

**MINUTES OF THE MEETING**  
**NEBRASKA CENTER FOR NURSING**  
**DECEMBER 6, 2013**

**CALL TO ORDER**

The meeting of the Nebraska Center for Nursing was called to order by Linda Stones, Chair, at 9:31 a.m., December 6, 2013, at Cornhusker State Industries, 800 Pioneers Boulevard, Room C, Lincoln, NE. Copies of the agenda were emailed 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 within the room. Brief introductions were made by the board and staff members in attendance.

9:35 a.m.      *Faustman arrived to the meeting.*

**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
- Anna May, RN -- Governor appointed registered nurse
- Pam Uhlir, RN -- Governor appointed registered nurse
- Alice Kindschuh, RN -- Member recommended by the State Board of Health
- Diane Hoffmann, RN -- Nurse educator recommended by the Nebraska Community College Association
- Peg Kennedy, RN -- Hospital industry representative appointed by the Governor
- Nick Faustman -- Long-Term Care representative appointed by the Governor

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

- Brandi Netzel, LPN -- Governor appointed licensed practical nurse
- Kayleen Dudley, RN -- Governor appointed member
- Carman DeMare, APRN-NP -- Member recommended by the State Board of Health
- Cindy Hadenfeldt, RN -- Member recommended by the State Board of Health
- Aubray Orduna, RN -- Nurse educator recommended by the Nebraska Association of Independent Colleges & Universities
- Liane Connelly, RN -- Nurse educator recommended by the Board of Regents, University of Nebraska (arrived 9:48 a.m.)

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*
- Juan Ramirez, *Independent Consultant*
- Shane Bailey, *Board Coordinator*

**ADOPTION OF THE AGENDA**

**MOTION:** Kennedy made the motion, seconded by Faustman, to adopt the agenda.

Voting Yes: Echtenkamp, Faustman, Gurnsey, Hoffmann, Kennedy, Kindschuh, May, Stones, Uhlir, and Wendl. Voting No: None. Abstain: None. Absent: Connelly, DeMare, Dudley, Hadenfeldt, Netzel & Orduna. Motion carried.

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

## **APPROVAL OF THE MINUTES**

**MOTION:** Wendl made the motion, seconded by Gurnsey, to approve the minutes of the November 1, 2013 meeting with modifications.

Voting Yes: Echtenkamp, Faustman, Gurnsey, Hoffmann, Kennedy, Kindschuh, May, Stones, Uhlir, and Wendl. Voting No: None. Abstain: None. Absent: Connelly, DeMare, Dudley, Hadenfeldt, Netzel & Orduna. Motion carried.

## **CENTER FOR NURSING FOUNDATION**

Gurnsey provided an update on the activities of the Center for Nursing Foundation, stating that they are waiting for responses to grant applications. Gurnsey would like to raise more awareness of the Center by hosting something similar to the Nebraska Action Coalition's "40 Under 40" which recognizes nurses under the age of forty who have the potential to be leaders. The Center could re-launch a past campaign titled "Nurses Who Make a Difference" which asks for employers and others to nominate nurses. Bowen stated how, in the past, some hospitals nominated every single nurse they had on staff, thus causing 1,000 entries to be submitted. Kennedy recommended establishing criteria to prevent a similar problem from occurring in the future. It was suggested that "Nurses Who Make a Difference" could be about nurses who make a difference in their communities. Echtenkamp suggested the focus could be on nurses above the age of forty which could help promote value and retention of mature nurses.

9:48 a.m. *Connelly arrived to the meeting.*

Stones stated the campaign could show that nurses don't just work in hospital settings. Eisenmann suggested nurses could submit photos of themselves and how they impact their communities.

Kennedy informed the Board she had contacted an ad agency in her area about putting together a video for the Center for Nursing. The agency is willing to donate funding.

Discussion arose among the Board about various ways to promote the work of the Center through videos, social media, flash drives, and the website.

Gurnsey suggested the creation of a subcommittee which would pursue organizing a fundraising event with the Foundation. The event would be centered around the "Nurses Who Make a Difference" campaign. The event would take place during Nurses Week in May 2014. Each nominee would be presented with an award at the event.

National Nurses Week will be held May 6-12, 2014.

**MOTION:** Kindschuh made the motion, seconded by Hoffmann, for the formation of a subcommittee to organize, with the help of the Foundation, a fundraising event centered around the "Nurses Who Make a Difference" campaign, to be held during Nurses Week in May 2014.

Voting Yes: Connelly, Echtenkamp, Gurnsey, Hoffmann, Kennedy, Kindschuh, May, Stones, Uhlir, and Wendl. Voting No: None. Abstain: Faustman. Absent: DeMare, Dudley, Hadenfeldt, Netzel & Orduna. Motion carried.

Gurnsey, Kindschuh, and Wendl volunteered to be on the subcommittee.

## **BUDGET REPORT**

Bowen updated the Board on the budget, reporting that there was approximately \$5,795 left in the budget at the current time. Bowen will speak to the Board of Nursing in January for permission to transfer funds to the Center for Nursing. Uhlir inquired of the potential costs for having a webmaster and public relations person. Bowen briefed the Board on the history of how the current website was developed and how there once was a PR person utilized years ago to help with making the Center more visible to the public. Uhlir suggested for a future budget to include a retainer for a PR person.

## **NEBRASKA ACTION COALITION REPORT**

Connelly reported on the recent work of the Nebraska Action Coalition's Education Subcommittee which has been working on developing five competencies for the BSN. Deans and Directors have also been involved in the development of these five competencies. RN & BSN students need to develop a portfolio to demonstrate how they have fulfilled the five competencies which will help eliminate redundant coursework for the RN. The NAC Education Subcommittee is also analyzing the gaps that currently exist in nursing school programs.

Uhlir stated she was aware of the NAC Practice Committee's work earlier in the year at trying to get new legislation introduced which would remove the requirement for an integrated practice agreement for APRN-NPs with collaborating physicians.

## **NEBRASKA ACTION COALITION EXECUTIVE COMMITTEE REPORT**

Stones reported on the recent activities of the Nebraska Action Coalition Executive Committee. The committee is currently focusing on diversity within the nursing profession of Nebraska and is working toward producing a white paper on the subject. The committee is also working on developing criteria for a Champion Employer Recommendation campaign and is in dialogue with stakeholder groups about medication reconciliation, access to care.

Stones asked the Board if they would like to form a small group which would visit with the Nebraska Action Coalition Executive Committee. The other possibility was to invite members of the committee to attend a meeting of the Nebraska Center for Nursing. It was decided to have the NAC committee attend a future meeting of the Nebraska Center for Nursing and discuss a potential joint collaboration.

There was discussion about providing information to the legislature regarding the work of the Center. It was suggested that the Center work with the NAC to approach the legislature together. Bowen reminded the Board that the Nebraska Center for Nursing was created by the Nebraska State Legislature whereas the Nebraska Action Coalition (NAC) was not. The Center for Nursing is accountable to the Nebraska State Legislature and is required to submit annual reports to the legislature.

## **MISC. BUSINESS**

**2014 Meeting Dates:** Bailey distributed 2014 paper calendars he had prepared in advance, showing potential meeting dates which didn't conflict with the meeting and conference dates of the other nursing boards. The Board reviewed the calendar and selected the following dates to meet in 2014: January 31, March 21, May 30, July 18, September 19, and November 21.

**MOTION:** Connelly made the motion, seconded by Gurnsey, to accept the selected 2014 meeting dates.

Voting Yes: Connelly, Echtenkamp, Faustman, Gurnsey, Hoffmann, Kennedy, Kindschuh, May, Stones, Uhlir, and Wendl. Voting No: None. Abstain: None. Absent: DeMare, Dudley, Hadenfeldt, Netzel & Orduna. Motion carried.

**Taking the Long View Conference Poster Proposal:** The conference dates haven't been announced yet, but poster proposals are due in the spring 2014. Ramirez is currently deciding upon which data and information to present on a geo-map poster of Nebraska. The poster will be presented for viewing by the attendees at the conference.

**Officer Elections:** Bowen announced it was time to elect new officers to the Nebraska Center for Nursing Board. Unlike the other boards which elect officers every year, the Center's Board elects officers every two years. Bowen asked the Board to email their nominations to her within the next week.

## **BRANDING REPORT**

Bailey updated the Board on how his and Gurnsey's attempts to contact a community college for assistance in designing a new logo have gone ignored. Bailey reported on how he had recently contacted local ad agencies in designing a new logo for the Center. Bailey distributed folders to each of the board members. Each folder contained 1) images of old and current versions of the Center's logo, 2) examples of logos from various nursing centers, boards, associations, and foundations in other states, and 3) the logo proposals with portfolios of two local agencies Bailey had recently contacted. Bailey stated he had contacted a total of four local agencies but one had turned down the offer and the other has yet to respond. The Board reviewed the materials. Echtenkamp suggested for proposals from several agencies on designing a logo and new website. Other board members approved of the suggestion. Bailey said he will obtain proposals for a new logo design plus a new website from several agencies and will present the findings at the next board meeting on January 31, 2014.

## **STRATEGIC PLANNING / WORKGROUPS**

The Board next focused on their strategic planning session with representatives from each workgroup providing brief updates on progress made since the last meeting. It was acknowledged that only a few weeks had passed with a holiday interruption since the last board meeting. Therefore, groups may not have made much progress in the limited time span.

**Rural Image Group:** Uhlir reported the Rural Image/Rural Nursing Group intends to meet with the Department of Labor. The group is currently looking at what other centers for nursing do with rural nursing in their states. The group asks for input from the Board to give them direction.

11:56 a.m.      *The Board briefly recessed.*

12:00 p.m.      *The meeting reconvened.*

**Social Media Group:** Eisenmann distributed a handout to the Board which outlined the purpose and goals for the Center for Nursing to have a social media presence via Facebook and/or Twitter. Social media would be used to 1) promote a positive image of nursing, 2) disseminate information regarding the work of the Center (i.e. data on the Nebraska nursing workforce), 3) promote nursing as a profession, and 4) provide web links to information to help promote retention of the current nursing workforce. The target audience for the Center's social media site would be nurses, employers of nurses, entities educating nurses, potential future nurses, health care consumers, and stakeholders. Final approval for the Center to have a social media presence needs to come from the Department of Health & Human Services.

**Website Group:** Bailey distributed handouts of screenshots from the website of the Hawaii State Center for Nursing. Bailey explained how Hawaii's website is already doing a number of things the Board has talked about creating on their own website, including having profiles of real nurses and their stories, plus an entire section devoted to rural nursing. The Board reviewed the handouts with interest.

Bailey informed the Board on a recent conference call he had with the CEO of FastHealth who was kind enough to walk him through a live online demonstration of FastHealth's many services. FastHealth builds websites and support services for many hospitals and health care organizations, clinics, and others throughout the nation and the state. Bailey reported FastHealth would be able to meet all of the Center's needs in building a new website (adding pages, content, video, PayPal, social medial links, photos). FastHealth's set-up fee ranges from \$3,500 and up; afterward, there would be a monthly fee for unlimited support, going as high as \$600/month. The Board believed this service to be too expensive, considering their current financial situation. Bailey stated that FastHealth would be an excellent service for those hospitals and clinics which had the finances available and are in need of a new website. Bailey briefly referred the Board to such website builders as Weebly and Squarespace which can cost approximately \$25/month. At the previous suggestion of the Board, Bailey will contact local agencies about producing a cost estimate for a logo design and developing a new website.

**CEU Group:** Eisenmann discussed the potential for offering continuing education courses (CE) on the Center for Nursing's website, with the fees going to the Center for Nursing Foundation. The Board discussed the need for having a CE on professionalism offered to nurses. It was suggested that one free CE could be offered which would help drive individuals to the website. Other CEs would be offered over time. CEs which would require payment would have the payment go directly toward the Center for Nursing Foundation. Connelly offered to assist in writing content for a CE.

Connelly stated her interest in joining the CE and Rural Image groups.

Kennedy stated her interest in joining the CE group.

At the suggestion of Kindschuh, May would help with the work of the Foundation.

## **JUAN RAMIREZ'S REPORT**

Ramirez distributed draft copies of the 2012 Nebraska RN Survey Report. Ramirez presented on the demographic findings from the report. The Board was asked to review the draft document and email Ramirez any suggested recommendations to be included in the report. Information from the final draft will be included in the annual report to the Nebraska State Legislature. The annual report will include an executive summary for the legislators to review.

*1:28 p.m. Kennedy left for the remainder of the meeting.*

A group photograph had been planned to be taken of the board members at the end of meeting. It was decided that the photograph could wait until January's meeting. The photograph will be published in an upcoming issue of Nebraska Nursing News with an update on the Center for Nursing.

## **KEY STAKEHOLDERS / CONFERENCES**

The Center for Nursing typically has a booth or table display at the conferences of the Nebraska Nurses Association (NNA), Nebraska Hospital Association (NHA), and Licensed Practical Nurses Association of Nebraska (LPNAN). Information from other groups and conventions is needed for the Center for Nursing to have a presence and be able to display information.

Faustman announced a holiday open house at NHCA during the late afternoon hours of Wednesday, December 18<sup>th</sup>. Board and staff members were invited to attend the open house.

### **ENVIRONMENTAL SCAN**

Stones asked board and staff members for any updates in the nursing and health care fields throughout the state. The following updates were provided:

- Various hospitals throughout the state are under pressure in regards to the Affordable Care Act.
- Nebraska Methodist College (Omaha, NE) is starting a DNP program to begin in the fall of 2014.
- St. Elizabeth Regional Medical Center partnered with Nebraska Wesleyan University and will be offering a BSN program in Lincoln, NE.
- Catholic Health Initiatives (CHI) has started a “virtual nurse” concept which is being piloted by St. Elizabeth. The concept is intended to utilize the aging nursing workforce to assist new, inexperienced nurses in caring for patients at the bedside.

1:45 p.m.      *Hoffmann left for the remainder of the meeting.*

### **CONCLUSION AND ADJOURNMENT**

There being no further business, the meeting adjourned at 1:53 p.m.

Respectfully submitted,



Shane Bailey  
Board Coordinator