

MINUTES OF THE VIDEO CONFERENCE MEETING
NEBRASKA CENTER FOR NURSING
April 22, 2022

Call to Order

The meeting of the Nebraska Center for Nursing (CFN) Board was called to order by Lisa Walters, Chair, on April 22, 2022, at 9:36 a.m. The central meeting location was at the Nebraska State Office Building, Room 3C, Lincoln NE 68508. Members participated via teleconference. Copies of the agenda were distributed in advance to the Board members on April 12, 2022, posted outside the Licensure Unit within the Nebraska State Office Building on April 12, 2022, and posted on the Department of Health and Human Services website on April 12, 2022. Walters 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 answered roll call via teleconference:

- Tamara Allen
- Lina Bostwick
- Kathy Bowman
- Beth Burbach
- Suszanne Deyke
- Christi Glesmann
- Joan Nelson
- Lisa Walters
- Laura Weber

The following Board members were absent: Sheila Bjerrum, Charity Ebert, Ronda Ehly, and Kathy Harrison

Three Board positions are vacant.

The following staff members were present: Ann Oertwich, *Program Manager*, and Sherri Joyner, *Health Licensing Coordinator*.

The following staff members attended via videoconference: Kathy Hoebelheinrich, *Nursing Practice Consultant*, Jacci Reznicek, *Nursing Education Consultant*, and Juan Ramirez, PhD, *Independent Consultant*.

Adoption of the Agenda

Motion: Glesmann made the motion, seconded by Bostwick, to adopt the agenda for the April 22, 2022, meeting of the Nebraska Center for Nursing Board.

Voting Yes: Allen, Bostwick, Bowman, Burbach, Deyke, Glesmann, Nelson, Walters, and Weber.

Voting No: None. Abstain: None. Absent: Bjerrum, Ebert, Ehly, and Harrison. Motion carried.

Approval of the Minutes

Motion: Allen made the motion, seconded by Deyke, to approve the minutes of the January 21, 2022, and the February 18, 2022, Center for Nursing Board meetings.

Voting Yes: Allen, Bostwick, Bowman, Burbach, Deyke, Glesmann, Nelson, Walters, and Weber.

Voting No: None. Abstain: None. Absent: Bjerrum, Ebert, Ehly, and Harrison. Motion carried.

These minutes were approved by the Nebraska
Center for Nursing Board on December 20, 2022.

Social Media Reports

Ramirez reported that there was an increase in traffic on the Center's website during January and February, and suggested that the boost may have been due to the Center's involvement with the Nebraska Hospital Association's workgroup and testimony regarding the nursing workforce at Legislative hearings. Traffic to the website has now returned to 2021 levels.

A poster on nurses working in rural communities has been added to the website's Education page. Ramirez reported that in recent weeks visits to the Education page have surpassed visits to the COVID resources pages, which had been the most popular pages (other than the home page) since they were added to the website.

Glesmann reported that the Center's Facebook page has gained 30 additional followers since January after remaining static for almost a year. Glesmann also recently asked her school's marketing department for advice. They suggested that the Center try LinkedIn, which Glesmann noted might be a more appropriate platform for the Center for Nursing rather than Instagram. Another suggestion was to ensure that all changes to nursing statutes and regulations are reported to the Center's Facebook site. Some people might be motivated to follow the Center's Facebook page if they knew that they would be kept informed of statutory and regulatory changes. Burbach noted that based on Glesmann's suggestion at the previous meeting, she used her Facebook account to invite people to the Center's Facebook page and found that many responded positively.

Oertwich mentioned that a marketing plan that includes social media will likely attract more followers to the Facebook page. Ramirez suggested promoting the Center's Facebook page and website in *Nursing News*.

Foundation Report

Bostwick reported the Foundation has agreed to purchase twelve Center for Nursing license plates. Nurses who respond to a survey will be entered into a "raffle" to win these plates. With the purchase of the twelve plates, the Foundation will have the 500 applications required by the DMV to begin production of the plates. Bostwick plans to bring the applications to the DMV in mid-May. Oertwich said she would contact the DMV to see if they can make an appointment.

Bostwick will present on the Foundation's study assessing the needs of rural nurses at a conference in mid-May. She is also working on a manuscript to be published in the *Journal of Nursing Administration*.

Bostwick and Glesmann reported on the meeting they attended along with Oertwich in mid-March with representatives from the Nebraska Hospital Association and the Nebraska Nurses Association. Bostwick attended as a representative of the CFN Foundation, and Glesmann attended as a representative of the Nebraska Association of Nursing Deans and Directors. The short-term goal of the collaborative is to promote Nurses Week. Long-term goals include recruiting competent professionals to nursing by targeting people looking for a second career.

The image of nursing has been hampered by COVID-19. At the beginning of the pandemic, nurses were viewed as heroic, but now the public is likely to see nurses as overworked. To help overcome negative perceptions, the collaborative is asking nurses to complete a survey in order to gather positive aspects of nursing careers. Bios of selected nurses will be included in a media campaign.

Bostwick reported that the Foundation needs more members who can actively contribute to Foundation projects. She noted that it will be especially difficult when Lin Hughes, the Foundation's current Treasurer, leaves the Board. Oertwich said that the Center for Nursing should do the primary work of recruiting new members to the Foundation. Oertwich thought the issue could be included in the Center's strategic plan.

10:15 a.m. Deyke left the meeting.

HRSA Grant

Walters reported that the first aim of the HRSA grant that was awarded to UNMC, in association with the Center for Nursing and other groups, is to foster resiliency skills among nursing students. The UNMC College of Nursing has developed a formal program on stress management and resiliency that they will implement with their incoming nursing cohort.

The second aim of the grant was to provide mental health resources to frontline nurses. To this end, the UNMC School of Public Health will pilot a psychological first aid program using a course materials from the Johns Hopkins School of Public Health. Hospitals in Albion, Bridgeport, Wayne, and West have expressed interest in participating in the program. Nurses who participate will spend an hour every other week attending the programs via Zoom. The nurses will receive continuing education credit, and there is a possibility they will receive additional compensation for their time.

The third aim of the grant project is to create healthier workplaces for nurses. The HRSA workgroup is considering holding a summit this fall where nurses can discuss ways to improve the work culture at their places of employment.

Another component of the grant project is to hold focus groups for frontline nurses. Oertwich reported that she has asked the Department to approve a contract with Discuss.io to conduct the focus groups. The company would recruit participants, ensure that participants are a representative sample, ask the participants questions provided by the Center for Nursing, and then analyze the data. Center members would be able to watch the focus groups while they are being conducted and ask Discuss.io staff to ask particular questions. The company would provide the Center with videotapes of the sessions. The company would also directly compensate the participants for their time. Burbach noted that using a company to provide these services will help eliminate bias. Walters said that the cost of hiring Discuss.io will be significantly less than the amount that the Department allocated to the Center for the focus groups.

Marketing Plan Proposal

Members observed a presentation from EG Integrated about their marketing services. The presentation emphasized that traditional marketing methods, such as print advertisements, are much less effective than they were ten years ago. The presenters noted that one of the benefits of digital advertising is that it makes it easier to target the people who are actually interested in seeing your message.

Based on the input provided by Oertwich, the three goals of a marketing plan for the Center for Nursing would be to 1) promote the value of the nursing profession, 2) develop the image and voice of the Center for Nursing, and 3) leverage data to create an effective marketing campaign.

Walters noted that Peter Buerhaus has continued to bring up at workshops the need to promote nursing. Walters said that the perception of nurses as weak and crumbling due to COVID needs to be turned around in order to attract more people to the profession. Walters also mentioned the need to inform nurses about the Center's resources, but that the Center should also ensure that its website and social media pages have content that nurses find valuable.

Burbach expressed support for hiring a marketing company. She said she did not want members such as Glesmann to get burned out when the Center had the statutory authority and the funds to have a formal marketing plan.

Glesmann suggested holding a two-day, in-person meeting to discuss the Center's strategic plan. Bostwick agreed that the timing was right for a strategic planning session.

11:15 a.m. *Deyke returned to the meeting.*

2022 Nursing-Related Legislation

Oertwich reported that the Legislature's 2022 session ended last week. Based on what she has heard, she does not think nursing-related projects will receive any ARPA (American Rescue Plan Act) funds. Oertwich was told that only one-fourth of the entities that requested APRA monies received allocations.

Nursing Workforce Data

Ramirez reported that there are approximately five individuals, most of whom are nursing faculty members, who are actively using the Center's data for research purposes. He anticipates that the Center will have a long-term relationship with UNMC on nursing workforce issues. He also expressed his appreciation for his collaboration with Hoebelheinrich on APRN data and with Reznicek on faculty data. Ramirez mentioned that two positive trends he has seen in the nursing workforce data over the years are the increased diversity in the Nebraska nursing workforce and the increase in the number of men in the workforce.

Burbach noted that people can use the data published on the Center for Nursing's website in their research as long as they cite it. The Center, however, has more data than what is published online. Burbach suggested creating a formal procedure for researchers who are interested in accessing the Center's full data set.

Ramirez reported that people have contacted him to ask for specific data, such as numbers in a particular county. When he gets such requests, he always checks with Oertwich first before releasing the data. Ramirez said his policy is to never share raw data, although he and Oertwich did make one exception by sharing data with the U.S. Census Bureau.

Hoebelheinrich said that when she was involved with a Credentialing Review application on behalf of Nebraska Nurse Practitioners, she learned that different sources, such as the Center for Nursing and the UNMC School of Public Health, can have different numbers on workforce data. The lack of a consistent definition for "practitioner" can also cause confusion.

Election of Officers/Board Vacancies and Reappointments

Walters said that any members who are interested in serving as a Board officer should contact either her or Oertwich. Walters acknowledged that it might not be an ideal time to hold officer elections given uncertainties about Board terms and vacancies. She reported that when she referred someone who was interested in applying for a Board position to the DHHS board vacancies web page, the page incorrectly indicated that the Center for Nursing had no vacancies. Oertwich said she will meet with Monica Gissler, who coordinates board appointments, to try to clarify when new members will be appointed. Oertwich agreed that it is difficult to discuss Board officers when you do not know who will be leaving the board. Several Board members have either already completed their second term or are close to completing their second term, and have been told they could continue to serve until a replacement is appointed. Several members applied for second terms last summer but have not been notified whether or not they have been reappointed.

Environmental Scan

Burbach reported that all the graduating nurses from her program have found jobs. A few will be moving out-of-state, but most will be working in Nebraska. Burbach said that the Nebraska Association of Nursing Deans and Directors will hold an education conference via Zoom on June 3rd. All Board members are welcome to attend.

Nelson reported that COVID numbers in Nebraska have been rising during the past couple of weeks. She noted that some experts are predicting a surge in the fall.

Bowman reported that her facility in Grand Island is getting more staff nurses and fewer travelers on the day shift. The night shift is still almost all travelers. Patient counts have returned to pre-COVID levels. They have not had any COVID patients recently.

Walters reported that most of the graduates from her program are staying in Nebraska, although others are interested in working in California or Colorado. She noted that the Colorado Center for Nursing has a residency program that is attractive to new nurses.

Weber reported that her employer is trying to hire new staff. She noted that it can be hard trying to be the cheerleader for nursing all the time.

Glesmann reported that her program's graduating class seems to be positive and resilient despite all the difficulties they endured because of COVID-19. The school has seen a small decline in their enrollment numbers due to COVID. The program is still struggling to hire qualified faculty. Glesmann noted that it can take considerable time to mentor new faculty members who have nursing practice experience but no teaching experience.

Conclusion

The meeting concluded at 12:07 p.m.

Respectfully submitted,



Sherri Joyner
Health Licensing Coordinator