

**DRAFT MINUTES OF THE VIDEO CONFERENCE MEETING**  
**NEBRASKA CENTER FOR NURSING**  
**APRIL 17, 2024**

**Call to Order**

The meeting of the Nebraska Center for Nursing (CFN) Board was called to order by Ronda Ehly, Acting Chair, on April 17, 2024, at 11:08 a.m. The central meeting location was at the Nebraska State Office Building, Room 3W, 301 Centennial Mall South, Lincoln NE 68508. Copies of the agenda were distributed in advance to the Board members on April 8, 2024, posted outside the Licensure Unit within the Nebraska State Office Building on April 8, 2024, and posted on the Department of Health and Human Services website on April 8, 2024. Joyner announced that a current copy of the Open Meetings Act was available at the central meeting location as well as online using the link listed on the agenda.

**Roll Call**

The following Board members were in attendance during all or part of the meeting via virtual conference:

- Wayne Briner, Jr.
- Jerry Cooper
- Ronda Ehly
- Janelle Francis
- Ashley Havel
- Angela Johnson
- Joan Nelson
- Michelle Summers

The following Board members were not in attendance: Tamara Allen, Sheila Bjerrum, Adam Kuenning, and Leah Logan.

Four Board positions were vacant.

The following staff members were present: Ann Oertwich, *Program Manager*, Sherri Joyner, *Health Licensing Coordinator*, Ginger Rogers, *Nursing Practice Consultant*, and Juan-Paulo Ramirez, PhD, *Independent Consultant*.

Also present via videoconference were Jean Neuberger from Learfield and Stacey Ocander from the Nebraska Hospital Association.

**Adoption of the Agenda**

**Motion:** Briner made the motion, seconded by Summers, to adopt the agenda for the April 17, 2024, meeting of the Nebraska Center for Nursing Board.

Voting Yes: Briner, Cooper, Ehly, Francis, Havel, Johnson, Nelson, and Summers. Voting No: None. Abstain: None. Absent: Allen, Bjerrum, Kuenning, and Logan. Motion carried.

**Approval of the Minutes**

**Motion:** Nelson made the motion, seconded by Johnson, to approve the minutes for the October 26, 2023, Center for Nursing Board meetings.

Voting Yes: Briner, Cooper, Ehly, Francis, Havel, Johnson, Nelson, and Summers. Voting No: None. Abstain: None. Absent: Allen, Bjerrum, Kuenning, and Logan. Motion carried.

These minutes have **NOT** been approved by the  
Nebraska Center for Nursing Board.

## **Election of Board Officers**

Ehly called for nominations for the Board's officer positions. Janelle Francis was nominated for the Chair position. No other nominations were received for the position.

**Motion:** Summers made the motion, seconded by Havel, to appoint Janelle Francis as Board Chair.

Voting Yes: Briner, Cooper, Ehly, Francis, Havel, Johnson, Nelson, and Summers. Voting No: None. Abstain: None. Absent: Allen, Bjerrum, Kuenning, and Logan. Motion carried.

Angela Johnson was nominated for the Vice-Chair position. No other nominations were received for the position.

**Motion:** Briner made the motion, seconded by Francis, to appoint Angela Johnson as Board Vice-Chair.

Voting Yes: Briner, Cooper, Ehly, Francis, Havel, Johnson, Nelson, and Summers. Voting No: None. Abstain: None. Absent: Allen, Bjerrum, Kuenning, and Logan. Motion carried.

Angela Johnson was nominated for the Vice-Chair position. No other nominations were received for the position.

Ashely Havel was nominated for the Board Secretary position. No other nominations were received for the position.

**Motion:** Briner made the motion, seconded by Nelson, to appoint Ashley Havel as Board Secretary.

Voting Yes: Briner, Cooper, Ehly, Francis, Havel, Johnson, Nelson, and Summers. Voting No: None. Abstain: None. Absent: Allen, Bjerrum, Kuenning, and Logan. Motion carried.

## **Implementation of LB227**

Stacey Ocander from the Nebraska Hospital Association reported on the expansion of clinical sites for nursing students in Nebraska. The project is funded by LB227, which was passed by the Legislature in 2023. Ocander described six components of the project:

1. Simulation equipment. Over \$500,000 has been allocated to facilities for the purpose of purchasing simulation equipment that can be used to train nursing students. Facilities that accept the funding are also required to make the equipment available to hospital staff for continuing education and other training purposes.
2. Innovative approach. The Board of Nursing approved an innovative approach for clinical instruction that will allow nurses who do not have masters degrees to serve as clinical staff instructors (CSIs) at facilities that are participating in the program. CSIs will be matched with a mentors from participating schools of nursing. Both the CSIs and the mentors will be reimbursed using LB227 funds. The CSIs will also be required to take three classes related to pedagogy. LB227 funds will cover the cost of tuition and books. Ocander said that the goal is to increase the number of nursing students in Nebraska without reducing the number nursing faculty available for classroom instruction.
3. Housing and travel reimbursements. Nursing students will receive financial incentives for travel and overnights stays so that they can complete clinical assignments at rural facilities. Ocander noted that nursing students are more likely to accept jobs at facilities where they have

done clinicals, so providing incentives for them to do clinicals at rural facilities will make it easier for these facilities to recruit new nurses.

4. Internships. Creating internship opportunities for student nurses is expected to attract more people to nursing and help retain new nurses in the profession.
5. Compliance training. Ocander noted that a facility will typically spend eight hours onboarding nursing students who will complete clinicals at the facility. The training is repeated at each facility where the student completes clinicals. The Nebraska Hospital Association is working to create a system that will track and ensure that nursing students have completed background checks, drug testing, CPR, and other requirements that need to be met prior to doing clinicals, so that facilities can spend less time onboarding nursing students.
6. Statewide portal. Some nursing programs in Nebraska must turn away large numbers of qualified applicants every year due to capacity issues while other programs may have vacancies. A statewide portal for nursing education programs will allow students who have been turned away from one program to be matched at another program that still has openings.

Ocander said that they are working on identifying qualitative and quantitative metrics to measure the success of the project. They are designing the project so that it can be successfully used for other professions that are also experiencing shortages, such as radiography technicians and laboratory technicians. So far, approximately eighteen facilities have expressed interest in participating in the program, but they cannot disclose the names of facilities until memoranda of understanding are signed.

### **Marketing Plan**

Jean Neuberger from the marketing firm Learfield reported on the Center's media campaign to recruit people to the nursing profession and to retain existing nurses. Prior to the kickoff of the campaign, Learfield helped create a branding toolkit for the Center using unified logos, fonts, color palette, typography, and photographs.

Neuberger said that they want all of the photos of nurses used in the media campaign to be photos of actual Nebraska nurses. He encouraged Board members who have photos of Nebraska nurses doing good work to submit the photos to him. Learfield can help with any required release forms that might be needed prior to posting the photos. Neuberger noted that they want to update the photos regularly in order to keep the campaign fresh. The photos will be posted to the Center's webpage, YouTube, Instagram, and other sites.

Neuberger reported that 30-second radio spots are being aired by over fifty radio stations in Nebraska. They hope to cover a wide demographic, with spots airing in both large metropolitan areas and smaller communities and on a variety of radio formats, such as country, adult contemporary, and talk. The spots will air through the end of May and then resume in October and November with the goal of reaching people at a time when schools are accepting applications.

Digital ads, including those using the "Nurse. Neighbor. Hero." theme will appear on Spotify, Instagram, and almost all digital channels. Programmatic spots will also appear on screens at cashier aisles, gyms, movies theatres and other locations. Neuberger said the ads will be shown on over 1,000 programmatic locations in Omaha, and they will try to cover every town in Nebraska. Spanish language spots will be targeted to areas with large Spanish-speaking populations.

### **Center for Nursing Website**

Neuberger reported that the Nebraska Center for Nursing's website has been redesigned to accommodate the Center's branding changes and marketing campaign. The address for the new website is center4nursing.ne.gov. Neuberger envisions the website to be a "one-stop shop" with everything that a person may need to begin a nursing career, including scholarship resources and job boards. An interactive map on the website is connected with the Nebraska Department of Labor's NEworks website, enabling users to find current healthcare openings in their area.

The website also includes workforce reports and data that can be used to advocate for getting more nurses where they are needed. Persons can also now request data from the Center by using a data request form on the new website. Ramirez reported that he has already received a few data requests via the form.

Oertwich noted the important collaboration that has developed between the Center for Nursing and the Nebraska Hospital Association (NHA). She asked Board members if they would be comfortable including links to the NHA website on the Center for Nursing's website.

**Motion:** Briner made the motion, seconded by Nelson, to include links to the Nebraska Hospital Association's website on the Nebraska Center for Nursing's website

Voting Yes: Briner, Cooper, Ehly, Francis, Havel, Johnson, and Nelson. Voting No: None. Abstain: None. Absent: Allen, Bjerrum, Kuenning, Logan, and Summers. Motion carried.

### **Center for Nursing Social Media Accounts**

Both Johnson and Havel expressed interest in helping to post content to the Center for Nursing's social media sites, which include accounts on Facebook, Instagram, LinkedIn, and YouTube.

### **Statistician Updates**

Juan Paolo Ramirez, the Center for Nursing's Statistical Consultant, reported on the central role that data plays in the mission of the Center for Nursing. He noted that most of the data used by the Center's workforce model comes from surveys completed by Nebraska nurses when they renew their licenses. Data from these surveys have formed the basis of thirty-four articles published in Nebraska Nursing News regarding the Nebraska nursing workforce. Analysis of the data has been used to inform the public and the Legislature about the workforce. Ramirez noted that one of his responsibilities includes responding to nursing workforce questions from State Senators. Ramirez said he would be happy to provide workforce data to Board members and help them with analysis of the data.

Oertwich reported that the Department's omnibus bill was recently passed by the Legislature. As part of this bill, RNs, LPNs, and APRNs will be required to register with the National Council of State Boards of Nursing's e-Notify system prior to renewing their Nebraska licenses. Oertwich noted that the change will allow Nebraska to capture workforce data "in the moment" rather than waiting every two years for the renewal survey data. Oertwich reported that the workforce data collected via e-Notify is comparable to the data collected by the renewal surveys.

**Public Comment**

There were no requests from members of the public to speak before the Board.

**Conclusion**

The meeting adjourned at 12:40 p.m.

Respectfully submitted,



Sherri Joyner  
Health Licensing Coordinator

DRAFT