

MINUTES OF THE MEETING
NEBRASKA CENTER FOR NURSING
NOVEMBER 1, 2013

CALL TO ORDER

The meeting of the Nebraska Center for Nursing was called to order by Nolan Gurnsey, Vice-Chair, at 9:34 a.m., at Cornhusker State Industries, 800 Pioneers Boulevard, Room C, Lincoln, NE. Copies of the agenda were e-mailed in advance to the Board members, news media, and other interested parties in accordance with the Open Meetings Act. Gurnsey 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:

- Nolan Gurnsey, RN, *Vice-Chair* -- Governor appointed member
- Mary Wendl, RN, *Secretary* -- Governor appointed member
- Cheryl Echtenkamp, RN -- Governor appointed member
- Kayleen Dudley, RN -- Governor appointed member
- Anna May, RN -- Governor appointed registered nurse
- Cindy Hadenfeldt, RN -- Member recommended by the State Board of Health
- Liane Connelly, RN -- Nurse educator recommended by the Board of Regents, University of Nebraska
- Diane Hoffmann, RN -- Nurse educator recommended by the Nebraska Community College Association
- Aubray Orduna, RN -- Nurse educator recommended by the Nebraska Association of Independent Colleges & Universities

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

- Pam Uhlir, RN -- Governor appointed registered nurse (arrived at 9:45 a.m.)
- Linda Stones, RN, *Chair* -- Governor appointed member
- Brandi (Howard) Netzel, LPN -- Governor appointed licensed practical nurse
- Nick Faustman -- Long-Term Care representative appointed by the Governor
- Peggy Kennedy, RN -- Hospital industry representative appointed by the Governor
- Alice Kindschuh, RN -- Member recommended by the State Board of Health
- Carman DeMare, APRN-NP -- 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:

- Niki Eisenmann, RN, *Practice Consultant*
- Juan Ramirez, *Independent Consultant*
- Shane Bailey, *Board Coordinator*

The following staff member from the Department was absent:

- Karen Bowen, RN, *Executive Director*

NEW BOARD MEMBER INTRODUCTIONS

With two new Board members—Dudley and May—attending the meeting for the first time, Gurnsey asked everyone to briefly introduce themselves. Introductions were briefly made by all in attendance.

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

REVIEW OF THE AGENDA

The agenda was accepted by the Board without any needed modifications and with no formal motion.

APPROVAL OF THE MINUTES

MOTION: Echtenkamp made the motion, seconded by Orduna, to approve the minutes of the August 30, 2013 meeting. All agreed. None opposed. Motion carried.

CENTER FOR NURSING FOUNDATION

Gurnsey quickly explained to the two new board members the Passport Project which provides students the general orientation content required in all healthcare facilities. Gurnsey reported how he has recently applied for grants that are local to the Lincoln, Nebraska area. Wendl stated how she has also worked on acquiring grant funding.

9:45 a.m. *Uhlir arrived to the meeting.*

BUDGET REPORT

With Bowen not present for the meeting, the budget report was postponed for a future meeting.

NEBRASKA ACTION COALITION REPORT

Orduna reported on the recent activities of the Nebraska Action Coalition (NAC). Meetings are being held with stakeholders throughout the state. Six such meetings have been held to date. The Education Team of the NAC is currently developing concepts regarding nurses attaining BSN degrees. It is the Education Team's goal to develop common competencies to help streamline the process for nurses who are going back to school to get a BSN. The Practice Team has been involved this year with the 407 Review of the Advanced Practice Registered Nurse scope of practice, seeking to remove the integrative practice agreement with physicians. The Leadership Team recently conducted a survey to see how many nurses sit on boards. The Institute of Medicine recommends nurses to be in leadership roles.

Ramirez presented a graph of statistics of BSN percentages.

Orduna stated the NAC is also working on emphasizing greater diversity within nursing.

Discussion arose among the Board on whether or not the stringent admission criteria of current nursing programs could possibly be limiting access for certain groups of individuals. It was concluded that the admission standards should not be lowered. Discussion arose about individuals entering nursing programs without the usual supports (i.e. family, friends) in place and how educators need to identify the supports students need as they enter a program. Hoffmann referred to evidence of tutoring programs within nursing programs and the positive impact they have had upon new students.

The Board turned its discussion back upon the Nebraska Action Coalition. Gurnsey stated his belief that the Center for Nursing should be part of the NAC. Numerous Board members agreed.

Questions were raised regarding how the NAC is funded. Orduna said the NAC is financed through donations and also from a grant from the Robert Wood Johnson Foundation. The NAC has its own foundation, just as the Center for Nursing has its own foundation.

The idea was raised for members of the Center for Nursing to meet with the leaders of the Nebraska Action Coalition to discuss joint goals and pursue a more collaborative relationship. It was suggested that such a meeting should take place within the first quarter of 2014.

MOTION: Hadenfeldt made the motion, seconded by Hoffmann, to set up a meeting of members of the Center for Nursing and the executive board of the Nebraska Action Coalition in the first quarter of 2014 to explore a collaborative partnership between the two entities. All agreed. None opposed. Motion carried.

It was suggested that the Center could look into how other states' centers for nursing interact with their action coalition groups. Iowa, Oregon, North Dakota were offered as suggestions to research.

NEBRASKA ACTION COALITION EXECUTIVE COMMITTEE REPORT

Stones, who is currently the Center for Nursing representative upon the Executive Committee of the Nebraska Action Coalition, had provided a report in advance to Wendl and Department staff members, with the intention of being shared at the Board meeting in her absence. Wendl distributed the handout at the meeting. The handout was a brief report on the October 2013 meeting Stones had with the Nebraska Action Coalition (NAC). According to Stones' report, a diversity tool kit is being prepared by the NAC. Stones would like to present to the NAC data on the percentages of minorities and males, as well as nurses in rural areas, including percentages of those with a BSN degree, doctoral degree, job satisfaction, distribution across the state, etc. Stones would like to provide the NAC with data regarding registered nurses with BSN degrees to assist the NAC in their planned white paper on best practices of supporting the advancement of nurses into higher education.

STRATEGIC PLANNING / WORKGROUP REPORTS

The Board next focused on their strategic planning session with representatives from each workgroup providing brief updates on progress made since the last meeting.

Website Group: Bailey reported that he had researched various website builders and zeroed in on two which consistently receive high rankings for quality of product and service: Weebly and Squarespace. Both website builders are affordable, with Weebly being the more affordable of the two. Weebly provides ease of use for those viewing the website within the public realm and for those on the administrative side. Bailey stated that there are options for subscribing for free monthly service, but free service means limited service and options. Plus, often the website builder will run advertisements on one's website if one has subscribed for free monthly service. (The advertisements could run the risk of being inappropriate.) Bailey had also looked at Wix which has received great reviews for its website appearance and ease of use, but he has discovered that some Wix customers do not have their websites show up in search results on Google, Yahoo, etc. Bailey will continue to look into website builders, particularly Weebly. Dudley recommended Bailey to also look into the website builder FastHealth.

CEU Group: Eisenmann provided an update on CEU proposal and the potential to have it peer-reviewed through the DHHS provider unit. It is hoped that the CEU could be provided through the Center's website with online payments going directly to the Center for Nursing Foundation. Board members commented on how rural nurses do not currently have an avenue for CEU. Offering CEUs through the Center's website could benefit rural nurses.

Social Media Group: Eisenmann distributed a handout showing examples of content and images found on other nursing organizations' social media sites. A social media site for the Center could include links to other nursing groups (i.e. Nebraska Action Coalition) and even photos of Nebraska nurses—as long as the photos didn't cause a HIPAA violation (i.e. images of patients in foreground or background, etc.).

Discussion arose among the Board on the subject of using social media to focus on a single nurse and telling her/his story. Small town newspapers containing uplifting human interest stories were cited as an example. The image of nursing was discussed among board members. It was suggested that leadership and professionalism within the nursing profession needed to be emphasized somehow by the Center. Gurnsey suggested using photos of actual Nebraska nurses to reflect diversity. Orduna suggested having calendars made with photos of actual Nebraska nurses. The general conclusion was that social media can be used by the Center to promote a positive image of nursing.

MOTION: Orduna made the motion, seconded by Wendl, for the Nebraska Center for Nursing Board to move forward in setting up a social media site for the Nebraska Center for Nursing. All agreed. None opposed. Motion carried.

Image Group: Uhlir reported on how the Image Group has been focusing on rural nursing within Nebraska. Data had been requested from the Nebraska Hospital Association regarding turnover and vacancy rates, nursing applicants/candidates per nursing job opening, etc. Ramirez provided a Power Point presentation of geo-maps created from the data. Uhlir stated that a difference does exist between urban and rural nursing areas. Discussion arose among the Board about how best to encourage nurses to accept jobs in rural areas. A nurse in a rural area is sometimes the only one who provides health care for individuals in a wide area. A conference in central or western Nebraska on rural nursing was suggested as a possible solution. Connelly mentioned how there was a conference currently taking place in Lincoln on the future of rural areas (Rural Futures Institute). It was suggested that the Center should look into what this organization is doing and whether or not there is potential to work with them. Hadenfeldt said that the Image Group is still trying to define itself and may need to change its name to either Image of a Rural Nurse or The Impact of a Nurse in Rural Areas. The group is still looking at rural nursing and attempting to define the problem, and they hope to have something accomplished by the end of March 2014.

12:10 p.m. *The Board briefly recessed for lunch.*

ENVIRONMENTAL SCAN

The environmental scan focused on the topic of licensed practical nurses. Hoffmann spoke on how she was aware of LPNs not being able to find employment. Critical access facilities were not hiring LPNs. Long-term Care Facilities were hiring RNs over LPNs. Non-nursing personnel—mainly medical assistants—were replacing LPNs in many areas. Hoffmann informed the Board that her school has been offering office skills to LPNs so that they can obtain cross-training and make them more marketable over medical assistants. Hoffmann stated that they need to be more creative in marketing LPNs.

Eisenmann informed the Board that medical assistants are not trained to be nurses, aren't licensed by Nebraska, and do not undergo a background check. In Nebraska, medical assistants need to be registered on the Nebraska Medication Aide Registry if they are to be administering medication. Patient safety was raised as a question by the Board. Eisenmann reported that she has recently become aware of malpractice insurance companies threatening to withdraw support of physicians who are employing medical assistants administering medication while not being registered on the Medication Aide Registry.

Dudley stated that the decision to hire medical assistants in some settings comes from higher up, in human resources and administration, above the physician level, and the decision is related to cost savings.

Hoffmann suggested having information about medical assistants upon the Center for Nursing's website.

JUAN RAMIREZ'S REPORT

Ramirez provided a PowerPoint presentation on vacancy and turnover rates of RNs in Nebraska. Data was provided by the 2012 RN renewal survey and the Nebraska Hospital Association (NHA) 2013 Workforce Report. Uhrir observed how numerical data from the NHA report did not match the data from the Department of Labor's findings. It was speculated that not all Nebraska hospitals had reported information. Dudley stated not all hospitals are members of the NHA, plus it can be very time consuming and complicated for administrative staff to fill out hospital surveys. Therefore, data was most likely missing from the NHA 2013 Workforce Report. Ramirez's report also included ratios of RNs to physicians by Nebraska districts and counties. Physician data was provided by information from the Department's Licensure Unit. Some counties in central and western Nebraska revealed that currently there are no physicians or nurses present to serve that area.

KEY STAKEHOLDERS / CONFERENCES

Gurnsey said he had recently attended the LPN Association of Nebraska's (LPNAN) conference and the Nebraska Nurses Association's (NNA) conference. Both conferences were held the week of October 16th, 2013 in Kearney, Nebraska. Gurnsey said the LPNAN appeared to have a low attendance rate this year. Ramirez said he had attended the NNA conference in Kearney where he represented the Nebraska Center for Nursing.

MISC. BUSINESS

Bailey reminded the Board that the next scheduled meeting was for Friday, December 6, 2013. Bailey asked the Board whether or not they still wanted to meet that day, considering how, historically, December was a difficult month for the Center's Board to meet. Board members expressed interest in meeting on December 6, 2013.

Bailey stated that meeting dates would need to be planned for the Center for Nursing for all of 2014. Bailey said that he had planned for the Board to pick meeting dates during the current meeting but realized he didn't bring a list of the already scheduled 2014 meeting dates of the Board of Nursing, the Advanced Practice Registered Nurse Board, along with the dates of 2014 national conferences. Bailey said that the Center's meetings can't conflict with the meeting dates of the other nursing boards and conferences, considering how Department staff members will need to be present at those meetings and events. Bailey will bring a list of scheduled meeting dates of the other nursing boards along with national conference dates to the next Center for Nursing meeting, or he will email a Doodle (electronic scheduler) to board members to select future meeting dates.

COMMUNICATION

Bailey informed the Board that officer elections are coming up. Officer elections can be done by e-ballot. All voting is confidential. New officers will assume their roles after January 1st. Bowen can fill the Board in on more details in the near future. A number of board members addressed their term end-dates. Some members were uncertain when their terms on the Board ended. Bailey stated that he or Bowen could bring a list of term end-dates to the next meeting.

Bailey referred the Board to an email that Eisenmann had recently sent out announcing a nurse vacancy on the State Board of Health. Bailey said he had looked into the vacancy and learned that any nurse (LPN, RN, APRN) can apply to be on the State Board of Health. The Governor will review the applications and will make a decision. November 20th was the suggested deadline to get in an application

and résumé. Bailey said he could email the Board more information about the State Board of Health: how often they meet, requirements, etc.

Orduna and Hoffmann inquired about the Department's Nurse Education Consultant position and whether or not it had been filled yet. Eisenmann said that finding a replacement for Sheila Exstrom, RN—who had formerly filled the position—was currently in progress. Bailey said he was aware that individuals had applied and interviewed for the position. Whether or not the position has been filled yet was unknown. Only Bowen could answer that question. There was some expressed concern by board members about whether or not site visits to nurse education programs will be conducted in the near future.

CONCLUSION AND ADJOURNMENT

There being no further business, the meeting adjourned at 1:47 p.m.

Respectfully submitted,



Shane Bailey
Board Coordinator