



Health Workforce Development Conference

The Center for Health Workforce Development is partnering with the Tennessee Center for Nursing, Tennessee Organization of Nurse Executives, Tennessee Nurses Association, and other health organizations and associations to host a health workforce development conference September 10 in Nashville.

The conference will address the redesign of patient care delivery, innovative recruitment models, partnership development and other state-focused strategies. The conference will focus on current and future efforts for resolving the shortage of nurses and other allied health professionals.

For more information, contact Bill Jolley at THA, 615-256-8240, bjolley@tha.com.

Center Staff Attends Virtual Job Shadow Symposium

The Hospital Association of Rhode Island launched its virtual job shadowing program last year. Due to the tremendous success of the program, an invitation-only symposium was conducted in Rhode Island exclusively for staff of state, regional and metropolitan associations.

Attendees learned what it takes to make this program work - from technical resources to designing a curriculum and obtaining the support of schools and hospitals.

Key components of the symposium were getting educators on board, capturing hospital participation, getting technical assistance and the virtual job shadow template. On the last day of the symposium, attendees were invited to the University of Rhode Island campus to participate in a live, interactive surgical procedure performed by Arun Singh, MD, chief cardiac surgeon at Rhode Island Hospital.

The virtual job shadowing was offered at five high school sites in Rhode Island and one high school in Minnesota. A local private school also joined the symposium attendees during the live, interactive-surgical procedure.

Students throughout the state were watching the surgery on television screens, thanks to a camera positioned on the surgeon's head. While Singh sewed a new bypass onto the heart, students were encouraged to ask questions. With the camera's close-up capabilities, high school students were able to look right into the incision and observe the surgeon.

Thanks to interactive technologies, high schools students can be exposed to various healthcare experiences through virtual job shadowing.

For more information about this program, contact Brenda Gatlin at THA, 615-256-8240, bgatlin@tha.com.

Maine Hospitals Partner With Colleges, Insurer to Address Worker Shortages

The Maine Hospital Association has teamed up with the Maine Technical College System and Anthem Blue Cross and Blue Shield to launch the Health Care Workforce Alliance, which will work collaboratively to address the growing shortage of nurses and other health professionals.

The alliance initially will invest \$200,000 to expand technical college programs preparing nurses and radiologic technologists in underserved rural areas and \$200,000 in a scholarship fund for young people pursuing healthcare careers at a technical college.

For more information, see the announcement at http://www.themha.org/pages/new_pages/new2.htm.

Summer Program Provides Real-World Healthcare Experiences

Eight pre-health students at the University of North Carolina-Pembroke were placed throughout Robeson and Scotland counties to test-drive various health careers through the clinical health summer program.

It is sponsored by the North Carolina Health Careers Access Program and funded by the North Carolina General Assembly.

The students can be seen rotating at Pembroke Family Practice, Pembroke Pediatrics, Southeastern Regional Medical Center, Robeson Family Practice, Scotland Memorial Hospital, Healthkeeperz, Robeson Health Care Corporation's Maxton Medical Center and Lumberton Health Center.

Read more online at <http://www.laurinburgexchange.com>.

Nurses Cite Key Recruitment, Retention Drivers in Survey

The top three reasons registered nurses gave in a recent online survey for joining their current employers were a better work schedule (46%), growth opportunity (39%) or shorter commute (31%).

The top reason the RNs gave for leaving their previous employers in the survey by *Nursing Spectrum* magazine and Bernard Hodes Group was not feeling valued (39%), followed by lack of growth potential (33%), too much work or not enough staff (33%), lack of confidence in management (31%) and lack of professional respect (30%).

The 811 RNs who responded to the survey said compensation was the top thing that nursing must change to attract more people into the profession (28%), followed by professional and personal respect (26%), perceptions of the profession (23%) and staffing issues (19%).

The survey report is online at <http://www.hodes.com/hcrecruiting/>.

Coloring Book Developed to Promote Career Path Early

Nurses at OhioHealth in Columbus, OH, have created a coloring book to encourage elementary school students to consider a future career in nursing.

A committee of administrative and staff nurses from Doctors Hospital, Grant Medical Center, Riverside Methodist Hospital and HomeReach in Columbus created the coloring book as a way to recognize nurses and the nursing profession during National Nurses Week.

In addition to teaching children about nursing, they say the book has been a morale booster for the health system's nurses. The coloring book showcases their careers and can be used to mentor either their own children or for children they mentor at other schools.

MHA to Award Another \$500,000 in Workforce Scholarships

The Missouri Hospital Association (MHA) will offer \$500,000 in scholarships for the second consecutive year in an effort to attract new recruits to nursing and other health professions.

MHA launched the scholarship program in 2002 with \$1 million in funding from Missouri hospitals. The program awarded 91 scholarships totaling \$500,000 last year and plans to award 83 scholarships totaling the same amount this year. Students in nursing, pharmacy, medical technology, radiologic technology and respiratory therapy programs are eligible to apply.

Recipients do not have to be Missouri residents or attend school in Missouri, but must agree to work for one or two years in an MHA-member hospital after graduation. For more on the scholarships, go to <http://web.mhanet.com/>.

Emory Addressing Nursing Faculty Shortage

Emory University has developed a fast-track program that will train expert clinical nurses in education in less than three months.

The 2003 Emory Summer Nursing Teaching Institute, a post-master's certificate program, is being launched this summer.

During the 2001-2002 academic year, 10 percent of nursing faculty members either retired or resigned, and 8 percent of nearly 4,500 full-time, budgeted positions remained unfilled in the southeast, according to a survey by the Southern Regional Education Board Council on Collegiate Education for Nursing.

The main reason for such high losses to academia last year was the same driving factor behind the nursing shortage itself -- the fact that many more nurses are reaching retirement age than entering the field.

Emory has the curriculum already in place, as well as instructors on staff who excel both in teaching how to teach and in clinical practice. They are looking for 25 students who not only hold a master's degree in nursing but also have several years of strong and recent clinical experience under their belts.

Emory has asked Georgia nursing schools to recommend top students, but the program also could help keep some nurses in the field who are tiring of the long hours and stress. Classes will begin in a workshop format, followed by online activities and assignments and concluding with a four-month fall

preceptorship at the student's employing agency or institution in which the student also is paired with a faculty mentor.

The Southern Regional Education Board Council is developing a shared online curriculum to complement and encourage graduate teaching programs at other institutions.

Financial support tuition for Emory's summer program is \$12,600. For qualifying participants, up to \$5,000 may be covered by the Georgia Nursing Faculty Scholarship Program. The scholarship program is a four-year loan that cancels approximately \$2,500 a year if graduates agree to take a teaching position in a private or public Georgia institution. Students in the Emory program will be the first to receive this new financing, which is scheduled to provide 160 \$10,000 grants over four years.

Managed by the Georgia Student Finance Authority, the scholarship is funded by a \$1.1 million federal work-force grant awarded to the Georgia Department of Labor and a \$500,000 matching grant from the nonprofit Robert W. Woodruff Foundation.

This information, provided by Anya Martin, contributing writer, *Atlanta Business Chronicle*, may be of interest to hospitals in rural areas where the logistics of providing a nursing education present a major hurdle.

Member Spotlight

Congratulations go to Bill Walter, administrator, Maury Regional Hospital, Columbia. Columbia State Community College recently announced the nursing building on the Columbia campus would be named the William R. Walter Building in recognition of his support of the school and its nursing and allied health training programs. He has served on the college's foundation board for 12 years and the executive board since 1993.

Other Important Sources

- May 2002 Nursing and Allied Healthcare Annual Compensation and Benefits Report, http://www.martinfletcher.com/reports/Allied_Health_Comp_Benefit_Report_2002.pdf
- Looking for training CD-ROMS & Videos? The following site, through the Arizona Hospital and Healthcare Association, offers several workforce related training videos that can be purchased to address key workforce related issues: <http://www.azhha.org/include/issueDisplay.cfm?IQuery=cdvideo>.
- The Ohio Hospital Association has developed a very informative best practices section on the OHA workforce forum web page, www.ohanet.org/workforce/.

If your organization has programs or initiatives you would like to share in upcoming issues of the workforce newsletter, contact Bill Jolley at 615-256-8240, bjolley@tha.com.