

MINUTES OF THE MEETING
OF THE
NEBRASKA CENTER FOR NURSING
BOARD MEETING
February 19, 2004

Call to Order

The meeting of the Nebraska Center for Nursing Board was called to order by Shirley Travis, Chairperson, at 9:05 a.m. CDT, February 19, 2004, at the Staybridge Suites Conference Center, 2701 Fletcher Ave., Lincoln, NE. Copies of the agenda were sent to board members and posted.

Roll Call

The following members were present:

Shirley Travis, Chairperson
Linda Lazure, Secretary
Barbara Wenz
Rosalee Yeaworth
Becky Veak
Maxine Guy (in at 9:10 a.m.)
Judy McGee
Marilyn Valerio
Chuck Stepanek
Florence Brown
Pat Lopez (in at 10:03 a.m.)

The following members were absent:

Gloria Gross, Vice-Chairperson
Lois Sietsema
Pat Lenaghan
Diana Stevens
Pat Karsk

A quorum was present and the meeting convened. Also present from the Credentialing Division were Sheila Exstrom, Nursing Education Consultant, Karen Bowen, Nursing Practice Consultant and Anne Owens, Administrative Assistant.

The group welcomed Florence Brown, a new board member, and board and staff members introduced themselves and explained their relationship to the board.

Approval of Minutes of the December 18, 2003 board meeting

Two corrections were made on the December 18, 2003 minutes: 1) page 2, under *Goal 1: Recruitment of enough new nurses to meet the nursing care needs for Nebraska*, paragraph two, Robert Woods Johnson Foundation should be Robert **Wood** Johnson Foundation, and 2) page 8, under *Financial Report as of October 31, 2003*, “Kelly presented the October 31, 2000 financial report”, the year should be changed to 2003.

1. Yeaworth made the motion seconded by Wenz **that the board approve the minutes of the December 18th meeting as amended.**

Voting aye: Travis, Lazure, Wenz, Yeaworth, Veak, Guy, McGee, Valerio, Stepanek and Brown. Voting nay: none. Abstain: none. Absent: Lopez, Gross, Sietsema, Lenaghan, Stevens and Karsk. Motion carried.

Report of follow-up activities from the last meeting

Report by Exstrom on the Center for Nursing to-do list

Exstrom reported on the progress made on the follow-up activities since the last meeting. Kelly has revised and mailed the letter to Senator Ben Nelson and the 2003 Employer Vacancy Survey data has been given to Cheryl Walburn to write the report. Owens is recording faculty age as she works on annual reports so that a mean faculty age can be calculated. Kelly has begun work on a white paper on *Nursing Workforce Supply and Demand*. A copy of the EMT brochure has been given to Diane Hansmeyer, Section Administrator for Rehabilitation and Community Services, for her review and to let her know that the CFN plans to mail the brochures to EMTs, EMT-As, Paramedics and First Responders. Owens has the brochure ready to send to printing. The “Look in your own house” brochure has been mailed to all Nebraska hospitals and long-term care and assisted-living facilities with a cover letter from Kelly on updated Center for Nursing Board letterhead.

The strategic plan has been adapted to include implementation strategies suggested at the Stakeholders meeting and was included in the packets mailed to the board members. Kelly plans to contact Dennis Baack regarding a presentation to the Nebraska Workforce Investment Board and Dave Rosenbaum about the possible design of a demographic indicators study. She is planning to create an education paper regarding license check-off to support the Center for Nursing. She has also received contact names from CFN board members for fundraising/development consultation and is planning to contact those people. Also mailed with the board agenda materials was a format that Kelly developed for decision-making regarding planning for two workshops: *The Need for Recruitment of Nursing Faculty* and *The Need for Retention of Nursing Faculty*.

Information regarding the provisions of the faculty loan portion of the Nursing Reinvestment Act was printed and included in the agenda mailing. Kelly spoke with Whitney at the Governor’s office regarding board appointments and reappointments and was notified that all appointments had been formally made. Letters of welcome were sent to the three new board members with information about board orientation. Exstrom presented information about the second annual gathering of State Nursing Workforce Centers that Kelly had received.

The 30-second promotional video on Men in Nursing was taped on February 3rd at BryanLGH West. Information about male nurses who were taped was sent to KOLN/KGIN and editing was done on February 13th. Kim Bartek attended the taping to take still shots of the nurses and to

interview the LPN for inclusion in the Men in Nursing brochure. Kelly received the LPN's photo and statement from Kim on February 10, and the video will be viewed during today's meeting.

The final draft of the 2003 RN Workforce Report was received on January 31st and the report was put on the Web site on February 3rd. Color copies of the report were sent to the board members with the agenda materials. Kelly requested a meeting on February 12th with Michael Toland and Walburn to discuss a contract to analyze the LPN Workforce data. At the meeting, it was decided that Holly Sexton be contracted to do the data entry work. The contract with Holly was approved and she has begun data entry. We hope to have data analysis by late June or early July. Kelly contacted Mendy Neumann regarding the LPN online Workforce surveys. After receiving the data, Kelly sent it to Michael Toland. There was discussion concerning HRSA's Nursing Forecasting Supply and Demand Models. Travis pointed out that the CFN discussed this model in 2002, and that at that time the board wanted to make the Forecasting model Nebraska-specific. Kelly will contact HRSA to see if it would be possible for us to obtain their model and Travis will check their Web site to see if it has been updated to include projections on a state level. The last Workforce Development report is from 2000. Bowen indicated that she supplied nursing information relating to Workforce Development recently.

Kelly wrote a thank you letter to the stakeholders who participated in the December meeting. Owens mailed the letters to the stakeholders on January 28th and included the notes from the meeting. Kelly also checked with Becky Veak about the GEM Nursing program's geographic area and Veak will present information at the board meeting today.

Review/discussion/approval of position paper on Increasing Capacity for Preparing Nurses in Nebraska: A Call for Action – by Rosalee Yeaworth

The group reviewed the position paper prepared by Yeaworth. A typo was corrected on page two of the paper. Suggestions were made on how to distribute the paper:

- Put on Center for Nursing Web site
- Include with the annual report and send to the Governor and legislators
- Send to the Board of Regents and the constituencies represented by board members
- Send to Liaison Group of Nebraska Nursing Organizations (LGNNO)
- Send to Stakeholders both invited to and participating in the December Stakeholders meeting
- Include in regular updates in the Nebraska Nurse
- Send to Nebraska Assembly of Deans and Directors

Group E Mentoring (GEM) Nursing program – Veak

Veak spoke with Rose Kemp, Regional Administrator of the Region VII Office of the Women's Bureau, U.S. Department of Labor, regarding the GEM program. This is an online mentoring source that was developed by the Department of Labor in partnership with the University of Michigan School of Nursing. Veak distributed handouts detailing the GEM program. The Web site is www.gem-nursing.org, and all communications between mentoring nurses and young people is conducted via the Web site. The program is designed to encourage young people ages 15-21 to explore and choose careers in nursing. The Web site has a "Daily Digest" section where students and other young people post their nursing questions and nurses respond. Owens forwarded the CFN spreadsheet of nurses who have volunteered to be mentors to Veak, and Becky sent the list to Rose Kemp. Kemp will send letters and GEM information to all of the mentors on our list.

The question was raised as to whether or not we could add the GEM information to the CFN Web site. Kelly will contact Rose Kemp to find out if we need their permission to do so.

Reports of Presentations, Exhibits and Meetings attended since the last meeting and those scheduled for future dates

Lazure presented to minority 10th graders from Omaha Public Schools and invited an African-American nursing student to speak to groups visiting Creighton University.

Travis will be presenting to Heartland Health tomorrow.

Nebraska Nursing Leadership Coalition Summit – March 11 – Kearney

The Nebraska Nursing Leadership Coalition Summit will be held on March 11th in Kearney. The cost to exhibit at the Summit is \$150.00. There was discussion about exhibiting and the possibility of the CFN holding a general workshop during the Summit in an effort to reach more nurses. Stepanek checked about the summit and indicated that there was exhibit space available, but that there was no time available for a presentation or workshop by the CFN. The group agreed by consensus to exhibit at the Summit, with board members and staff who will be attending the meeting staffing the booth. Exstrom told the group that the CFN would pay for lodging and mileage for those board members attending the summit, and Owens noted the information so that she could register those members who were not yet registered and make or change lodging arrangements. She will send packets of information to all of the board members for whom she is making arrangements.

Nebraska Health Care Association Meeting

Veak reported that the annual meeting of the Nebraska Health Care Association is scheduled for the last week in April. The consensus of the group was that they would like to exhibit at that meeting. Veak will find out what the costs are and advise Kelly.

Public Hearings on Proposed Changes to Nursing Regulations

Exstrom reported on the public hearings on the proposed changes to the nursing regulations. Only one person came to the hearings and that person attended the hearing regarding changes to the Med Aide regulations. The regulations (along with comments from nurses that were compiled by the nursing staff) will be taken to the Board of Nursing for review/approval and then passed to the Board of Health.

Second Annual Gathering of State Nursing Workforce Centers – April 29 – 30, Orlando, FL

Exstrom presented cost information regarding the meeting. There was some discussion about how many people to send and who to send to the meeting. It was decided to defer a decision until after the group had reviewed the budget.

10:28 a.m. the board recessed briefly.

10:43 a.m. the board reconvened.

Financial Report as of January 31, 2004

General Funds

Exstrom presented the January 31, 2004 financial report. She reported that there would be additional costs added to the numbers, including approximately \$300 postage for the “In your house” brochures and \$3,520 for mailing the EMT brochures. There will be additional costs in publication and travel. The production cost for the *Men in Nursing* TV spot was \$500.00. Based on what is known now, the projected total expenditure for FY 2004 is \$32,414. This leaves \$17,000 left in the budget for the remainder of the year.

The group viewed the three 30-second promotional videos, *Men in Nursing*; *I Want to be a Nurse*, and *Imagine*. Exstrom detailed the three proposals we received for advertising during the Boys and Girls State Basketball Tournaments. The first proposal would allow us 32 spots, including eight “Salutes to Athletes” with the commercials aired after the “salute” and would cost \$5,500. The next levels of advertising would be 24 spots at a cost of \$4,800 or 12 spots for \$2,940. No matter which proposals we chose, all three commercials would be used.

2. Stepanek made the motion seconded by Valerio **that the board dedicate \$5,500 for the “Salutes to Athletes” advertising.**

Voting aye: Travis, Lazure, Wenz, Yeaworth, Veak, Guy, McGee, Valerio, Stepanek, Lopez and Brown. Voting nay: none. Abstain: none. Absent: Gross, Sietsema, Lenaghan, Stevens and Karsk. Motion carried.

There was discussion about advertising in the Omaha market during the same time period. There are no Omaha stations that cover the basketball tournaments, but the consensus of the group was that advertising in Omaha would be beneficial. Exstrom will ask Kelly to contact Omaha stations about advertising costs. Lazure suggested that we request that each television station that airs our commercials link the CFN Web site with the station’s Web site. Guy suggested that the total amount expended for all commercials not exceed \$10,000.

3. Valerio made the motion seconded by Lazure **that the board spend approximately \$4,500 in the Omaha market for CFN commercials.**

Voting aye: Travis, Lazure, Wenz, Yeaworth, Veak, Guy, McGee, Valerio, Stepanek, Lopez and Brown. Voting nay: none. Abstain: none. Absent: Gross, Sietsema, Lenaghan, Stevens and Karsk. Motion carried.

Cash Fund

There is still \$31,000 in the cash fund, which does not have to be spent before the end of June.

Progress report on data projects

RN Workforce Survey Report

Color copies of the report were included in the agenda packets mailed prior to the meeting and the report has been placed on the Web site. It was suggested that we might display a video of the 15-page Power Point presentation relating to the Workforce Survey during the upcoming exhibit at the Leadership Summit, with it looping continuously. There was also a suggestion that we have a

computer with a direct link to the CFN Web site available at the exhibit. The group agreed by consensus that they would like to exhibit at both the Summit and the Nebraska Health Care Association mid-year meeting. Because so many board members and staff are scheduled to attend the Nursing Leadership Summit, there were several volunteers to help man the CFN booth. Stepanek will arrange for a booth at the Summit and an Internet connection. The cost of the booth is \$150.00, and the Internet connection will probably be an add-on cost. Veak will find out the costs of hosting a similar exhibit at the Health Care Association meeting, which will also be held in Kearney. It is her understanding that a mailing will be going out next week with dates, costs etc.

Employer Vacancy Report

The Employer Vacancy data report is currently being written by Cheryl Walburn.

LPN Workforce data collection

Exstrom reported that the LPN Workforce data is now in the data entry phase and is being prepared for analysis. The target date for the completed report is the end of June.

Status Report on annual education program enrollment

Exstrom reported that she has received most of the annual reports from the Schools of Nursing and that data collection is in process.

12:00 noon the board adjourned briefly.

12:35 p.m. the board reconvened over lunch.

Strategic Plan Workgroups

The board and staff members present divided into the previously established workgroups relating to the four goals of the strategic plan. Each group reviewed the input from the stakeholders during the December board meeting and identified the top three priority activities for their assigned goal that the board should complete in 2004. Each priority activity should identify: 1) steps for completion of the activity; 2) timelines for each step; 3) identification of the staff, board members and groups charged with completion of each step, and 4) the budgetary implications for the activity.

The work plans will be typed by staff and sent out to the board members as soon as possible.

Identification of focus area for next press release

The group decided that the next press release should be Yeaworth's position paper, *Increasing Capacity for Preparing Nurses in Nebraska: A Call for Action*. It was also suggested that the paper be put on the Web site.

Second Annual Gathering of State Nursing Workforce Centers

After discussion of the budget, the board agreed to send three people to the Orlando meeting. Exstrom reported that Kelly would like to attend, and Travis indicated that she would like to attend for the sake of continuity since she attended the first meeting. Stepanek is a maybe and Exstrom will check with Gross to determine whether or not she has an interest in attending.

4. Veak made the motion seconded by Valerio **that the board send three people to the Second Annual Gathering of State Nursing Workforce Centers.**

Voting aye: Travis, Lazure, Wenz, Yeaworth, Veak, Guy, McGee, Valerio, Stepanek, Lopez and Brown. Voting nay: none. Abstain: none. Absent: Gross, Sietsema, Lenaghan, Stevens and Karsk. Motion carried.

Men in Nursing; I Want to be a Nurse, and Imagine commercials.

Stepanek reported that he had checked with Channels 10/11 and the “Salutes to Athletes” package is no longer available. The group agreed to purchase the next available package and to rotate the three commercials.

Set future dates/agendas

The next meeting will be held on April 15, 2004 at Staybridge Suites. Kim Bartek should be invited to the meeting, and in the meantime, all members are invited to look at the Web site and suggest any revisions prior to the April meeting. Extra time should be added for dialog from groups four and two and for discussion about the Web site. Review of position papers, election of officers and the annual budget will also be agenda items at that meeting.

3:00 p.m. the meeting adjourned.

Minutes taken by Linda Lazure, Secretary.

**MINUTES OF THE MEETING
OF THE
NEBRASKA CENTER FOR NURSING
BOARD MEETING
April 15, 2004**

A. *Call to Order*

The meeting of the Nebraska Center for Nursing Board was called to order by Shirley Travis, Chairperson, at 9:10 a.m. CDT, April 15, 2004, at the Staybridge Conference Center, 2701 Fletcher Avenue, Lincoln, Nebraska. Copies of the agenda were previously sent to Board members and posted.

Roll Call

The following Board members were present:

Shirley Travis, Chairperson
Gloria Gross, Vice-Chairperson
Linda Lazure, Secretary
Maxine Guy
Pat Karsk
Pat Lenaghan
Pat Lopez
Judy McGee
Chuck Stepanek
Diana Stevens
Marilyn Valerio
Becky Veak
Rosalee Yeaworth

The following members were excused: Florence Brown; Lois Sietsema, and Barbara Wenz. Pat Karsk was welcomed to her first Board meeting as a representative from the community colleges replacing Linda Walline. By way of self-introduction, each Board member spoke to his/her background and tenure with the Board.

A quorum was declared, and the Nebraska Center for Nursing Board Meeting officially convened. Also present from the Credentialing Division, HHSS, were: Charlene Kelly, Section Administrator for Nursing and Nursing Support; Karen Bowen, Nursing Practice Consultant; and Linda Rohn, new Administrative Assistant. Sheila Exstrom, Nursing Education Consultant, it was noted, would not be in attendance.

Guests Greg Nelson and Chaley Smith from KM3 News were welcomed, as was Kim Bartek, web designer of the Center for Nursing website.

B. *Approval of Minutes of February 19, 2004 Meeting*

Following discussion of the number of persons approved to attend the Second Annual Gathering of State Nursing Workforce Centers in Orlando, Florida, April 29:

1. Yeaworth made the motion seconded by Valerio **that the board approve the minutes of the February 19, 2004 minutes as printed.**

Voting aye: Travis, Gross, Lazure, Guy, Karsk, Lenaghan, Lopez, McGee Stepanek, Stevens Valerio, Veak, and Yeaworth. Voting nay: None. Abstain: None. Absent: Brown, Sietsema and Wenz. Motion carried.

D. *Presentation by KM3-TV—Greg Nelson and Associates*

Agenda Item D, Presentation by KM3-TV, was moved ahead on the agenda with KM3 representatives Greg Nelson and Chaley Smith presenting a proposal for a KM3 News-sponsored special project. Based on discussions with Charlene Kelly and predicating it on the Center for Nursing mission statement, a strategic plan was developed for a nursing exposition (expo). The focus of the expo would be recruitment related--raising awareness of the nursing shortage in Nebraska--and other nursing career concerns. The expo would not only provide an opportunity to showcase opportunities for nurses in Nebraska but to allow potential nurse candidates and career nurses alike an opportunity to showcase themselves. Health care providers would be present, and plans for sessions regarding job dissatisfaction, increased demand on nursing programs and similar topics considered.

Specifics of the KM3 proposal included an ad campaign for television, utilizing lists maintained for licensing to make potential candidates/attendees aware of the expo. KM3 would be responsible for the event logistics, contracting with a local venue and exhibitors. In addition, they would coordinate and purchase other media to advertise the event; e.g., radio, if desired. KM3 would handle all registrations, developing and maintaining a registration database, break-out sessions, and follow up. KM3 would also provide door prizes such as airline tickets as an incentive to attract attendees. The CFN name and logo would be included in all advertisements; i.e., "being brought to you by the Center for Nursing." Nelson explained that an endorsement from the Board was needed so further plans could be explored including a potential date and selection of event speakers.

Discussion by Board members followed on the focus of the expo, topics to be offered and emphasized, defining the target audience. Topics such as preparing for faculty positions, addressing job dissatisfaction and disenfranchisement issues, and reaching a statewide audience were emphasized. Nelson explained KM3 was open to all of these ideas and any others. Commenting that the advertising for the expo would be separate from the current advertising campaign, Kelly further commented that the proposed expo would be the start of other good things. Stations in other areas of the state would be aware of what was going on. She agreed with Nelson that KM3 should test this idea and see what they could accomplish. Nelson echoed her comments by expressing his confidence that KM3 could devise a template for attracting people to the expo utilizing licensure lists, and KM3's willingness to buy media in other areas of the state. With the goal for the expo to eventually be self-sustaining, Nelson

continued that not just major HMOs would be invited but corporate sponsors with higher dollar amounts available to hopefully generate more revenue for the expo. With KM3's market shares of #3 in news, #1 in daytime and prime time, Nelson continued to explain KM3 was looking for opportunities to expand viewer awareness of KM3 through partnerships with organizations such as the Center for Nursing. The expo would be a CFN sponsored event in CFN's behalf.

The Board continued to discuss the proposal in depth considering issues of location, identifying participants, sponsors, and dates for the expo. The major concern of the expo should be recruiting. Recruiting issues should include: minorities and men, highlighting non-traditional roles; supply and demand issues as the population ages; funding for education; attendance by school guidance counselors; offering supervisor sessions; addressing the needs of nurses who already have their degree or degrees; and adamant agreement from the Board that vendors at the expo be from Nebraska.

Nelson recognized that the expo's intent is to keep nurses in Nebraska focusing on all categories of nursing. With the next step being to put together a proposal to solicit companies and vendors, the Board would need to approve the concept and pick a date for the expo, Nelson observed. Some of the money (derived from the expo) could be used to generate potential scholarships. Nelson continued that it appeared that the Board's overall consensus was to move forward with the plan for the expo. Eventually people would come to anticipate the expo on an annual basis as sponsored by the Center for Nursing. As it would evolve over the next three or four years, all funds would eventually go to the Center for Nursing.

Discussion then ensued over the best time of year to hold the exposition taking into consideration potential conflicts with conventions and meetings. Travis commented that the identification of the target audience would be key as well as vendor selection. Overall, the rationale for holding an expo is to involve a large group of people for the good of the nursing profession.

2. Gross made the motion seconded by Stepanek **that the Board move forward by accepting KM3's preliminary proposal and appoint a task force to work with Kelly and KM3.**

Voting aye: Travis, Gross, Lazure, Guy, Karsk, Lenaghan, Lopez, McGee Stepanek, Stevens Valerio, Veak, and Yeaworth. Voting nay: None. Abstain: None. Absent: Brown, Sietsema and Wenz. Motion carried.

KM3 will develop a written proposal for the Board's review with a potential date of September 25 for the expo. The advertising will feature a series of vignettes with actual nurses involved in the promotion.

Following a five-minute break, the Board of the Center for Nursing reconvened and continued with Agenda Item C.

C. Review of Center for Nursing Web Site – Kim Bartek

Kim Bartek, Nebraska Center for Nursing web designer, presented an overview of the Center for Nursing website demonstrating recent web site changes. She described how the site was made more interesting and attractive with viewable posters, position papers, brochures in PDF (printer downloadable format) for ease in downloading, links to licensure and loan repayment sites, as well as a link to the “Men in Nursing” brochure featuring revolving pictures. Bartek explained the web site includes a counter for monitoring the number of visits to the site that numbered 7,954 since its inception in 2000.

Suggestions were made for additional information to be added to the site such as adding a link for “how do I prepare myself for a nursing career/nurse educator career. Charlene Kelly stated she would seek links that already exist to possibly mirror on the CFN site for different roles in nursing. Kim Bartek suggested the website be synchronized with the nursing expo information. She also encouraged board members to feel free to send her pertinent information for posting to the site at: ballyhoo@alltel.net. The Board expressed its appreciation to Bartek for updating and maintaining the site, and recognition of her timeliness in posting information.

The website also now includes instructions on how to obtain copies of position papers with plans to add position papers as they come in. Kelly commented that current information on federal loan repayments would be added as well as plans to keep other areas updated as much as possible. Kim further explained that Nursing, Nursing Support were the newest links. Lenaghan suggested adding information on magnet hospitals since Nebraska now has a hospital that has been awarded this designation. Kelly confirmed that information on magnet status could be added under nursing in Nebraska with general information about what a magnet designation signifies and the criteria which schools/hospitals must meet to earn the designation. Lazure suggested adding information on how to prepare oneself for a career in nursing. With no page currently on this topic, Bartek said she would research other sites to pattern one for Nebraska. Information would include how to prepare for a career in nursing, degrees available, faculty preparation, and how one could become a nurse educator.

E. *Report of Follow-Up Activities from Last Meeting*

Kelly reported that she had sent a position paper to Dick Nelson for approval, and it has now been posted on the CFN site. Distribution of other position papers will also be accomplished through the CFN website. The EMT brochure went out on March 16 with a few calls resulting from the mailing. With regard to advertising, Kelly had received proposals from four Omaha stations. With a critical eye and no bias for Channel 3, it was determined that the other three proposals were simply not as good as KM3's. A contract for airing the ads during Oprah, morning news time, and primetime is currently being developed. KOLN/KGIN aired ads during recent basketball tournaments. Over 500 people were in attendance at the Nursing Summit where both CFN videos and website viewing were available.

More comments were received on the videos than the website. As a result, posters and other printed promotional materials along with the videos will be available at the mid-year meeting of NHCA. The upcoming meeting in Orlando April 28-29 will have Gross and Travis in attendance. They will be seeking information regarding the predictive model. The data analysis for LPNs is underway with completion hopefully in a month.

F. Report of Presentations, Exhibits, and Meetings Attended Since Last Board Meeting and Those Scheduled for Future Dates

Gross reported that in two weeks she would submit her annual report and in July present it at the Board of Regents meeting. Lazure related she had met with about 100 students of Omaha Boys and Girls Club through Creighton University in nine groups of students rotating every 15 minutes. Lenaghan stated she had attended a meeting for magnet status and was aware that several hospitals were hopeful of receiving the designation as a result of meeting the criteria and participating in on-site visits. Travis read a letter from the Nebraska Hospital Association seeking men for their 2005 calendar. They are featuring male nurses and while saluting the entire nursing profession. Kelly is on the selection team for reviewing applications for inclusion in the calendar.

G. Progress Report on Data Projects

Kelly reported:

1. RN Workforce Survey Report—the data is now on the website;
2. Employer Vacancy Report--Cheryl Walburn is still working on the report;
3. LPN Workforce Data Analysis—The data entry is completed and work is now being done on the data analysis tables. The project is scheduled to be completed the end of May or June;
4. GIS Data Project—Kelly presented a GIS (Geographic Information System) data analysis booklet. With a GIS resource person on the HHSS staff (Chris Chalmers) Kelly reported giving him RN data and asking for distribution mapping by location, ethnicity, gender, education, age, and advanced practice areas. It is possible to overlay information such as RNs with hospitals. The LPN data will follow.
5. Status Report on Annual Education Program Enrollment—postponed

H. Review of Priorities Identified by Work Groups at the Last Meeting

Kelly presented a summary report and timeline which were included in the Board mailing and packet. Board members reviewed the information and agreed that the respective groups' intentions were accurately captured.

Group/Goal 1 – Recruitment: Lazure reported priorities were trimmed from four to three. Priority 1 was reviewed earlier with Bartek’s presentation--goal of website being the best it can be. Priority 3 will need another strategy since it is not possible with current resources. Priority 4 subsumed under Priority 1 (website). Shadowing will hopefully be accomplished by December with a need to develop a template early on in light of confidentiality and HIPAA concerns. The group will also be involved with the nursing expo.

Group/Goal 2 – Effective Nursing Workforce Environment: McGee presented plans for a workshop/conference. The timeframe would be November 2004. Gross expressed a need to include managerial content to address one of the consistent dissatisfiers. Lenaghan explained strategies for short presentations, as well as magnet concepts of professionalism and autonomy. Pat Lopez discussed differences in worker ages, perspectives, and various roles (“generations at work” concepts, professionalism, contributions, and teamwork). Gross suggested weaving in the dissatisfiers and introducing ways and resources to seek future resolution. Yeaworth reiterated continued workplace and administrative problems citing journals in 1989. Valerio identified the sense of being in control of practice and professionalism not being implemented. Discussion followed that concluded the nursing profession needs an empowerment message. Magnet designation can be a remedy but may be most effective through one nurse at a time. Stevens spoke to the importance of nurses understanding and acting on financial implications. Priority 2, retirement data, will be prepared a month before the conference.

Group/Goal 3 – Increased Educational Capacity –Valerio reported that Priority 1 position paper is on the web; work has been started on Priority 2; and Priority 3 is done. Valerio will conduct a nursing shortage session at NNA on October 8. Rosalee Yeaworth discussed a brochure she received recently soliciting funds for a multi-disciplinary clinic that did not mention nurses at all. She wrote a letter critiquing the message. The group could look at helping with the expo with a “role as educator” session and a booth.

Group/Goal 4 – Sustainability for Center for Nursing –Lopez reported that Priority 1 target dates were realistic. With regard to Priority 2, Shirley Travis will be seeking information from the conference in Orlando. Priority 2.b. could be moved to the June meeting. Bowen has spoken with Pennsylvania representatives. Priority 2.c., the timeframe is okay with other steps to be completed in June. Priority 3 has had no action taken on it as of yet. Discussion of supporting the Center for Nursing with licensing funds ensued. The fiscal impact of supporting the Center for Nursing under licensing “too early to tell” according to Kelly. It would require legislation to make this change. More will be known after the move into the new structuring of fees.

The Center for Nursing Board recessed for a break at 12 noon and reconvened at 12:30 p.m.

I. Financial Report

The current financial status of the Center for Nursing was discussed with Travis asking about pending payment for data analysis. Kelly reported that the data entry cost was over \$2,000, and the analysis \$4,000 for a total of \$6,000+. The promotional materials supply for the Center was discussed including magnets, posters, brochures, etc. It was determined that dedication of funds for reprinting of book covers and reprinting of other needed materials would be endorsed. Travis also plans to use some of the money for the predictive model. Staff will order more book covers, posters, etc., and distribute materials at the school nurses convention this summer.

Kelly went on to report the following financial balances:

General Fund	\$43,090.44 balance	Cash Fund	\$32,000 balance
---------------------	---------------------	------------------	------------------

A proposal by Kelly was reviewed to purchase a TV/VCR combination for showing promotional videos at conventions and conferences. The Board’s consensus was to support the purchase.

J. Discussion of Election Processes

Travis offered options for the election of officers slated for the June meeting. Six terms will expire at that time. Kelly reported that current member’s names have been sent to the Governor. Travis suggested the Board discuss at-large elections vs. having the vice chair move up to chair. Kelly commented what seems to work well is requesting nominations via e-mail then composing a ballot. This would allow people to self nominate. Board consensus was the e-mail process with elections officially held in June. Travis urged Board members to think about the contribution each member could make.

K. Group Work

Each workgroup met for about thirty minutes to work on their respective goals/priorities.

When the Board came back together, the date for the nursing expo was explored. First choice was determined to be September 25 with October 23 as an alternate/second choice. Kelly will contact KM3 with the Board’s preferences.

Kelly reported on the Workforce Survey for RN renewal. Kelly also received a request from a group at UNO International Programs asking her to develop a fact sheet for foreign educated nurses on how they may be licensed and/or educated in the United States. It is not known how many Spanish speaking, bilingual nurses are in Nebraska. There is an increasing need to determine how many other languages are spoken. A question could be added to the survey to ask if the licensee is fluent in another language leaving the question totally open ended rather than suggesting a specific language or dialect. The need to include sign language was also discussed. Another option would be to have the person completing the survey indicate the language(s) in addition to English by simply checking a selection from a drop-down menu that includes “other” and a space to specify.

Travis asked the Workgroups to share what they had discussed.

Group I/Goal 1 – Recruitment reported they had been focusing on shadowing and the need to obtain shadowing guidelines and/or requesting if facilities would support potential nurses observing their facilities. It was noted that Bryan LGH currently has a shadowing program. Plans call for a list to be compiled of facilities offering shadowing opportunities.

Group/Goal 2 – Effective Nursing Workforce Environment reported on the magnet conference proposal. A plan for two locations for the conference, one in the fall in the west (perhaps Ogallala or North Platte) and one in the spring in the east (Lincoln) was related. The target audience would be nurses and administrators with interactive sessions and perhaps incorporating NEBSAT II sites for viewing. It was decided not to hold break-out sessions. Earning contact hours for the conference is being explored. Topics on basic management styles, how to move to shared governance; creating a vision for a desired culture; teamwork; setting workers up to succeed; professional expectations, and group decision-making/unit decision-making models were suggested. Also, asking what does the new culture of professionalization look like and how to create it could be topics.

Group/Goal 3 – Increased Educational Capacity decided to put priorities 1 and 2 on hold and focus on the NNA convention presentation. Challenges observed were getting people involved, attendance for the second day, and the nursing shortage.

Group/Goal 4 – Sustainability for Center for Nursing focused on priority 2 contingent upon what is learned at the Orlando conference and the predictive model. The basic questions were asked: do we (Center for Nursing) need to exist beyond next year? If yes, what would the mission be? What type of structure would we have? If legislative continuation as currently constituted is required, Board members need to talk with their individual senators and Jensen and Byers as well as begin speaking to bill writers. The question was also raised as to what it would mean if the Center were to be funded as part of the fee structure. Answers are to be sought in Florida, but it was also observed that there is a need to tell the legislature what will/will not happen if we (Center for Nursing) do not continue to exist. Perhaps something needs to be drafted to introduce next year or a proposal for funding as part of the fees under Credentialing explored.

K. Next Steps

Travis asked Board members to suggest specific agenda items brainstorming and utilizing the group-think process. Kelly would also be asked to pull her list out.

L. Identification of Focus Area for Next Press Release

Lazure asked about the position paper for the next press release. Gross suggested doing a press release based on the enrollment figures Exstrom is compiling. The data from Exstrom's enrollment figures (including faculty) could be used as a basis for focusing on the nurse educator shortage. Rosalee Yeaworth suggested a press release on the waiting lists for enrollment in nursing schools/programs as a basis for faculty issues. A suggestion was also made that the next press release be on KM3's involvement with the Center for Nursing and plans for the nursing expo.

M. Set Future Meeting Agenda

The next meeting of the Center for Nursing Board is scheduled for Thursday, June 17, 2004, at the Staybridge Inn and Suites in Lincoln. The agenda will include:

- KM3-TV
- Mission
- Feedback from Second Annual Meeting
- Usual items
- Group reports
- Nominations

A full agenda is planned, so Board members ere asked to plan to be in attendance. It was noted that Lenaghan would not be in attendance at the June meeting.

N. Conclusion and Adjournment

The Center for Nursing Board meeting adjourned at 2:15 p.m.

Minutes taken by Linda Lazure, Secretary.

**MINUTES OF THE MEETING
OF THE
NEBRASKA CENTER FOR NURSING
BOARD MEETING
June 17, 2004**

A. *Call to Order*

The meeting of the Nebraska Center for Nursing Board was called to order by Shirley Travis, Chairperson, at 9:00 a.m. CDT, June 17, 2004, at the Staybridge Conference Center, 2701 Fletcher Avenue, Lincoln, Nebraska. Copies of the agenda were previously sent to Board members and posted.

Roll Call

The following Board members were present:

Shirley Travis, Chairperson
Gloria Gross, Vice-Chairperson
Florence Brown
Maxine Guy
Pat Lenaghan
Pat Lopez
Judy McGee
Lois Sietsema
Chuck Stepanek
Diana Stevens
Marilyn Valerio
Becky Veak
Barbara Wenz
Rosalee Yeaworth

The following member was excused: Linda Lazure. The following board member was absent: Pat Karsk. September Stone, newly appointed Board member replacing Becky Veak, was welcomed as a guest since her official term does not begin until June 21.

A quorum was declared, and the Nebraska Center for Nursing Board Meeting officially convened. Also present from the Credentialing Division, HHSS, were: Charlene Kelly, Section Administrator for Nursing and Nursing Support; Sheila Exstrom, Nursing Education Consultant; and Linda Rohn, Administrative Assistant. Karen Bowen, Nursing Practice Consultant, it was noted, would not be in attendance.

S. Travis requested current Board members to introduce themselves and say a few words about their representation and background. September Stone also introduced herself and gave Board members a synopsis of her education, experience, and current projects with the Nebraska Health Care Association.

B. Update of Board Member Appointments and Reappointments

Kelly referred to a letter she received from the Governor’s Office concerning reappointments to the Nebraska Center for Nursing Board. Travis, Yeaworth, Lopez, Valerio, and Brown, were all reappointed with their new terms spanning June 21, 2004 through June 20, 2008. Stone was officially appointed to the Board with her term to begin June 21, 2004, completing the appointment of Veak who resigned from the Board.

C. Approval of Minutes of April 15, 2004 Meeting

Following discussion of possible contextual concerns,

1. Stepanek made the motion seconded by Gross **that the board approve the minutes of the April 15, 2004 minutes as printed.**

Voting aye: Travis, Gross, Brown, Guy, Lenaghan, Lopez, McGee, Sietsema, Stepanek, Stevens, Valerio, Veak, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent: Karsk, Lazure. Motion carried.

Nursing Influence Documentary—Digital Influence Broadcast Group

Kelly updated Board members on a phone call she received from a representative of the media organization Digital Influence Broadcast Group. The group is proposing the production of a 30-minute video including a segment on Nebraska’s efforts addressing the nursing shortage. As part of a series entitled Nursing Influence, the video is to be aired on the Discovery Health channel with subsequent plans to air it on E Entertainment and PBS. Kelly shared copies of a communication she received from Digital Influence Broadcast Group (DIBG) containing detailed information on production, timeline, and a proposed agreement between DIBG and the Center for Nursing. Five-to-seven minutes of the segment would focus exclusively on Nebraska.

Kelly had sent an e-mail to CFN officers making them aware of the initial contact from DIGB. She observed that this was a wonderful opportunity while the Board was discussing sustainability of the Center and provide an opportunity to “toot our own horn.” Kelly acknowledged Board members needed time to review the entire DIBG communication and asked Board members to read, think about, and digest the material as they moved through the meeting agenda--keeping in mind the DIBG project was on a very fast track with production in 60-to-90 days. She continued that it was an extensive process, not free of charge, with a total cost of \$19,500--\$2,000 earmarked for expenses of the production crew, and the remaining \$17,500 for production. She was seeking approval from the Board to endorse her signed

authorization with DIBG since the Center has funds available which could be used for the video production. The video would focus on the Center's mission, and a decision would need to be made as to who would articulate this information. Kelly offered ideas for the video such as focusing on the individuals who are impacted--perhaps people in practice; nursing student loan recipients; graduates, etc.

2. Motion by Lenaghan, seconded by Guy that **the Board authorize spending up to \$20,000 for working with DIBG on the Nursing Influence series featuring Nebraska's efforts to address the nursing shortage.**

Voting aye: Travis, Gross, Brown, Guy, Lenaghan, Lopez, McGee, Sietsema, Stepanek, Stevens, Valerio, Veak, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent Karsk, Lazure. Motion carried.

Lenaghan suggested including the Center's four goals and Center's accomplishments encouraging other Board members to pass on their suggestions to Kelly. Noting that the Discovery Health Channel's audience is mainly women, Kelly stated that a PBS piece would be pulled out of the video (in a cut-down version) and that part of the agreement with DIBG is the streaming of the video on the Center for Nursing website.

D. Articulation of a Mission Statement for the Nebraska Center for Nursing

Group/Goal 4, Sustainability for Center for Nursing, members discussed developing a mission statement for the future. A vision statement was previously adopted, but no mission statement. The Center as it is now would continue for two year with main goal of getting a model in place. A mission statement could include a legislative charge to ensure the Center's survivability. Travis reminded Board members that structurally the governor appoints board members and in prior discussions the Board had talked about keeping the Board out of the public arena. She continued that perhaps the board should be talking in terms of funding for another year (2005). Veak suggested that the Center be under the Board of Nursing with a staff person funded by fees.

Kelly observed that discussion was beginning to refer to agenda item J. Legislative Bill Proposal that Kelly had already submitted to meet the required deadline for submission. As background, she reminded the Board that the legislative proposal was modeled after the Women's Commission legislation from last year. It is hoped that the proposal would be placed into the department's clean up bill. Gross recommended actually putting the Center under the Board of Nursing with .50 FTE staff person. Kelly reminded the Board that currently there is a cap on FTEs. Discussion ensued of where a paid staff person would be included comparing what Center for Nursing could do in comparison to other state centers: Nine are under boards of nursing; ten are state or fee based.

Travis commented that the primary focus should be development of a model with cost goals.

Kelly suggested still trying to get \$60,000 from general funds and funds for a 0.5 FTE from nursing funds (fees). Gross recommended that the articulating mission statement cover two years. Discussion of the statement resulted in the following mission:

To serve as a catalyst for statewide implementation of a data driven plan to ensure a sufficient supply of nurses in the State of Nebraska.

Travis suggested that this mission statement be adopted for the moment.

The Board took a five-minute break reconvening at 10:30 a.m.

E. Report of Follow-Up Activities from Last Meeting

Yeaworth offered to contact the Health Resources and Services Administration Bureau of Health Professions (HRSA) of the U.S. Department of Health and Human Services for a model.

Position papers should include a cover letter which includes language anticipating funding. Lenaghan stated she would write a white paper on recruitment and retention. Board members discussion “white papers” versus “issue papers” with consensus to refer to Yeaworth’s paper as an issue paper. Kelly stated papers would be available for viewing on our website. A link to GEM will also be put in place. She also reported that she had been in contact with Chris Chalmers and would be obtaining the information he says he has.

F. Report of Presentations, Exhibits, and Meetings Attended Since Last Board Meeting and Those Scheduled for Future Dates

▶ Report of Workforce Centers Meeting in Orlando

Gross reported she had presented her annual report to the University of Nebraska Board of Regents. She also reported on her attendance with Travis at the Workforce Centers Meeting in Orlando, Florida in March. She and Travis shared their notes and handouts from the meeting with Travis commenting the use of funds was well worth it.

▶ Upcoming Opportunities for Exhibiting.

- Nebraska Hospital Association – Cornhusker Hotel – October 21
- Nebraska Health Care Association and Nebraska Assisted Living Association – Cornhusker Hotel – September 21 - \$900 regular vendor – Health Fair for non-profit service organizations - \$150
- LPNAN – Holiday Inn, Hastings – October 14 – Premier booth \$150 – standard booth \$110/
- NNA Convention – Kearney Holiday Inn – October 7 - \$300

Kelly requested that the Board give her their opinions on whether the Center should go, promote our presence and present our wares? She also commented that people were needed to staff exhibits and that she would send out a call.

3. Motion by Sietsema seconded by Stepanek **to approve upcoming exhibits and associated expenditures.**

Voting aye: Travis, Gross, Brown, Guy, Lenaghan, Lopez, McGee, Sietsema, Stepanek, Stevens, Valerio, Veak, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent Karsk, Lazure. Motion carried.

Agenda item G., Progress Reports from Workgroups, was moved for review until after the lunch break.

H. *WICS (Women in Community Service) Mentoring Opportunities*

Kelly included, for the Board's information, the WICS WORKS document. She observed that the mentoring opportunities program was not nurse specific. The board concurred that they would not pursue this.

The Board took a break for lunch at 11:30 a.m.

G. *Progress Reports from Workgroups*

▶ *Group 1 Recruitment*

Kelly will e-mail the Board on the nursing expo asking for presenter suggestions.

▶ *Group 2 Effective Nursing Workforce Environment*

Lenaghan reported on plans for the November 5 conference at the Holiday Inn, in Sidney. Nebraska Western Community College is helping with the brochure. A general session will be held from 9:10-10:45 a.m., "Practical Applications for Leaders." She requested that a CFN person be present to extend a welcome and facilitate at the conference and stated they would see how it goes with plans to offer again sometime the first of the year in the Eastern part of the state.

▶ *Group 3 Increased Educational Capacity*

The brochure will be ready printing. A presentation is scheduled at NNA Convention on October 8, 2004. A request for approval of CE will be submitted.

▶ *Group 4 Sustainability for the Center for Nursing*

4. Motion by Sietsema seconded by McGee **to approve mission statement as previously stated:**

To serve as a catalyst for statewide implementation of a data driven plan to ensure a sufficient supply of nurses in the State of Nebraska.

Voting aye: Travis, Gross, Brown, Guy, Lenaghan, Lopez, McGee, Sietsema, Stepanek, Stevens, Valerio, Veak, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent Karsk, Lazure. Motion carried.

Group 4 members continued sharing their thoughts on the continuation of the Center for Nursing beyond 2005. They discussed continuation of the Center for another two years with a working model in place under the Board of Nursing. Other recommendations included:

Inclusion of a Center staff person
FTE be included in the proposal for Center
FTE be full time (1.0)

H. Progress Report on Data Projects

1. RN Workforce Survey—revised tool

Kelly reported gearing up for data collection with the bilingual language item included as the Board suggested at their last meeting.

2. Employer Vacancy Report

A copy of the report was included in the Board agenda materials. It was noted that the survey instrument needs to be included in the Nebraska Nurse Employer Report.

3. LPN Workforce Data Analysis

Kelly reported that the data analysis would be back in July.

4. GIS Data Project

Kelly will forward the data project information to Board members as soon as it received from Chris Chalmers.

5. Annual Education Program Enrollment Data

Sheila Exstrom presented the annual education program enrollment data observing that graduation rates do not mirror increases in enrollment.

I. Legislative Bill Proposal

Kelly had previously commented on this agenda item during earlier discussions on the sustainability of the Center.

J. Report from Illinois Regional Health Workforce Center

Kelly explained that she had included the Illinois report with the intent of sharing the information with no particular comment. Travis commented that the nursing shortage is a very paper-intensive topic.

K. Financial Report

Kelly presented the financial report noting that book covers had been printed and would be taken to the August Board meeting and the Nursing Expo. The book covers are now packaged 250 to a packet.

L. Election of Officers for 2004-2005

Kelly distributed a draft ballot based on recommendation and nomination e-mails she had received. The Board entertained nominations from the floor especially for the position of secretary. The secretary would be responsible for the roll call and be a participating member during the Board meetings. Stepanek and Sietsema volunteered to have their names placed in nomination for the position of secretary.

5. Moved by Stepanek seconded by Lopez **that nominations close.**

Voting aye: Travis, Gross, Brown, Guy, Lenaghan, Lopez, McGee, Sietsema, Stepanek, Stevens, Valerio, Veak, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent Karsk, Lazure. Motion carried.

Election by secret ballot was held and Exstrom and Rohn tabulated the results. Elected as Chairperson was Gross, Vice Chairperson McGee, and Secretary Sietsema.

6. Moved by Valerio seconded by Guy **to accept the election results electing Gross as Chairperson, McGee Vice Chairperson, and Sietsema as Secretary for 2004-2005 and destroy the ballots.**

Voting aye: Travis, Gross, Brown, Guy, Lenaghan, Lopez, McGee, Sietsema, Stepanek, Stevens, Valerio, Veak, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent Karsk, Lazure. Motion carried.

New officers were welcomed to their new posts and Travis was thanked for her leadership. The Board also recognized Veak for her contributions.

7. Motion by Lopez second by **McGee that a core small group work with Kelly on DIBG proposal and production.**

Voting aye: Travis, Gross, Brown, Guy, Lenaghan, Lopez, McGee, Sietsema, Stepanek, Stevens, Valerio, Veak, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent Karsk, Lazure. Motion carried.

Lenaghan, Travis, Sietsema, Lopez and Valerio volunteered to serve on the core small group.

M. Next Steps

Becky Veak suggested contacting the Governor regarding the Discovery channel video. Another suggestion was to include an LPN from Southeast Community College who was a loan recipient.

N. Identification of Focus Area for Next Press Release

The Board discussed possible topics/areas of focus for the next press release including:

- capacity
- faculty
- enrollment data

It was also suggested to include information on when the video segment would be aired when it is known.

O. Set Future Meeting Agenda

Lenaghan suggested successful outcomes be included in the Center's goals such as:

- increased numbers
- issue papers
- goals
- group reports

The Board was reminded that the next scheduled meeting was set for Thursday, August 19, Staybridge Suites, with small groups meeting at 8:15 a.m. and the full Board convening at 9:00 a.m.

P. Conclusion and Adjournment

The Center for Nursing Board meeting adjourned at 2:30 p.m.

In the absence of the Secretary minutes taken by,

Linda Rohn.

**MINUTES OF THE MEETING
OF THE
NEBRASKA CENTER FOR NURSING
BOARD MEETING
August 19, 2004**

A. *Call to Order*

The meeting of the Nebraska Center for Nursing Board was called to order by Gloria Gross, Chairperson, at 9:00 a.m. CDT, August 19, 2004, at the Staybridge Conference Center, 2701 Fletcher Avenue, Lincoln, Nebraska. Copies of the agenda were previously sent to Board members and posted.

Roll Call

The following Board members were present:

Gloria Gross, Chairperson
Judy McGee, Vice-Chairperson
Florence Brown
Maxine Guy
Linda Lazure
Judy McGee
Lois Sietsema
Chuck Stepanek
Diana Stevens
September Stone
Shirley Travis
Marilyn Valerio
Barbara Wenz
Rosalee Yeaworth

The following members were excused: Pat Karsk, Pat Lopez.

A quorum was declared, and the Nebraska Center for Nursing Board Meeting officially convened. Also present from the Credentialing Division, HHSS, were: Charlene Kelly, Section Administrator for Nursing and Nursing Support; Karen Bowen, Nursing Practice Consultant, and Linda Rohn, Administrative Assistant

B. *Update of Board Member Appointments and Reappointments*

Kelly reported receiving Pat Lenaghan's resignation from the Board. The Nebraska Hospital Association will be making a recommendation to the Governor to replace Pat. Hopefully it will be someone from their office rather than an at-large representative.

C. *Approval of Minutes of June 17, 2004 Meeting*

1. Stepanek made a motion, seconded by Yeaworth, **that the board approve minutes of the June 17, 2004, meeting as corrected.**

Voting aye: Travis, Gross, McGee, Brown, Guy, Lazure, Sietsema, Stepanek, Stevens, Stone, Valerio, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent: Karsk, Lopez. Motion carried.

D. *Report of Follow-Up Activities from Last Meeting*

Nursing Influence Series by Digital Influence Group

Meeting held August 15 with Charlene, Shirley, Marilyn, and Lois to review script and presenters. Script review provided by Kelly. September 13 taping all day, possibly September 14 half day. Payment—divided in one-third segments. Stepanek suggested obtaining authorization to review final product before production appears on TV.

HRSA model handout Rosalee provided original model

Issue Papers

Pat Lenaghan has resigned and will not be preparing paper on recruitment. Gloria Gross will do a paper on men and minorities. Still need a recruitment and retention paper.

Mission statement reviewed and approved

E. *Report of Presentations, Exhibits, and Meetings Attended Since Last board Meeting and Those Scheduled for Future Dates*

October 26 Expo

October 27 suggested for next Center Board meeting

October 25 day before Expo preferred

October 21 Center Board meeting moved to October 25 at Holiday Inn

Need to cover September 21 meeting with NHCA

LPNA Maxine will cover October 14 meeting

NNA October 7 covered

F. *Progress Reports from Work Groups*

Group 1 Recruitment

Meeting on August 25 with Channel 3 to confirm plans; Kelly and Lazure to attend; schedule changes for Expo made today (see handout)

Need bios for presenters and panelists by August 25 for CEU approval; possible PR CD will review at meeting August 25

Need flyers to post with invites

Need to assign moderators

Need name tags for board and speakers

Need evaluations for breakout sessions

Group 2 *Effective Nursing Workforce Environment*

Leadership conference, Nursing Leadership for the Future, scheduled for November 6 in Sydney. Western Nebraska Community College is handling brochures, mailings, and registrations. \$30 registration fee. Meals include: breakfast break, deli buffet lunch, and snack mix in afternoon. Per person food cost is \$15.25. Room has 250 per person capacity CEU's offered

Schedule for conference:

8:30-9:00 a.m.	Registration
9:00-10:45 a.m.	Pat & Kim—Magnets
10:45-11:00 a.m.	Break
11:00-12:00 p.m.	Diana-Judy—Leadership
12:00-1:00 p.m.	Lunch
1:00-2:00p.m.	Rita V. Professional Culture
2:00-2:15 p.m.	Break
2:15-2:30 p.m.	Karen-Web Site Center
2:30-2:45	Research Report
2:45-3:45 p.m.	Panel Discussion: Practical Applications for Leaders
3:45-4:00	Evaluations

Hoping for 100 in attendance

Group 3 *Increased Educational Capacity*

October 8 Convention presentation
NNA faculty presentation on current state of nursing and faculty shortages
--overview of State of Nebraska
--what do accrediting agencies require to be an educator?
--what are advantages of being a faculty/educator?
--panel of educators to describe their careers

Group 4 *Sustainability for the Center for Nursing*

Considering using the model from HAS and use our demographer to coordinate our plan with this model and Nebraska details. Verifying dates of data from HRSA, mission created. Staffing proposal developed. Funding in legislative request.

Question came up regarding Omaha World Herald publishing list of disciplinary actions for the medical field under the headline of "Nursing Disciplinary Actions." Discussion and proposal to write to the Omaha World Herald to correct the headline since the listing actually included doctors and others from the medical profession—not just nurses.

G. *Progress Report on Data Projects*

1. *LPN Workforce Data Analysis*

Kelly reported received LPN workforce data in July. Will give to Cheryl Walburn to put in article format and publish on the web.

Need to consider sending out employer survey when they renew their association membership.

2. GIS Data Project

No new data to report.

H. Legislative Bill Proposal

Legislative Bill Proposal—Kelly

Board of Nursing approved using a portion of nursing dues to support the Center for Nursing. Board of Nursing is requesting a .50 FTE to run the Center Operations, our Board needs to write a request and provide rationale for support of this FTE. Stepanek and Gross will draft a letter proposing extend Center for five more years and funding an FTE which will require additional monies for the Center expense funds. Currently licensing fees will not have to be raised for this but will be a reallocation of dollars already collected unless Center funds are not approved at an appropriate level.

I. Financial Report

General Funds

Cash Fund

Budget report reviewed and approved

NNA wants to develop leadership nursing web site and was given approval to have link on Center web.

Kelly will publish the following dates in *Nursing News*. Continues to receive positive comments on *Nursing News* new format.

September 13	Filming by Discovery channel
September 21	NHCA booth
October 7-8	NNA Convention and Expo
October 14	LPNAN Convention and Expo
October 21	Hospital Association booth
October 25	Nebraska Center for Nursing Board Meeting
October 26	Nursing Expo
November 5	Leadership Conference, Sidney

Upcoming publications:

Channel 3 is to produce a media piece on Expo which will be sent to all media sources in Lincoln and Omaha

I. Next Steps

J. Identification of Focus Area for Next Press Release

K. Set Future Meeting Agenda

Next Center for Nursing Board Meeting Monday, October 25, Holiday Inn Central, Omaha

Agenda

- prepare for Nursing Expo
- LPNAN data
- Model for plan to lower shortage
- Issue paper on recruitment and minorities

Job shadowing—tools on how and who—Kelly will add spot on website to get info

Concerns on HIPPA confidentiality; Judith McGee presented info from shadowing programs

Need updated membership list

Brown had USA today article on choosing nursing as a career.

L. Conclusion and Adjournment

Motion to adjourn by Guy, seconded. Motion carried. The Center for Nursing Board meeting adjourned at 3:00 p.m.

Respectfully Submitted,
Lois Sietsema, Secretary

**MINUTES OF THE MEETING
OF THE
NEBRASKA CENTER FOR NURSING
BOARD MEETING
October 25, 2004**

A. *Call to Order*

The meeting of the Nebraska Center for Nursing Board was called to order at 11:00 a.m., Monday, October 25, 2004, at the Holiday Inn Central, 72nd and Grover, Omaha. Copies of the agenda were previously sent to Board members and posted.

Roll Call

The following Board members were present:

Florence Brown
Pat Karsk
Linda Lazure
Pat Lopez joined the meeting at 12 noon
Lois Sietsema
Chuck Stepanek
Diana Stevens
Shirley Travis
Marilyn Valerio
Rosalee Yeaworth

The following members were excused: Gloria Gross, Maxine Guy, Judy McGee, September Stone, Barb Wenz.

A quorum was declared, and the Nebraska Center for Nursing Board Meeting officially convened. Also present from the Credentialing Division, HHSS, were: Charlene Kelly, Section Administrator for Nursing and Nursing Support; Sheila Exstrom, Nursing Education Consultant; and Karen Bowen, Nursing Practice Consultant.

B. *Update of Board Member Appointments and Reappointments*

C. *Approval of Minutes of August 19, 2004 Meeting*

1. Stepanek made a motion, seconded by Stevens, **that the board approve the minutes of the August 19, 2004, meeting as corrected.**
Voting aye: Brown, Karsk, Lazure, Lopez, Sietsema, Stepanek, Stevens, Travis, Valerio, and Yeaworth. Voting nay: None. Abstaining: None. Absent: Gross, Guy, McGee, Stone, Wenz. Motion carried.

D. Report of presentations, exhibits, and meetings attended since last board meeting and those scheduled for future dates.

▪ *Exhibits completed:*

- *Nebraska Health Care Association and Nebraska Assisted Living Association—Cornhusker Hotel, September 21*
- *NNA Convention—Kearney Holiday Inn, October 7*
- *NHA Cornhusker Hotel, October 21*

Did not have exhibit at LPNAN, Holiday Inn Hastings, October 14

Nebraska Men in Nursing 2005 calendar handed out

September 10, 2004 Linda Lazure made a presentation to Nebraska Association of Healthcare Recruiters

E. Final preparation for Nursing Expo:

- ✓ Promotional materials
- ✓ Review of day's schedule
- ✓ Room logistics
- ✓ Exhibitors
- ✓ Board members' roles through the day
- ✓ CFN Exhibit Booth
- ✓ Break-out sessions

Channel 3 has been running promos; posters were sent to facilities, high schools, junior high schools; NHHS mailed info to licensed nurses; Marilyn Valerio was featured on Channel 3; day's schedule (prepared by Channel 3) was circulated.

F. Final preparation for documentary filming the day of the Expo

The Board reviewed documentary information.

G. Legislative Bill Proposal

Kelly reported the Policy Research Office had turned down the proposed legislative bill to fund the Nebraska Center for Nursing through license renewal fees and continue the board for five years.

Stepanek offered to check with his PRO contact to determine why the PRO turned it down.

Considering getting a senator to introduce the Center for Nursing proposal for public hearing was discussed. Another suggestion was made to prepare a document summarizing Center for Nursing accomplishments and that the Board of Health could support proposal as well

Pat Lopez offered to discuss the continuation of the Center for Nursing proposal with Senators Beyers and Jensen. Stepanek will report results of PRO contact discussion. Follow up with Lopez will then occur.

H. Finalize Plans for Leadership Workshop in Sidney, November 5, 2004

- Flyer was handed out
- Valerio offered to serve as backup
- Currently looking for a replacement for Guy

I. Next Steps

J. Identification of focus area for next press release

Regional expo and workshops were suggested

K. Set future meeting agenda

The next meeting of the Center for Nursing Board is scheduled for Thursday, December 16, 2004, 9:00 a.m., at the Staybridge Suites in Lincoln

L. Conclusion and adjournment

Motion to adjourn by _____; seconded_____. Motion carried. The Center for Nursing Board meeting adjourned at _____p.m.

Respectfully Submitted,
Lois Sietsema, Secretary

**MINUTES OF THE MEETING
OF THE
NEBRASKA CENTER FOR NURSING
BOARD MEETING
December 16, 2004**

A. Call to Order

The meeting of the Nebraska Center for Nursing Board was called to order at 9:05 a.m., Thursday, December 16, 2004, at the Staybridge Inn and Suites Conference Center, 2701 Fletcher Avenue, Lincoln, Nebraska. Copies of the agenda were previously sent to Board members and posted.

Roll Call

The following Board members were present:

Florence Brown
Gloria Gross
Maxine Guy (arrived at 9:30 a.m.)
Pat Karsk
Pat Lopez
Judy McGee
Lois Sietsema
September Stone
Shirley Travis
Barb Wenz
Rosalee Yeaworth

The following members were absent: Linda Lazure, Chuck Stepanek, Diana Stevens, Marilyn Valerio, and Carol Wahl.

A quorum was declared, and the Nebraska Center for Nursing Board Meeting officially convened. Also present from the Credentialing Division, HHSS, were Charlene Kelly, Section Administrator for Nursing and Nursing Support; and Sheila Exstrom, Nursing Education Consultant.

The Board also welcomed guest Chaley Smith from KMTV-3.

B. Legislative Bill Proposal

Lopez has been in contact with Senator Byars' office regarding introduction of a bill to continue the Center for Nursing for an additional five years and fund the activities of the Center for Nursing with nursing licensure fees. A meeting is scheduled for 2:30 p.m. on December 20, 2004 to discuss introduction of the bill with Senator Byars. Lopez, Travis and Yeaworth will attend this meeting.

It was also noted that Senator Price is very interested in the nursing educator shortage and she may introduce a bill related to this issue.

C. *Update of Board Membership Status*

Kelly reported the Governor's office had contacted her with news of the appointment of Carol Wahl to the Center for Nursing Board. Wahl, an RN, is the Vice President for Nursing Administration at Good Samaritan Hospital in Kearney. Wahl had a previous commitment that prevented her attendance today.

D. *Approval of Minutes of October 25, 2004 Meeting*

The board reviewed the minutes of the October 25, 2004 meeting of the Center for Nursing. The need for one correction was noted

1. Yeaworth made a motion, seconded by McGee, **that the board approve the minutes of the October 25, 2004, meeting as corrected.**

Voting aye: Brown, Gross, Guy, Karsk, Lopez, McGee, Sietsema, Stone, Travis, Wenz, and Yeaworth. Voting nay: None. Abstaining: None. Absent: Lazure, Stepanek, Stevens, Valerio, and Wahl. Motion carried.

E. *Request to review the minutes of October 23, 2003*

A request was received from Dr. Mary Cramer for the board to review the minutes of the October 2003 meeting. Cramer expressed concern that the October 2003 minutes inaccurately reflect that she used data from the Center for Nursing that she did not cite. Cramer states that no Center for Nursing data was used in the referenced article. She also pointed out that the letters that the October 2003 minutes indicate would be sent were not sent. Discussion followed. It was noted that the minutes of the October 2003 meeting accurately reflect the discussion at that meeting so they cannot be changed. However, now that new information has been received making it evident that the October 2003 board meeting discussion was based on inaccurate information, steps need to be taken to make amends with Cramer. Gross will send a letter to Cramer acknowledging receipt of her concerns and clarification of her original sources for her article. Kelly acknowledged that the letters that were to be sent in follow-up to the October 2003 meeting were not sent due to staff oversight. Kelly will extend an invitation to Cramer to share her recent research findings and publications with the Center for Nursing board.

A suggestion was made by Travis to keep the last 12 months minutes on the Web site with the ability to obtain prior minutes through contact with the Center for Nursing staff.

10:05 a.m. the meeting recessed.

10:15 a.m. the meeting reconvened.

F. *Discussion and Evaluation of Nursing Expo*

Chaley Smith KM3-TV reported on the Nursing Expo and distributed a written report on the Nursing Expo held in Omaha in October. There was consensus that the event was a success. Participant and Exhibitor evaluations were also positive. There was agreement that a similar event should be hosted at a future date.

Lopez left the meeting at 10:35 a.m.

G. *Report of presentations, exhibits, and meetings attended since last board meeting and those scheduled for future dates.*

McGee reported on Jefferson County Memorial Hospital's participation in the Fairbury High School career day. Their hospital has also been sponsoring shadowing activities at the hospital for students.

Gross and Valerio attended a conference in Louisville, Kentucky in October 2004 and presented on the nursing shortage

Gross presented on recent Center for Nursing activities to the Executive Council of the UNMC College of Nursing

H. *"Taking the Long View" Conference for Centers for Nursing, Portland Oregon April 28- 30, 2005.*

Proposals for posters and presentations are due February 1, 2005. The board recommended that a proposal be submitted highlighting the collaborative efforts involving the Nebraska Center for Nursing. Examples: Enrollment challenges to the schools, nursing career presentation materials distributed to nursing schools for use by students returning to their home high schools, the Nursing Expo and the workshop held in Sidney. Gross will write the proposal. Attendance at the conference was discussed. It was decided that Gross, McGee and Kelly should attend.

I. *Update/Discussion on Documentary*

Kelly reported that the documentary footage is being edited. The first two installment payments have been made. The final payment is due when the finished product is received.

J. *Report and Evaluation of Sidney Workshop*

It was reported that approximately 45 people attended the conference held in Sidney, Nebraska on November 3, 2004. The presenters did an excellent job of presenting thought-provoking information and the audience was very receptive to their presentations. The people from the area were grateful for the continuing education offering in their community. After reviewing the evaluations, it was decided that a similar workshop should be repeated in another community at a future date.

K. *Budget Status Report*

The latest budget status report was reviewed by the board.

L. Faculty Recruitment Brochure

Exstrom distributed draft copies of a brochure, "You Can Help Lessen the Nursing Shortage". The board made suggestions. Exstrom will revise and present at the Deans and Directors in March 2005. Suggestions were made for fund raising efforts during Nurses' Week. A campaign for encouraging nurses to donate based on their year of graduation was discussed; e.g., if a nurse graduated in 1971, he/she would donate \$19.71.

M. Next Steps

The 2005 schedule of meetings was distributed for review and discussion. Meetings will remain on the third Thursday of even-numbered months, except that the October meeting will be held on October 11.

The board reviewed their goals to determine where their focus should be in 2005.

- | | |
|-----------------|--|
| Goal I | Recruitment |
| Goal II | Retention/Effective Workplace Environment |
| Goal III | Increasing Educational Capacity |
| Goal IV | Sustainability |

I. Recruitment: Nursing as a career of choice

- **Minorities: analyze enrollment data, work with AHEC to educate about opportunities**
- **Men: effects of the calendar, analyze enrollment data**
- **Job Shadowing Protocol: highlight Groundhog Day, put protocol on the Web site and send to hospitals and long-term care facilities**

II. Workforce

- **Repeat workshop: geared to leadership, ask NONE districts in central Nebraska to sponsor. Consider Columbus and Norfolk. McGee will check.**
- **Analyze retirement data: examine responses to questions on survey and age data at next meeting**

III. Education Capacity

- **Support legislation: send position paper, information on the Maryland Institute and current data from Nebraska to Senator Price**
- **Take brochure to Deans and Directors**

IV. Sustainability

- **Support legislation to continue the Center for Nursing**
- **Model development: adapt HRSA model, find the expert (Dave Rosenbaum), invite Mary Cramer to present at a future meeting**

N. Next meeting agenda:

- **Analyze retirement data**
- **LPN report**
- **Legislative update**
- **Mary Cramer presentation**
- **Dave Rosenbaum presentation**
- **Groundhog Day--shadow report**

O. Conclusion and Adjournment

The next meeting of the Center for Nursing Board is scheduled for Thursday, February 17, 2005, 9:00 a.m., at the Staybridge Suites in Lincoln

The meeting adjourned at 12:53 p.m.

Respectfully Submitted,

Lois Sietsema, Secretary