

These minutes were approved by the Board.

**MINUTES of the MEETING**  
**NEBRASKA CENTER FOR NURSING**

**Thursday, April 25, 2013**  
Cornhusker State Industries  
800 Pioneers Blvd, Conference Room C  
Lincoln, NE 68502

**Call to Order:**

The meeting of the Nebraska Center for Nursing was called to order by Chairperson, Linda Stones, at 9:30 a.m. A quorum was established at this time. Location of the copy of the Open Meetings Act was announced.

**Present**

Connelly, Liane (Nurse Educator) – *left the meeting at 12:19 p.m.*  
DeMare, Carman (State Board of Health) – *arrived at 10:05 a.m.*  
Echtenkamp, Cheryl (Governor Appointed RN)  
Gurnsey, Nolan (Governor Appointed LPN)  
Hadenfeldt, Cindy (State Board of Health)  
Kennedy, Peggy (Hospital Industry)  
Kindschuh, Alice (State Board of Health) – *left the meeting at 11:59 a.m.*  
Orduna, Aubray (Nurse Educator) – *arrived at 9:34 a.m.*  
Spohn, Terrie (Governor Appointed RN)  
Stones, Linda (Governor Appointed RN)  
Wendl, Mary (Governor Appointed RN)

**Absent**

Faustman, Nick (Long-Term Care Industry)      Hoffman, Diane (Nurse Educator)  
Sukup, Carol (Governor Appointed LPN)      Stott, Kelli (Governor Appointed)

**Representation from DHHS, Division of Public Health, Licensure Unit, Office of Nursing and Nursing Support:**

Karen Bowen, Office Administrator, Sheila Exstrom, Nursing Education Consultant, Niki Eisenmann, Nursing Practice Consultant, Juan Ramirez, Independent Consultant, and Shane Bailey, Board Coordinator

**Invited guests:** None

**Review of Agenda**

A request to move up the 1:30 p.m. action agenda item “The Forum of State Nursing Workforce Centers: Taking the Long View Conference” to 9:45 a.m. due to maintaining the quorum was motioned by P. Kennedy and seconded by T. Spohn.

In addition, it was decided that “Juan’s Report” should also be moved up on the agenda so those members who had to leave early would be able to hear the presentation.

### **Approval of the Minutes**

The minutes of the February 28<sup>th</sup>, 2013 meeting were approved with corrections, motioned by A. Orduna and seconded by A. Kindschuh.

### **Center for Nursing Foundation (CFNF)**

N. Gurnsey is working with Pam Taylor on the Passport contract for the CFNF. Board Treasurer, Monica Seeland, will send invoices to the colleges. Nursing colleges will be billed based on the information in their annual report. Approximately \$3.00—\$4.00 will be billed per student. Current name is Nebraska Nurse Passport. A discussion about a name change ensued. The following names were suggested: Student Healthcare Passport, Nebraska Healthcare Passport. L. Stones suggested keeping “nursing” within the title with the intention of keeping the focus on nursing. N. Gurnsey reported that entities outside of the nursing field want to use the portal base set-up. It was discussed whether or not this should be allowed. It was decided that parameters would be needed for additional use. The donation list from the Center for Nursing to the Center for Nursing Foundation was 38%. All Center board members are encouraged to donate to the Foundation. PayPal is available through the Center for Nursing’s website.

### **Center for Nursing Website**

Minutes of the meeting will be added to the website and older meeting minutes will be archived.

The strategic plan appears on the front page. L. Stones suggested restructuring the website around the strategic plan: Retention, Recruitment, Sustainability, and Enrollment. Each of these four areas could have its own link. It was suggested that the “For Young People” link on the website could be filed under Recruitment. Each workgroup will determine the most appropriate link for their topic.

Discussion was held about needing a PR/marketing person resource.

C. DeMare suggested utilizing photos that reflected a greater diversity of those in nursing professions.

K. Bowen asked members to advise her of any updated email addresses.

N. Gurnsey is looking at a new logo for the Center that more easily facilitates social media formats.

S. Exstrom suggested placing on the website the historical information of what the Center for Nursing has accomplished since its inception in 2000, thus charting its progress over the past 13 years.

L. Stones asked the board members to not just come to the meetings and discuss or throw out ideas but to move forward as a group, take action.

### **The Forum of State Nursing Workforce Centers: Taking the Long View Conference**

Conference will be held in Phoenix, AZ, June 19<sup>th</sup> & 20<sup>th</sup> of this year. Discussion arose about how many members the Center could send. T. Spohn made a motion to send three representatives and P. Kennedy seconded the motion. L. Stones, L. Connelly, and J. Ramirez expressed interest in attending the conference. K. Bowen will coordinate with those volunteering to attend.

## **Juan's Report**

J. Ramirez reported on the online survey results. In 2012, the online license renewal was 95% which is a 9% growth from the last renewal period. J. Ramirez provided maps which showed the number of LPNs and RNs per Nebraska county, in addition to charts and graphs of other demographics (salary range, age, race/ethnicity, areas of employment, education levels, job satisfaction, etc.). Demographic information was pulled from the licensure database and/or the license renewal surveys.

## **Strategic Planning Workgroups**

Workgroups met to address the following four items & report on them:

- a. Produce one or two key elements requested from J. Ramirez.
- b. Initiatives in the plan and displayed in content on the website.
- c. Prioritize one or two aspects.
- d. Bullet points to develop PowerPoint presentation.

*Recruitment*—N. Eisenmann reported

1. Focus on a positive image of nursing (website photos to reflect diversity in nursing).
2. Value of a nursing education.
3. Career links to show what nurses and advanced practice nurses do.
4. Shadowing opportunities—links to facilities that offer shadowing opportunities.
5. Social media to communicate a positive nursing image to the younger generation.
6. Need new goals for recruiting more men into nursing.
7. Career Fairs—utilize these more.

L. Stones recommended developing tools for board members to use at career fairs and speaking engagements. K. Bowen said promotional posters can be made available for use.

*Retention*—P. Kennedy reported

1. PowerPoint on website addressing youth.
2. Look at trends of RN over last 4 renewal periods; LPN over last 3 renewal periods.
3. Report on age demographics: age in urban and rural settings, age by education programs, average age of faculty (age of DNPs, doctorates' average ages)
4. Employment and volunteering opportunities for nurses—website links provided.
5. Create a "Resources" section on the website.
6. Image campaign: promote a positive image of the "older" nurse, their value.
7. History of the Center for Nursing listed on the website.
8. Delete Strategy #2 from Retention Goal of the Strategic Plan; renumber the strategies.
9. Create a video presentation for posting on the website.

*Enrollment*—C. Hadenfeldt reported

1. Dataset of BSN and doctoral now and in the future from the 2010 base.
2. Bullet point changes from 2006-2012 to include BSN, doctoral, males, and minorities.
3. Website list of doctoral programs—have a thermometer diagram for BSN, masters, doctoral.
4. Change photo images of nurses on website to reflect diversity in the nursing field.
5. Explain which doctorate degrees will work in nursing colleges.
6. Market BSN and doctoral programs across the state.

Various board members provided input—pros and cons--of listing nursing programs within Nebraska, particularly doctoral programs, on the Center for Nursing's website.

*Sustainability*—N. Gurnsey reported

1. Bring all nursing groups together.
2. Need a new logo—possibly contact a community college and ask for the graphic design students to create a new logo—hold a design contest for a new logo?
3. The Center needs more visibility at conventions.
4. Challenge each board member to provide presentations.
5. Secure PowerPoint template for each board member to use.
6. Log the number of hits on the Center's website—how many people are utilizing the site?

### **Working Lunch—Environmental Scan**

Members reported on nursing programs throughout the state and on what is happening within various nursing professions in their parts of the state.

### **Branding and Templates**

J. Ramirez presented different options for a PowerPoint template that can be utilized by board members for presentations. Different colors of the template were discussed for readability and overall professional presentation. One corner of the PowerPoint template would have room for the Center's logo.

### **Key Stakeholders/Conferences**

Members discussed best practices as to dissemination of annual report including the groups below:

1. Rural Health, Community Health, NONL,
2. L. Stones submitted an article for Nebraska Nurse, and J. Ramirez will also submit an article.
3. T. Spohn will add NNP as a key stakeholder

### **Misc. Business**

1. Passport Project—nursing colleges are being sent invoices.
2. Update--addresses under CFNF report.
3. Status of Grant Application--not funded at this point.
4. Facebook—this agenda item was not discussed at this meeting.
5. Board Appointments—A. Orduna, K. Stott, C. Sukup, and L. Stones will be up for renewal.
6. Nursing News—publish an announcement stating that the Center for Nursing is available for speaking engagements.

### **Conclusion and Adjournment at 1:45 PM**

Minutes prepared by:

Mary Wendl, Board Secretary

Shane Bailey, Board Coordinator