

Published by Anthony J. Jannetti, Inc. as a service to the National Student Nurses' Association, Inc.
EDITOR: JUDITH A. TYLER, MA, RN

Nursing Economic\$: Bridging the Gap Between Nurse Executives and Nurse Faculty

Nursing Economic\$ DC Summit

*Bridging the Nurse Executive/
Nurse Faculty Divide*

Too often, nurse executives and nurse faculty talk and operate in separate silos. It is critical – both for the future of nursing education and patient care – that we begin partnering and talking with each other. It's time to break the old paradigms, build new ones, and create and sustain meaningful dialogue and partnerships between service and education.

Nursing Economic\$: The Journal for Health Care Leaders has been a valuable resource for nurse executives and faculty, publishing a wide variety of articles that aim to advance nursing leadership in health care by providing information on current and emerging best practices. With its target audience of nurse executives, nurse managers, nursing educators, and other health care administrators, the editor, contributors, and publisher of *Nursing Economic\$* have taken two initiatives for conquering the divide between nursing executives and faculty.

Nursing Economic\$ Summit: March 1-2, 2007

"Bridging and Partnering: Nurse Executive/Nurse Faculty Divide" is the theme of the First *Nursing Economic\$* Summit, an innovative and interactive seminar, being held March 1-2, 2007, at the Hyatt Crystal City, Crystal City, Virginia. This Summit will bring together influential nurse decision-makers from hospitals (VPs, CNOs, DONs) and schools of nursing (Deans and Faculty) of all sizes, as well as community-based agencies and curriculums.

The goals of the Summit are to:

- Strategize nurse executive and nurse faculty partnerships.
- Identify best practices in financing, goals, relationships, and skill sets.
- Develop skills to partner and establish relationships in a competitive marketplace for individuals and institutions.

You and your strategic teammates are invited to attend and participate in this meaningful and important endeavor. **CNOs and COOs:** Bring your dean and clinical director teams. **Deans:** Bring your faculty and clinical and community partners.

A dynamic faculty, including Connie Curran (Editor, *Nursing Economic\$*), Karlene Kerfoot, Pat Starck, Linda Cronenwett, Karen Drenkard, and other nursing leaders will present on the following topics (to name a few):

- Building Strategic Partnerships.
- Financing Cost of Nursing Education per Student.
- Quality and Safety Education for Nurses.
- Evidence-Based Leadership in Services and Academia.
- Benefits of Partnerships.

Quality exhibit time has been integrated into the Summit for attendees to interact with the leaders in the clinical and academic marketplace to further enhance new networks, skills, and ideas. An Opening Reception, Continental Breakfast, Coffee and Refreshment Breaks, and a Luncheon are provided in the Summit package.

What to Bring to the Summit

- One best practice that your team has built together
- Business cards
- A willingness to build partnerships

What You'll Gain from Attending

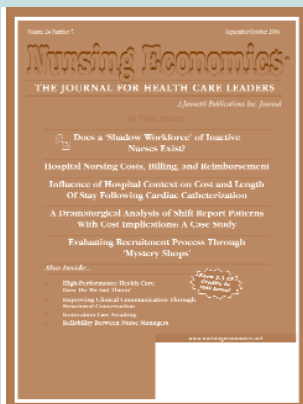
- Knowledge about increasing access
- Best practices that you can steal shamelessly
- Web-based integrative resources
- Strategies for developing and maintaining critical partnerships and networks
- New networking opportunities
- Information resources

The Summit is hosted by *Nursing Economic\$: The Journal for Health Care Leaders*, whose multidisciplinary Editorial Board is dedicated to bridging the gap and building partnerships between nurse executives and nurse faculty.

For more information or to request a registration brochure, contact us at 856-256-2429 or nejrnl@ajj.com, or visit www.nursingconomics.net

Special Journal Issue on Nursing Education

The January/February 2007 issue of *Nursing Economic\$* will be a special issue dedicated to nursing education. A series of five articles will cover topics that range from achieving Magnet status, the benefits and challenges of a Baccalaureate



nurse residency program, migration credentialing issues of foreign educated nurses, an economic analysis of patient simulators for clinical training, and nursing education funding.

Tim M. Henderson, MSPH, MAMC, and Susan B. Hassmiller, PhD, RN, FAAN, authored the article entitled, "Hospitals and Philanthropy as Partners in Funding Nursing Education." In their article, they discuss that

while educating more nurses has been one response to the nation's nursing shortage, funds for education are becoming scarce. Flat wages and narrowing opportunities have been causes for nurses leaving the nursing workforce, a trend that began in the 1990s. This demand for nurses has resulted in an increase of people interested in enrolling in nursing school; however, large numbers of qualified applicants are being turned away because of a growing faculty shortage. The authors strategize the concept of collaborative efforts with private sector hospitals, foundations, and government bodies, which are proving effective in a number of states and that have the potential to lead nursing education into a strong future. The current nursing shortage is complex, and new and different partnerships between various institutions will play a vital role in the education of those just entering the nursing workforce. Henderson is the Senior Research Associate at the Center for Health Policy, George Mason University, Fairfax, VA. Hassmiller is the Senior Program Officer at the Robert Wood Johnson Foundation, Princeton, NJ.

The return on investment (ROI) for an institution with a nurse residency program is the focus of an article authored by Rosemary Pine, MSN, RN, CDE, and Kathryn Tart, EdD, RN. This article, entitled "Return on Investment: Benefits and Challenges of a Baccalaureate Nurse Residency," examines the successful approach used by the Methodist Hospital, Houston, TX, and the University of Texas, Houston, Health Science Center, when they partnered with the Health Consortium and the American Association of Colleges of Nurses in 2004-2005. The Methodist Hospital's nursing education department had discovered that transitioning the baccalaureate-prepared nurse graduate into the workforce was a profound challenge. As the costs of recruitment and orientation increased, new strategies were sought to increase retention. The partnership resulted in the application of an implementation strategy where graduate nurses participated in a year-long residency program. During this one-year period, the turnover decreased from 50% to 13%, and the ROI indicated that the program was cost-effective, proving that investment in the residency program impacts new hire retention. Pine is a Clinical Specialist for The Methodist Hospital, Houston, TX, and Tart is an Associate Professor of Nursing at Texas Woman's University, Houston, TX.

The article, "Foreign Educated Nurses: An Overview of Migration and Credentialing Issues," was written by Tanya Bieski, BSN, RN. In her article, Bieski summarizes issues and considerations related to migration and credentialing of foreign educated nurses. The article provides information for nursing administrators to understand the migration and credentialing

process as they integrate foreign educated nurses into U.S. health care systems. Bieski is a Nurse Practitioner Student at Salisbury University, Salisbury, MD, and a Registered Nurse in a medical intensive care unit at Peninsula Regional Medical Center, Salisbury, MD.

Kirk C. Harlow, PhD, and Susan Sportsman, PhD, co-authored the article, "An Economic Analysis of Patient Simulators for Clinical Training in Nursing Education." This article examines the financial feasibility of the use of patient simulators as an educational tool. The authors express that there is a clear need to better understand the cost effectiveness of patient simulators, and they focus on one framework for evaluating financial feasibility using cost data collected as part of the simulation lab project. Results and limitations of this study, which was funded by a grant from the Texas Higher Education Coordinating Board to develop the Regional Simulation Center, are presented. Harlow is an Associate Professor of Health and Public Administration at the College of Health and Human Services, Midwestern State University, Wichita Falls, TX. Sportsman is Dean of the College of Health and Human Services, Midwestern State University, Wichita Falls, TX. She is also the principle investigator of the grant project, "High Fidelity Clinical Simulation: A Regional Collaborative for Increasing Nursing Enrollment and Accelerating the Orientation of New Graduates."

"A Magnetic Strategy for New Graduate Nurses" presents the insights gained and the investments required to transform new graduate nurses into successful new staff nurses. The author, Diana Halfer, MSN, RN, describes this "magnetic" strategy and offers suggestions on how to translate active recruitment to successful retention while supporting new nurses. Stressing the need for nursing leaders to seek approaches that will attract and retain nurses, Halfer argues that by minimizing disruptive turnover, there is improved health care team satisfaction, higher morale, and greater productivity. Halfer is an Administrator of Clinical and Organizational Development at the Children's Memorial Hospital, Chicago, IL.

CNE will be offered in this special issue. Subscribe online by visiting www.nursingeconomics.net

Carol Ford, BA, is the Director of Editorial Services, Anthony J. Jannetti, Inc., Pitman, NJ, and the Managing Editor of Dean's Notes.

Anthony J. Jannetti, Inc. is accredited as a provider of continuing nursing education by the American Nurses' Credentialing Center's Commission on Accreditation (ANCC-COA).

FNSNA Receives Scholarship Grant From McKesson Foundation

The Foundation of the National Student Nurses' Association (FNSNA) is pleased to announce that it has received a \$50,000 grant from the McKesson Foundation, San Francisco, CA, to fund undergraduate nursing scholarships over the next two years. The funds will be disbursed in 25 \$1,000 scholarships for the 2007-2008 and 2008-2009 academic years, respectively.

The scholarships will be awarded to students with financial need in all programs leading to RN licensure; it will also be renewable for a second year if the student is eligible. Students may download the scholarship application from www.nsna.org under "Foundation."

In sponsoring undergraduate nursing scholarships through FNSNA, the McKesson Foundation continues to fulfill its mission to build strong and healthy communities that enjoy a high quality of life. For over 60 years, it has given back to the neighborhoods where McKesson employees live and work. The Foundation provides grants to programs and projects dedicated to increasing access to quality health care for low-income children and youth. The Foundation helps employees volunteer their time in the community. Additionally, it offers educational matching gift opportunities and several scholarship programs.

Marcia Argyris, president of the McKesson Foundation, noted, "The goal of the McKesson Foundation is to build healthier communities. Supporting the education of nursing students is a perfect example of one of the many ways that McKesson gives back to the communities in which we have business and employees."

McKesson Health Solutions, a unit of McKesson Corp., employs nearly 600 registered nurses nationwide who work as supervisors in call centers, the community, and at home. These nurses help people who have chronic illnesses and acute medical conditions.

"As an employer of hundreds of highly qualified nurses, McKesson Health Solutions believes that it is extremely important to ensure the education of the next generation of health care professionals. These scholarships will help nursing students with a financial need offset some of the costs of attending college," said Kathryn Scheidt, RN, nursing director, McKesson Health Solutions.

"The McKesson Foundation's generous scholarship fund for undergraduate nursing education is not only important to FNSNA's mission, but is particularly timely given the nation's critical nursing shortage," said Dr. Diane J. Mancino, FNSNA executive director.

"We are delighted to be working with the McKesson Foundation to further the educational opportunities of nursing students," she added.

The Foundation of the NSNA has a well-established scholarship program that provides funding to undergraduate nursing students in all programs preparing them for registered nurse licensure. Since 2002, FNSNA has administered Johnson & Johnson's Promise of Nursing Regional Scholarship Program, which has raised over 7 million dollars for nursing. Through its various academic, corporate, non-profit, and community affiliations, FNSNA assists in the development of future nursing leaders.

Check out NSNA's Home Page!

What's New...the latest news on NSNA's home page (www.nsna.org)!

- Membership benefits and discounts.
- Career Center, including links to hospital jobs, internships, and magnet hospitals.
- Links to health care organizations, NSNA chapters, and other resources.
- Publications – *Imprint*, *NSNA News*, *Getting the Pieces to Fit*, and more.
- Meetings – Updates on the MidYear Conference and Annual Convention
- Elected Officials – Click on this link for updates from NSNA Board of Directors and Nominating and Elections Committee.
- Program Area – Highlights the program areas of Breakthrough to Nursing, Legislation/Education, Image of Nursing, Community Health, and Nurse Competence in Aging.

GeroNurseOnline.org Is Awarded 2006 World Wide Web Health Award

GeroNurseOnline.org, the Web site of the Nurse Competence in Aging (NCA) initiative, was selected as a Silver Award winner of the Spring/Summer 2006 World Wide Web Health Awards. The award was given in the category of online health promotion/disease and injury prevention information. This is the second year GeroNurseOnline.org has been given this honor. GeroNurseOnline.org was awarded a silver award in the same category for the Spring/Summer 2005 awards. GeroNurseOnline.org is an online resource for nurses who wish to learn more about geriatric syndromes, their possible causes, and treatments, and to translate that knowledge for the immediate benefit of their patients. Nurses can search the site by patient signs and symptoms, specific geriatric topics, or nursing specialty areas. Other resources include information on hospital competencies, becoming certified as a gerontological nurse, and developing a career in geriatric nursing. A tutorial can guide users through the various other resources that GeroNurseOnline.org provides. The Web site was launched in July 2004 and designed by Jasper Design in New York. The World Wide Web Health Awards is organized by the Health Information Resource Center (HIRC), a national clearinghouse for consumer health information programs and materials. The Web-based health awards are an extension of the HIRC's 13-year-old National Health Information Awards (NHIA), the largest program of its kind in the United States. There were nearly 1,000 entries in this year's National Health Information Awards from hundreds of organizations. HIRC, which houses a large collection of public and private-sector health resources, promotes the distribution of accurate, timely consumer health information materials to professionals and managers in the field.

*Once you have finished with this newsletter,
please pass it along to share with a colleague or friend.*

DEAN'S Notes™

PRSRST STD
US POSTAGE
PAID
Bellmawr, NJ
Permit #58

Editor Judith A. Tyler, MA, RN
President, NSNA D. Todd Uhlman
Executive Director Diane Mancino, EdD, RN, CAE
Art Director Jack Bryant
Managing Editor Carol Ford
Graphic Artist Bob Taylor
Publisher Anthony J. Jannetti
Advisory Board Barbara Chamberlain, MSN, APRN, BC
Susan Stone, MSN, RN

DEAN'S Notes is indexed in Cumulative Index to Nursing & Allied Health Literature.

DEAN'S Notes is published five times a year (September, November, January, March and May) by Anthony J. Jannetti Inc., East Holly Avenue Box 56, Pitman, New Jersey 08071-0056. Telephone 856.256.2300. FAX 856.589.7463. All rights reserved. No part of this publication may be reproduced without the express written permission of the publisher. Address changes should include mailing label and be forwarded to the publisher.

Oregon Colleges Blend Nursing Criteria, Curricula to Close Gap

(Excerpts from The Register-Guard)

A consortium of Oregon colleges is rewriting the prescription for getting a nursing degree in the hope of making the path one of the state's most in-demand profession a little less painful.

The Oregon Consortium for Nursing Education (OCNE) effort is part of the state's response to what is expected to be critical shortages of nurses in the coming decade as large numbers of them reach retirement age. The program will not immediately address the state's most pressing need – double enrollment in nursing programs – but it is expected to make it easier for students to apply as well as modernize the curriculum. The program creates a common set of admission standards and prerequisite courses, as well as a standard nursing curriculum for all schools signed up for the OCNE effort. Eight community colleges and four Oregon Health and Science University nursing schools are taking part in the program.

It is believed to be the first time a state has tried to create a uniform nursing program across different schools and campuses. Louise Shores, project director of the consortium, said the aim is twofold: to increase efficiency to ease pressure on existing nursing faculty and clinical experience providers, and to bring the curriculum up to date with modern nursing demands.

