the Nebraska Action Coalition. The Coalition was formed three years ago in response to the Future of Nursing report from the Institute of Medicine, which recommended nurses to be allowed to practice within their full scope and that the number of doctorally prepared nurses double by the year 2020. Currently, less than 1% of Nebraska nurses have doctorate degrees. Orduna reported that a representative from the Robert Wood Johnson Foundation had recently met with the Nebraska Action Coalition. Currently, the Coalition is working with the Center for Nursing on obtaining data on the nursing workforce and nursing students.

Stones said she had met with the Nebraska Action Coalition this month. They have requested the Center for Nursing to have representation at the Nebraska Action Coalition Executive Committee meetings. Any requests from the Coalition for nursing data would come to the Center for Nursing. Bowen recommended the Center to collaborate with the Nebraska Action Coalition, as other states have action coalitions which work with their centers for nursing. Stones asked the Board if they want to work with the Coalition's Executive Committee by having Stones or a delegate represent the Center at their meetings. Gurnsey and Stones thought it best to work with the Coalition rather than duplicate processes. Bowen informed the Board that the nursing data belongs to the Department which allows the Center for Nursing and other interested parties to utilize it.

MOTION: Gurnsey made the motion, seconded by Hoffmann, to approve the Center's Chair, Stones, or a delegate, to be on the Nebraska Action Coalition's Executive Committee. All agreed. None opposed. Motion carried.

The Board looked at the language of the Coalition's statement, requesting representation from the Center for Nursing at their Executive Committee's meetings and stating the role of the representative at these meetings. The Board suggested the language of the statement be revised to reflect that the Center for Nursing would serve as the primary source of Nebraska nursing workforce data to the Nebraska Action Coalition; the Center's representative would provide updates to the Coalition on the Center for Nursing; and the Center's representative would provide guidance and consultation to the Coalition.

MOTION: Faustman made the motion, seconded by Wendl, to approve the revised language of the statement from the Nebraska Action Coalition's Executive Committee. All agreed. None opposed. Motion carried.

TAKING THE LONGVIEW CONFERENCE

Stones updated the Board on The National Forum of State Nursing Workforce Centers: Taking the Longview Conference. Stones, Connelly, and Ramirez attended the conference in Scottsdale, Arizona, in June 2013. A few of the presentations at the conference were on the Institute of Medicine's nursing report; men in nursing; and perceptions of APRNs and physicians. Stones said that a number of providers have a negative perception of APRNs, partly because they feel their salaries are threatened by the presence of an APRN. Eisenmann added that the role of an APRN is frequently not understood.

CENTER FOR NURSING WEBSITE

Bailey informed the Board on how he is looking into the possibility of finding a new website builder provider that will allow for a better website to be built with better functionality. Ramirez stated how making certain administrative changes on the website can be very difficult.

Bailey distributed printouts from the websites of the Johnson & Johnson Nursing Campaign and other centers for nursing to show the Board some possibilities of what could be added to the Center's website.

Bailey distributed handouts of stock photos which could potentially be used on the Center for Nursing's website or upon any promotional material. The photos were selected by Bailey to promote: 1) a diverse image of nursing, 2) value for mature (older) nurses, 3) a general positive image of nursing, and 4) nurses as educators, leaders, and policymakers.

12:00 p.m. The Board briefly recessed for lunch.

BRANDING & VIDEO PRESENTATIONS

During lunch, Bailey presented several professionally made videos to the Board:

- A video co-created by the National Council of State Boards of Nursing (NCSBN) with the intention of informing the public on the role of APRNs and supporting legislature in favor of APRNs.
- A video from Virginia Commonwealth University which encourages nurses to obtain higher degrees in nursing. (This video can be found on the website of the Colorado Center for Nursing Excellence.)
- Two videos from the Robert Wood Johnson Foundation: 1) one video showing multiple career avenues within nursing and diverse images of nurses; and 2) the other video showing nurses in an acute care facility working together as a team.

The videos could be used by the Center to promote recruitment into nursing, enrollment into nursing education, and retention of the current workforce. The web links to these videos could possibly be added to the Center's website or even to a future social media page.

Eisenmann suggested to the Board to consider having a social media page such as Facebook which would help promote the Center's mission and activities to the public. Faustman recommended the Center to get a Twitter account because it is more up to the minute.

ENVIRONMENTAL SCAN

Stones asked the Board for updates on any events, developments, changes, and news regarding the nursing workforce in their areas of the state. Stones said that there were some upcoming public meetings on the Affordable Care Act to be held in Lincoln. Stones also said that Nebraska Health Care Association recently held a meeting in Lincoln titled “The Future of Nursing in Assisted Living Facilities.”

The Board discussed the current trend of acute care facilities no longer hiring LPNs and creating “tech” positions. Eisenmann made the point of LPNs providing necessary services and that when a facility removes the LPNs, it opens the door for unlicensed personnel to take on those duties. LPNs have the education and training to take care of patients whereas techs/unlicensed personnel do not. Stones stated that the decision of acute care facilities to hire techs over LPNs is based on financial reasons. Howard suggested pushing LPNs into positions within primary care.

Faustman informed the Board that he works with the LPN Association of Nebraska. Faustman stated that the LR22 Committee will be looking at the role and future of LPNs within Nebraska. The LR22 Committee is a legislative committee that is collaborating with other legislative committees, policymakers, insurers, health care organizations, consumers, patients, partner stakeholders, and others to work at controlling health care costs and improving the quality of health care. Faustman will be attending the LR22 Committee meetings to represent the LPN Association.

Bowen updated the Board on how the Department has recently had to inform medical assistants and programs offering medical assisting degrees that any medical assistants who are dispensing medication to patients need to be registered on the Nebraska Medication Aide Registry. Attorneys from the Department have recently informed Nebraska physicians that any medical assistants in their employment who are dispensing meds to patients need to be registered on the Medication Aide Registry.

There was discussion of how LPNs are sometimes treated badly by employers. Board members stated that the Institute of Medicine’s recommendation for nurses to pursue higher nursing degrees was not intended to cause a negative attitude toward LPNs. The Board consented that they want to communicate to LPNs that they are valued.

JUAN RAMIREZ’S REPORT

Ramirez presented to the Board the results of the 2010—2012 LPN and RN renewal surveys. Survey data shows that there has been an increase of minorities and men entering the nursing profession as either LPNs or RNs within Nebraska. The Board speculated on what impact The Affordable Care Act will have upon the nursing workforce, as it is estimated that the thousands of individuals who are currently without insurance will be able to obtain coverage in the coming year under the new Federal program.

STRATEGIC PLANNING: ENTIRE BOARD

Stones asked the Board what issues they want to focus on. Eisenmann suggested the role of an APRN. Wendl suggested the website. Hoffmann recommended the continuing education unit (CEU) so that the Center would have the necessary funding. Eisenmann suggested doing something similar to the American Nurse Project’s photo contest. Hadenfeldt recommended focusing on employment in rural areas. Some board members expressed interest in focusing on an image campaign. Bowen reminded the Board that the image of nursing is a statutory charge. Stones asked Bowen to read the legislative mandate of the Center for Nursing. Bowen read the legislative mandate to the Board.

On a dry erase board, Stones listed the various suggestions and then asked the Board to vote on each one. Four areas of focus were identified: 1) developing the CEU, 2) developing a social media platform, 3) developing the website, and 4) developing a positive image of nursing.

The Board broke up into four workgroups, each group focusing on one of the four areas of focus. Each group was comprised of at least four individuals—board members and Department staff. After a period of discussion and brainstorming within each group, the Board came together as a whole. Members from each of the four groups announced the group goals and what they will have accomplished before the next board meeting.

- Social Media Group (Gurnsey, Faustman, Stones, and Eisenmann): The group will meet one time and create a mockup of a Facebook page for the Center and present it at the next board meeting.
- CEU Group (DeMare, Hoffmann, Wendl, and Eisenmann): Eisenmann will meet with nurses at DHHS to see if the CEU can be provided through the Center's website. A CEU will be presented at the next board meeting.
- Image Group (Orduna, Uhlir, Hadenfeldt, Howard, and Bailey): The group is trying to decide whether to focus on an overall image of nursing or on the image of rural nursing. Ramirez will provide a geo-map for the group. The group will meet at least once and will present an update at the next board meeting.
- Website Group (Gurnsey, Echtenkamp, Ramirez, and Bailey): Bailey will research the pros and cons of various website providers and will present the information to the group. A brief update will be provided at the next board meeting.

KEY STAKEHOLDERS / CONFERENCES

It was noted that the next scheduled board meeting was to fall on October 18, the same day the Nebraska Nurses Association (NNA) will be holding a convention in Kearney. Stones suggested that the next board meeting could be rescheduled for a different date. It was also recommended that the NNA convention would be an opportunity for the Center to have representation and a table.

MOTION: Gurnsey made the motion, seconded by Echtenkamp, for the Center to have representation at the October 18-19, 2013 Nebraska Nurses Association (NNA) convention and to have a table there. All agreed. None opposed. Motion carried.

Stones suggested Bailey could send out a Doodle (electronic meeting scheduler) with potential dates to reschedule the October 18th board meeting. Stones suggested the dates of October 11, 17, and 25. Stones also suggested that Bailey could email the Board a list of conventions and expos so that board members could plan on attending and representing the interests of the Center for Nursing.

CONCLUSION AND ADJOURNMENT

There being no further business, the meeting adjourned at 2:51 p.m.

Respectfully submitted,



Shane Bailey
Board Coordinator