

WV Center for Nursing
Board of Directors Meeting
April 18, 2008
President's Conference room, 9th Floor
WV Higher Education Policy Commission

Minutes

Present: Pamela Alderman, Mary Beth Barr, Eugenia Basham, Amy Campbell, Denise Campbell, Dr. Shelia Kyle, Dr. Cynthia Persily, Duane Napier and Dottie Oakes (via phone)

Absent: Melissa Aguilar, Vickie Parlier Jones, Connie Cantrell, Janice Maynard, and Theresa Witt

Guests: Linda Lacey and Marilyn Bowe

I. Call to Order

Dr. Persily called the meeting to order.

II. Approval of Minutes. January 18, 2008

Ms. Oakes moved to accept the minutes, Ms. Basham second. Motion passed unanimously.

III. Executive Director Report

Mr. Napier asked for a volunteer to attend a luncheon at Bluefield for their nursing students. Bluefield wants to thank the Center in person for their scholarship programs. Members will check and get back to him if they are able to attend.

The Executive Director made a presentation on January 25, 2008 to The Higher Education Policy and The Community and Technical College Council on pass rate, qualified applicants accepted vs. not

accepted and faculty vacancies

Mr. Napier announced that he will be facilitating the clinical scheduling meeting at The University of Charleston. He was asked to be the keynote speaker at several pinning ceremonies around the state.

Mr. Napier asked for Board's approval to place ad in Compass Magazine.

ACTION: Due to the cost and the lack of noticeable impact from the previous ads, The Board declined to approve the expenditure.

IV. Old Business

A. Appointment/Reappointment of Board of Directors from June 2006 Update and Progress

Those Board Members due for reappointment in 2006 have not been reappointed.

V. New Business

A. Appointment/Reappointment of Board of Directors for June 2008.

Some terms are expiring on June 30, 2008. Forms were given to those people to sign and return back into the Executive Director if they wish to remain on the Board. A notice will be sent out to recruit LPN's to replace the LPN member; who cannot be reappointed as she is an RN and not working as an LPN. At least three names will need to be sent out for approval. It was noted that Greg Chiartas will be asked to attend as a guest to the meetings to meet the need for the LPN Board representation.

B. Dr. Persily discussed the opportunity for the West Virginia Center for Nursing to apply for participation in the Nursing Education Capacity Summit. The West Virginia Center for Nursing will lead the team. The application is due on April 18, 2008. Only 12-15 teams will be selected to participate in the summit. (See attached application)

VI. Committee Reports

A. Advisory

1. Meeting of April 17, 2008.

The Advisory Committee met at the University of Charleston. Linda Lacey, Associate Director for Research from the North Carolina Center for Nursing facilitated a discussion on the use of data for the Center.

B. Data

1. RN/LPN Minimum Data Set

Dr. Persily noted that the costs for adding new questions to the survey would be a large amount of money. RNs do this survey via online and enter information into database. LPNs use online and paper. It was recommended in the data meeting that they use current data set and revise in a few years. Minor changes were noted and will be looked at in terms of costs. Problems with recording data were reported as well, which may provide a cause for revisions. The committee will look at what to clean up and the possible costs for the cleaning up of materials.

2. Annual Report 2006-2007

This report is in progress. It will be ready for the Board at the July meeting.

3. Employer Survey 2007

23% response rate was noted in this survey. Typically, a 60% rate of return would be preferable. Committee will take Linda Lacey's advice under consideration for the future of this survey. Data is being re-entered into the system. Hannah Aspy (The WV Center for Nursing's Intern) is currently working

on cleaning up the contact lists which will help when surveys are conducted in the future.

4. Faculty Survey 2008

The committee recommends moving ahead with this survey.

This survey has been completed previously by Dr. Persily and Dr. Jane Martin in 2005, with good data returns. The Data Committee asked to remove some questions that ADDNE and other groups collect. There would be minor changes in format and have this survey ready by the May ADDNE meeting.

5. Employer Survey 2008

Changes to the 2007 survey were suggested

- A. Individualize surveys for acute care, home health, etc...
- B. Survey one group at a time.

6. Survey Monkey

This is a website that allows the purchaser to develop surveys and results are then generated. It is recommended by the committee to utilize this website, which has been done. This site could be used for various surveys being completed by the center. Data can be downloaded into Excel.

Dr. Persily for a motion: Data Committee recommending following these recommendations as presented – motion passes and carried in full.

C. Executive – No report

D. Nominations- No report

E. Operations

1. Budget Reports

a. Center Budget

Related costs involved with the addition of new staff members were discussed. Discussions were held concerning costs of new phones, computers (which were donated) and furniture. Discussions were held concerning the cost to bring in Linda Lacey to address the Advisory Committee.

b. Benedum

Discussed the various ways to budget with programs in place.

c. Scholarships

\$87,000 has been used. Faculty was almost completely used, \$39,200 of \$40,000. Emergency Fund was increased last year from \$10,000 to \$15,000 with \$4,900 being used so far. Recommended moving \$7,000 from general nursing scholarship fund to a few new fund to help with LPN faculty certification program. Corrections to forms were made. Recommendation from committee with corrections to the forms: passed in full.

Request for more funds in the faculty scholarship program were made. Motion: \$4,000 from emergency fund for two more scholarships – passed in full.

d. Recruitment and Retention- Grants Program

Three grants were approved. Each focused on the mature nurse in the workforce.

e. Career Pace

Discussed current status and costs. Recommendation to search for funding to continue the program. The Executive Director will write a letter to inquire of each facility's intent to continue in the project. A response by May 15th will be expected. In addition, each must be up and running within 90 days.

2. Annual Budget 2008 – 2009

\$400,000 is approximately being carried over. Legislators passed the 3% raise for state employees. Performance raises will be discussed at a later date. \$30,000 was added in case contracting with North Carolina for research and marketing as needed. A change in rent may go into effect. Increased \$5,000 in travel from last year. Approximately \$311,000 in the budget to date. Proposed changing and placing approximately \$1,000 in line items 063, 070, 073. Motion to pass these changes to the budget: passed in full.

F. Planning- No report

G. Recruitment and Retention

1. Scholarship Programs

35/42 institutions have applied. All those that did not apply were LPN programs. Discussions were held as to why these programs may have not been applying (scholarship rules already in place, current federal funding, etc). Dr. Persily: Recommended Mr. Napier talking to those in charge of the LPN programs about what the issues could be.

2. Recruitment and Retention Grants Program

Three applicants, two from WVU one from St. Mary's. The committee recommended that these get funded and asked the Operations Committee to review and approve.

3. Articulation Project Report

The Center has been leading meetings on articulation. Data is still being cleaned up. ADDNE Meeting is May 22-23 and one day will be dedicated to Articulation.

4. Career PACE

Jackson General has placed the program on hold. Thomas Memorial is on hold as well. Elkins is moving along. Plateau Medical is moving along- no data available to date to evaluate effect on vacancy and turnover.

5. Clinical Scheduling Program

Duane met with Chancellor Noland and continues to seek additional funding sources for this program.

6. Emergency Funding

There were questions as to what the funds were being used for. The regular issues were stated: bills, car repairs, books, etc...

7. Faculty Funding

The current funds have been used up as of this date. These awards were up \$2,000 per semester. Additional informational to be gathered during school meeting times.

8. LPN Certificate Scholarship

Currently, LPN faculty cannot apply for financial aid to help with their certification. The Recruitment & Retention Committee asked that funds be set aside for this matter and was sent to Operations Committee.

H. WV WorkForce Development Report

1. Updates on West Virginia WorkForce issues- No Report

VII. Legislative Issues

A. WV Center for Nursing Performance Review- No Report, still waiting for the review date to be set.

VIII. Strategic Plan

Dr. Persily: Suggested conducting a Board development that is dedicated to strategic planning. Then discussion moved to when to have this

event to take place and the idea of inviting Advisory Board members to attend this development planning. Becky King will be contracted to facilitate. The date for this meeting will be July 17, 2008.

IX. Announcements

Discussion about next May's gala, choosing a date for the event. A committee was formed; Dottie Oakes and Denise Campbell.

X. Next Meeting Date and Adjournment

Dr. Persily adjourned the meeting. Next meeting will be July 18 with a strategic planning session possibly going on July 17th.

Linda Lacey:

General Comments:

The research you put out is what becomes of your reputation. Quality is important for respect and long term success. Areas of importance varies from state to state, it is up to them to decide where to put the energy (topical research or other forms of research). She also discussed the different studies that she has conducted from nursing degrees to hiring/workforce. Smaller staff usually means that you will have to make choices on what to study/research. It takes a lot of work to get research done, which is what leads to choices having to be made by the smaller staff. Personalizing a survey will increase your chances of a response. Realize how much time each area will take to be completed, when you do- double the time you think it will take (gives you time to deal with problems that arise).

The annual report will most likely be easier to write in upcoming years. Recommended that the report be set up in Excel and then in each year, you add another year. This will speed up the process. Recommended hiring a person who could work on this aspect. Research and data is critical, so personal should be considered for these positions. Person should have a masters and about three years experience in survey research. Sociology, Economics, and Labor Economics are good fields to consider for the position in question. It is possible for someone with a Marketing background to do well in this position as well (they could also be good for recruitment and retention). Discussed her own studies around recruitment and retention.

To be prepared for research before hiring someone into these positions: data entry can be done outside the center. Data entry errors can be costly. It is more effective to be done by a data entry firm. The analysis of data/planning itself can be contracted outside as well (look at Universities). Do not contract outside help to make sure it is 'clean.' Graphic Arts people are good to contract for the graphics in the report. Always be willing to take courses in the software that you are using to refresh your mind. Keep eye out on talent that can help with the research, and it could be cost effective.

She also discussed strategic plan for how she released data. Everything that is completed is published on website. She also tries to have an article published. Suggestion: Do a focused mailing. Keep an eye on social impact and money matters when you are writing these mailings (keeping in mind the audience you are writing for). These focused mailings can take a lot of time and energy. Also write press releases for the media about your studies.

Write the press release as a stand alone story. You are most likely writing for a lay audience who is unaware of much of your study/findings. In the press release, put a hotlink to the whole report. If sending via e-mail, create a letterhead that it can be sent out on. If going out by paper, it needs to be written on letterhead.

Be sure that you are talking to be people. Do not e-mail legislators, hand deliver them copies. You may just get a minute to talk to them. You will know it has been given to them if you hand deliver the information.

Brought information to a meeting that helped put all AHEC (area health education centers) information into a localized form. Their feedback will let you know what your next step would need to be and what seems to be 'old news.' By bringing them together, they can also share information with one another about workforce issues. Remember needs shift, so education is always important. AHEC can have great contacts and resources that they might be willing to share.

Dr. Persily, stated, review the strategic plan by July's meeting to revise it to be more effective was suggested. This could also help with the annual report.

Linda Lacey: Issues coming up in the future. This will let you know where to focus a study. The list of things you would like to cover, and what you can do will be different- remember to prioritize.

There is nothing in NC for nurse staffing issues. Right now they do not plan to study. Linda is building a library of articles about the cost effectiveness of nurses/staffing ratio. She did speak about the issues of the ratio in hospital settings. Nursing outcomes need to be looked at as dollars saved.

Discussed the standards over the ratios. The help from the media is the best way to give light on this issue (this can be done by building relationships with the reporters). This lead to the discussion of magnet concepts. These topics could be a good idea to discuss with the hospitals in seminars. Discussion went on to issues in the hospitals and nursing satisfaction.

Dr. Persily thanked Linda for sharing all her information with the board.

Discussed Future Link issue in North Carolina as a cautionary tale. A think tank was put together to think through: what will future nurses need in a skills set, what would the education system look like, and what would patients need in the future. Met with those in the nursing education field from various levels of staffing and various diverse. It was very high energy. Generalist nurses and those who have specialized areas was a thought that came up. If this was done, how would this shape the education programs? Two year programs for general, the four year for specialized levels. This could end up adding new licensed procedures. This upset the head of the community college. This led to this person trying to pull funding from the program and mudslinging by them as well. They were surprised by all these outcomes/reactions from people. In this field you have to be ready to be able to do politics. This led to discussions about conflict and gender issues in nursing as well.

The Board of Directors chose to use the information from Linda Lacey to do a planning session in Advisory Committee.

Chair

Date