

**MINUTES OF THE MEETING
NEBRASKA CENTER FOR NURSING**

MAY 30, 2014

CALL TO ORDER

The meeting of the Nebraska Center for Nursing Board was called to order by Liane Connelly, Chair, at 9:32 a.m., May 30, 2014, 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. Connelly announced the location of an available copy of the Open Meetings Act within the room.

ROLL CALL

The following Board members were present to answer roll call:

- Liane Connelly, RN, *Chair* -- Nurse educator recommended by the Board of Regents, University of Nebraska
- 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
- Peg Kennedy, RN -- Hospital industry representative appointed by the Governor
- Alice Kindschuh, RN, *Secretary* -- Member recommended by the State Board of Health
- Anna May, RN -- Governor appointed registered nurse
- Aubray Orduna, RN -- Nurse educator recommended by the Nebraska Association of Independent Colleges & Universities
- Pamela Uhlir, RN -- Governor appointed registered nurse
- Mary Wendl, RN -- Governor appointed member

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

- Carman DeMare, APRN-NP -- Member recommended by the State Board of Health
- Kayleen Dudley, RN -- Governor appointed member
- Nolan Gurnsey, RN -- Governor appointed member
- Diane Hoffmann, RN -- Nurse educator recommended by the Nebraska Community College Association
- Linda Stones, RN, *Vice-Chair* -- Governor appointed member

A quorum was present and the meeting convened.

The following staff members from the Department were also present:

- Karen Bowen, RN, *Executive Director*
- Nancy "Niki" Eisenmann, RN, *Practice Consultant*
- Shane Bailey, *Board Coordinator*

ADOPTION OF THE AGENDA

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

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

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

APPROVAL OF THE MINUTES

MOTION: Uhlir made the motion, seconded by Faustman, to approve the minutes of the March 21, 2014 meeting with modifications.

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

COMMUNICATION

Annual Conference: June 12-13, 2014

Bowen informed the Board that Juan Ramirez, Independent Consultant, and Linda Stones, Vice-Chair, will be traveling to the annual conference of The National Forum of State Nursing Workforce Centers. The conference is to be held in Hartford, Connecticut, June 12 & 13, 2014.

Board members inquired of the expenses involved in attending a conference on the East Coast. Bailey stated the projected costs for Ramirez and Stones were approximately \$2,000 per person, which included airfare, hotel accommodations, conference registration, and miscellaneous expenses. Bowen and board members briefly discussed the expenses and the Center for Nursing's budget. Bowen informed the Board how the Nebraska Board of Nursing is allowed to give a percentage of their funds to the Nebraska Center for Nursing. Earlier this year the Board of Nursing had allocated \$60,000 to the Center for Nursing. Bowen has since been working with DHHS Accounting to get that money transferred. The \$60,000 has allowed the Center for Nursing to operate in the past. The funds are used for Ramirez's contract, for mileage reimbursements for the board members, hotel accommodations, meals for the meetings, travel expenses for annual conferences, etc. Bowen stated that next year it may be difficult to acquire \$60,000. Lengthy discussion followed regarding finances, the Foundation, and the Department. The Nebraska Center for Nursing is tied to the Department of Health & Human Services. Funds for the Center must go through the Department. The Nebraska Center for Nursing Foundation is not directly tied to the Department and has a 501(c)(3) status as a non-profit organization. Funds raised by the Foundation go directly to the Center and not through the Department.

Fall 2014 Conventions

Bowen addressed the need for the Center for Nursing to have a presence at conferences. Bowen would like to be continually kept informed of when health organizations will be holding conferences so Ramirez could attend and have a booth set up. Board members were asked to share any information they may have on upcoming conferences and their dates. Board members shared their knowledge of upcoming conferences:

- Nebraska Hospital Association (NHA) will be having their Annual Convention in Lincoln at the Cornhusker Marriott, October 22-24.
- Nebraska Nurses Association (NNA) will be holding a convention in mid-October.
- Public Health Association of Nebraska (PHAN) will also be meeting sometime in October.
- Nebraska Methodist will be holding a conference in Spring 2015—possibly during April.

Board members suggested that the future website should have links to other nursing organizations available on a webpage. Bailey stated that he had already created such a webpage with hyperlinks of national and state nursing organizations on a prototype of a website he had created via Weebly, the website builder.

Board Member Positions

Bowen stated that there were six members on the Board whose terms were ending at the end of June. The terms of Gurnsey, Hoffmann, and Wendl are ending and are not eligible for reappointment. The terms of Dudley, Echtenkamp, and Kennedy are also ending. However they are eligible for reappointment.

There is still a vacant position on the Nebraska Center for Nursing Board for an LPN Member.

The vacancies of Gurnsey and Wendl will impact the Foundation. Their positions on the Foundation will also need to be filled. Bowen asked for a list of the members on the Foundation. Kindschuh said that the list would need to be obtained from Gurnsey.

With the number of members whose terms are expiring at the end of June, the Board wondered if there will be a quorum for the July 18th meeting of the Board. Bowen said there was a possibility that the board members whose positions are not eligible for reappointment may be able to stay on until somebody new is appointed. Bowen will look into the matter and report to those board members whose terms are ending and had expressed interest in attending the July, if allowed.

WEBSITE GROUP UPDATE

Bailey presented to the Board the recommendations from the Website Group for logo and website design.

For a logo, the Website Group recommended Chip Thompson Design. The cost estimate submitted by Chip Thompson Design was \$600. Half of this cost will need to be paid as a down payment before work on the logo can begin. The remaining \$300 will be due after the logo has been designed and approved by the Board.

MOTION: The Website Group made the recommendation for the Nebraska Center for Nursing Board to approve the proposal submitted by Chip Thompson Design to design a new logo for the Nebraska Center for Nursing.

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

The Board discussed payment options. It was decided that the Foundation had the funds available to pay the down payment. The Foundation can write a check for the down payment of \$300 and have it sent to Chip Thompson Design.

Connelly inquired on the status of the Board's previous request to have a social media presence on Twitter and Facebook. Connelly was reminded how there had been a small group separate from the Website Group who had worked on the social media request. The Website Group was not responsible for the social media request. Eisenmann stated how the Center's request to have social media had to be approved by the Department and that she had submitted the proposal to Bowen. Bowen informed the Board that it had to go through the proper approvals before it could be implemented.

Connelly quickly inquired on the status of the continuing education unit (CEU) which had been proposed late last year by the CEU Group with the intention of being placed on a future webpage. The CEU development was currently on hold.

The Website Group recommended to the Board that a new website be created through the online website builder Weebly. Bailey give a quick overview of the proposals which had been previously submitted by local design groups. In the event the Center didn't have available funds to hire a design group to create a new website, he had created a mock website through Weebly, an online website builder. Bailey showed a demo of two alternate versions of a prototype he had created through Weebly. Bailey presented handouts with answers to questions previously raised about Weebly at the last meeting. Bailey stated that the Center could keep its current domain name: www.center4nursing.com. Weebly has customer service available twenty-four hours a day, seven days a week. There is unlimited data storage. No unwanted advertisements will be placed on the website. Weebly allows for Google Analytics to be added.

Bailey addressed the cost of using Weebly. There are four price plans: Free, Starter, Pro, and Business. The Free Plan has very limited features. The Starter Plan would cost approximately \$50/year. The Pro Plan would cost approximately \$100/year and allows for header slideshows, a video player feature for 1GB video files (in the event the Board created their own short videos in the future), an audio player, and unlimited storage space for files that are no more than 250 MB per file. The Business Plan would cost approximately \$300/year and includes all the features of the other plans but allows for e-commerce (an online store). Bailey pointed out that the Center had no need for the Business Plan as the Center would not be selling merchandise.

Method of payment was discussed. Weebly could be paid on a monthly basis or with an annual payment. Weebly only accepts payments from major credit cards or via PayPal. Bailey suggested that the Foundation has a PayPal account in which donations are made to the Center. The payment could be withdrawn from the PayPal account. Because the Foundation is a non-profit and a recognized 501(c)(3), the Department would not need to pay Weebly for the website. If the Foundation didn't have enough funds, then it would be easy and affordable for any board or staff member to make a small donation to the Foundation via PayPal to pay Weebly to host the website. The Board expressed approval of this idea. The Board reviewed Weebly's price plans and suggested going with the Pro Plan at an annual cost of \$100/year.

MOTION: The Website Group made the recommendation for the Nebraska Center for Nursing Board to approve that a new website for the Nebraska Center for Nursing be created by through the online website builder Weebly at the Pro Plan level.

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

Connelly expressed her desire for the Board to have any action items completed in a timely manner. There was discussion regarding the length of time it will take to have the website completed and launched. Bowen expressed concern that there were Department priorities, such as the upcoming RN renewal, and she and Bailey would have to discuss a timeline. Bailey and Bowen will work out a timeline and schedule for completing the website. Connelly asked to be able to review the timeline and schedule and perhaps have another board member involved in reviewing it. Kennedy volunteered. Bailey, Bowen, Connelly, and Kennedy will review the information prior to the next scheduled board meeting.

10:50 a.m. *The meeting recessed.*
11:01 a.m. *The meeting reconvened.*

CENTER FOR NURSING FOUNDATION

Kindschuh reported on the recent *Nurses Who Make a Difference* campaign. Approximately \$400 was spent on engraved plaques which will be hand delivered to the three award winners of the campaign. There were no nominations from Nebraska Congressional District 1. Gurnsey will hand deliver an engraved plaque to the nurse selected from District 3 (Central and Western Nebraska). Kindschuh and Wendl will hand deliver engraved plaques to the two nurses selected from District 2 (Omaha area).

Kindschuh informed the Board that she will be taking over as President of the Foundation after Gurnsey leaves. Kindschuh asked for more members to be on the Foundation to fill the vacancies. Kindschuh also expressed to the Board that the Foundation needs a project to get behind in order for them to raise money.

The Board discussed the Foundation's Nebraska Passport Project. It was reported that the University of Nebraska Medical Center (UNMC) had recently announced their decision to not participate in the Passport project. The Nebraska Assembly of Nursing Deans and Directors originally agreed to support the Passport Project for five years. Based on that commitment, the Center had funded the set up and first two years of the Passport. The Nebraska Hospital Association donated \$20,000 to the Center for a special project. That donation funded the first year of the Passport. The decision of UNMC will have a financial impact to the other schools. Other nursing education programs in the state were reporting lower enrollment numbers.

Connelly asked for any volunteers from among the Board who would be willing to be on the Foundation. Hadenfeldt and May volunteered. Board members had no objection to Hadenfeldt and May joining the Foundation.

The next meeting of the Nebraska Center for Nursing Foundation will be held on the afternoon of Friday, August 15th at the office of the Nebraska Hospital Association.

ENVIRONMENTAL SCAN

Connelly led the Board into an environmental scan by asking the members to take turns speaking on what is happening in their parts of the state as it relates to nursing and health care.

Orduna reported that Clarkson College will be closing their LPN program. A new Doctor of Nursing Practice (DNP) program will be starting up at Clarkson College. Orduna expressed a need for more nursing faculty.

May informed the Board she moved into a new position as nurse manager in the emergency department at Bellevue Medical Center. May reported that their health care system has decided to decrease the hiring of nurses with associate degrees.

Faustman reported Nebraska Health Association and the Nebraska Assisted Living Association have been looking at the topic of the future of nursing within assisted living. Faustman informed the Board that seventeen of the senators who had given their support to LB 916 (the legislative bill which proposed to change the integrated practice agreement between nurse practitioners and physicians) will be gone next year. Faustman's group is currently building relationships with the candidates for Legislature, and he encouraged the Board to do the same. Faustman briefly spoke on LR 422 which is the legislative resolution formed to look at the future of health care within Nebraska.

Wendl reported UNMC is currently researching the economic impact of injuries on the farm.

Kindschuh said Nebraska Methodist College is starting a DNP program this fall. They are currently looking at how their accelerated Bachelor of Science in Nursing (BSN) program is being implemented.

Hadenfeldt reported how Creighton University had all of their nursing graduates get job offers right away, which is an indication the job market is strong for nurses right now. Creighton is currently implementing dedicated education units (DEUs) where floor nurses are providing education within their units.

Echtenkamp said that there is disappointment in her area of the state regarding how LB 916 was vetoed by the Governor.

Uhlir informed the Board how the Nebraska Organization of Nurse Leaders (NONL) is partnering with the Nebraska Action Coalition (NAC) in sponsoring the *Forty Under Forty*, a campaign which recognizes and rewards nurse leaders who are under the age of forty. Good Samaritan Health Systems is currently meeting with LPNs to see if they could support those LPNs interested in getting an Associate Degree in Nursing (ADN). After which, they are expected to obtain a BSN within a set period of time.

Kennedy reported that the Fremont-area nurses are focusing on the recommendations of the Institute of Medicine (IOM) for nurses to receive advanced education. Nurses with associate degrees are progressing to BSN degrees. Fremont Area Medical Center anticipates having 70% of their employed nurses to hold BSN degrees by August 2014. The Fremont Medical Center is currently undergoing new construction and renovation which will create larger open floor spaces. Nursing units are currently considering the impact of working in a larger open space.

Eisenmann informed the Board she has seen a newly released report on how nurses actually save health care systems money.

Connelly updated the Board on how the University of Nebraska Medical Center is reaching out to disadvantaged groups who are interested in nursing. UNMC will be holding a nurse camp on the campus of Northeast Community College in Norfolk, NE. Students who are interested in a career in nursing are being encouraged to bring a grandparent with them to the camp. Research shows that a grandparent is a strong support system for younger people as they transition into a secondary education program.

Connelly informed the Board that she has spoken with representatives from the Nebraska Action Coalition (NAC) and that they will be available to attend the July 18th meeting of the Nebraska Center for Nursing to discuss common goals and the potential of merging together.

12:05 p.m. *The meeting recessed.*

12:18 p.m. *The meeting reconvened.*

STRATEGIC PLANNING

Connelly directed the Board to focus on the original strategic plan: Recruitment, Retention, Enrollment, and Sustainability. In the past year, the Board had developed small committee workgroups to focus on specific action items for the Center: Website Group, Social Media Group, the CEU Group, and the Rural Nursing/Rural Image Group.

Kennedy suggested that the Board shouldn't just focus on rural areas but should also look at suburban areas. The Board briefly discussed how there is also a shortage of nurses in suburban areas, not just rural. The Board will revisit this topic at another time.

The Board reviewed the original strategic plan. It was decided that Enrollment (emphasis on doctoral education) would fall under Recruitment. Therefore the original four strategic planning groups were reduced to three.

Connelly asked everyone to join a group which would focus on each part of the strategic plan. The Board and Department staff members assigned themselves to the following:

- Recruitment: Connelly, May, Kennedy, and Eisenmann.
- Retention: Orduna, Uhlir, Hadenfeldt, and Bailey.
- Sustainability: Kindschuh, Faustman, Echtenkamp, Wendl, and Bowen.

The Board broke up into their assigned groups and discussed ideas and action plans for the remaining thirty minutes of the meeting. Each workgroup was asked to report on their ideas and action plans at the next board meeting in July.

1:32 p.m. *Kennedy and May left for the remainder of the meeting.*

CONCLUSION AND ADJOURNMENT

There being no further business, the meeting adjourned at 1:36 p.m.

Respectfully submitted,



Shane Bailey
Board Coordinator