



Promise of Nursing Campaign Tremendous Success

More than 550 individuals celebrated the Promise of Nursing for Tennessee by attending a nursing gala January 22 in Nashville.

The gala, held in conjunction with Johnson & Johnson and representatives from more than 25 hospitals and nursing organizations, raised over \$450,000, which is being used for nursing student scholarships and faculty fellowships. In addition, campaign steering committee members and other professional organizations are in the process of developing guidelines for ***The Promise of Nursing for Tennessee Nursing School Grant Program***, which will be rolled out later this spring. The grant program is being funded through proceeds from the campaign as well.

Approximately 20 percent of the funding raised from the gala has been distributed for student scholarships. Scholarship applications were due on February 4, and recipients will be recognized at the 52nd annual **National Student Nurses Association (NSNA)** Convention, which will be held March 31-April 4 in Nashville.

In addition to student scholarships, 20 percent of the funds raised from the nursing gala will be distributed to graduate nursing education scholarships through the National League for Nursing's graduate education scholarship program.

The Promise of Nursing graduate education scholarship program is designed to address the nursing shortage and expand the number of faculty prepared to teach in pre-licensure nursing programs.

Scholarship awards are intended to fund tuition, books, fees and other purposes, up to a maximum of \$15,000. The deadline for application submissions was March 1, with all eligible applicants to be notified of the recommendations by early June.

For additional information, contact Diane Mancino, executive director, NSNA, 718-210-0705, diane@nsna.org, or Bill Jolley, Center for Health Workforce Development, 615-256-8240, bjolley@tha.com.

Hospitals see Influx of Nurses, but Crisis Not Over

A recent study in an issue of *Health Affairs* finds the shortage of U.S. hospital nurses waned in 2002 as hospitals added more than 100,000 registered nurses.

Roughly two-thirds of the nurses joining the workforce were age 50 or older, while foreign-born nurses accounted for most of the rest. Contributing to the employment jump was a nearly 5 percent increase in wages and the economic downturn, which induced some RNs to rejoin the workforce or increase their hours, the authors say. Hospitals also have implemented recruitment and

retention programs, improvements in the work environment and other incentives, the study notes.

The report's recommendations reiterate key strategies the healthcare field recognizes as part of a solution. The study cautions that while older nurses have taken up much of the slack as the number of young women entering nursing has declined, this large cohort of nurses will begin to retire around 2010.

"Unless there is a rapid increase in foreign-born RNs or in younger cohorts' interest in nursing as a career, future shortages are likely to be much more severe," the authors add.

An abstract of the study can be found at <http://content.healthaffairs.org/cgi/content/abstract/22/6/191>.

Vanderbilt's School of Nursing, Lipscomb University Join Forces

The Tennessee State Board of Nursing has approved a partnership agreement between the Vanderbilt University School of Nursing (VUSN) and Lipscomb University to offer Lipscomb students a bachelor of science in nursing (BSN) degree, with courses provided by Vanderbilt.

Lipscomb will provide the first five semesters of a pre-nursing liberal arts program of study. The remaining three semesters of nursing courses and clinical work will be provided by Vanderbilt. The pre-nursing program will provide the nursing-related prerequisite course requirements that are foundational to the nursing courses to be taught at VUSN. Upon successful completion of the combined programs of study, a student will be awarded a BSN degree from Lipscomb.

Lipscomb currently has 45 students enrolled in pre-nursing courses. More than 300 potential nursing students inquired about a nursing program at Lipscomb last year and most did not apply because a bachelor's degree in nursing was not available at the school prior to signing this agreement with Vanderbilt.

Students who are interested in applying for the new joint program can do so immediately by calling 615-269-1776 or visiting www.lipscomb.edu.

Center to Focus on Partnership Development

The Center for Health Workforce Development in Tennessee is planning to address the nursing school faculty shortage through the development of strategic partnerships between healthcare providers and educational institutions during 2004.

By increasing the number of nurse educators in Tennessee, the center and its partners hope to increase capacity and enrollment in nursing and allied health programs to address the state's current workforce shortage.

The center's vision is to use public and private funding to train, prepare, and support hospital nurse clinicians to become adjunct/part-time faculty in state schools of nursing. Because of the current shortage of nursing and allied health educators, the center's collaborative strategy will make available clinically-based healthcare professionals as part-time instructors. The center envisions this

strategy will require focused training to prepare these healthcare professionals for their teaching responsibilities.

The center also will encourage healthcare facilities to work collaboratively with local educational institutions to develop innovative cost-sharing strategies for part-time faculty salaries. This may include supplements, allowing healthcare professionals to teach as part of their regular work schedule or other alternatives.

The center's overall goals will be to expand nursing schools' capacity for enrollment; build strong, supportive relationships with educational institutions; and prepare more nursing professionals over a shorter period of time.

With additional funding support from numerous sources, the Center anticipates turning a crisis into numerous opportunities including:

- Increasing nursing faculty and, hence, education program capacity and clinical training sites.
- Making changes in the educational system and workplace that will help attract a more diverse workforce.
- Expanding healthcare programs for secondary and post-secondary schools.
- Reducing hospital turnover rates, therefore, positively affecting patient safety and satisfaction and other quality of care concerns.

College of Allied Health Science looking for Clinical Sites

The Center for Health Workforce Development in Tennessee is promoting an exciting opportunity for hospitals to expose allied health students to the unique opportunities available in facilities through a creative partnership with the University of Tennessee Health Science Center, College of Allied Health Sciences.

The College of Allied Health Sciences is seeking clinical internships for allied health majors in medical laboratory technology, cytotechnology, occupational therapy, physical therapy and health information management. Although open to any facility, the College of Allied Health Sciences is especially interested in partnering with rural facilities to place students in areas of high need through one-to-one preceptorships with experienced professionals.

THA hopes hospitals and others will consider participating in this partnership. For more information, contact Sue Mansfield, MD, dean, College of Allied Health Sciences, smansfield@utmem.edu, 901-448-5581.

It's Here! The Resource You've Been Waiting For

The Center for Health Workforce Development in Tennessee is proud to announce the unveiling of a unique, online guide for workforce strategists. The guide can be found on the center's web site at

<http://www.healthworkforce.org/guide/>.

The *What, When, Where, Why & How Guide to Recruitment, Retention and Workforce Development* is an "outside the box" approach to resolving health workforce shortages. It is a practical, easy to use, web-based resource that addresses the multi-level needs of a diverse audience, from seasoned human resource executives to novices in healthcare recruitment. It is intended to

complement, not replicate, existing resources available from other healthcare groups. It will grow and evolve along with the needs of its users, who also are invited to participate in a collaborative, online knowledge network.

A panel of real world practitioners determined the initial content and format of the guide. Workforce strategists were invited to participate in a survey to identify what kinds of information they needed most to create effective recruitment and retention programs.

Respondents voted on 44 hot topics in the areas of recruitment (current needs), retention and pipeline development (long-term needs). The top three articles in each section were selected for coverage in the initial phase of the guide.

The pipeline development section, now online, includes articles entitled:

- Growing a Local Garden of Healthcare Heroes
- Competing Against Other Industries for the Best and Brightest
- Developing Current Employees to Meet Future Needs

Each article contains examples of ideas in action-effective strategies in use in Tennessee and around the country, along with contact information for follow-up. Articles also contain illustrations, sidebars, hyperlinks to other web sites and more in-depth information at the click of a mouse.

In addition, the guide contains a series of articles on the elements of successful strategy. The strategist's toolkit feature represents the *Why* in the guide's title. These articles explain basic principals of marketing, human resource strategy and organizational development that make the difference between a good idea and a cost-effective strategy.

Additional sections of the guide covering recruitment and retention strategies are in the works. Content will be posted and updated on an ongoing basis. A workforce strategy network has been developed and will serve as a support group that will shape the guide's future content. This group is being organized by the Tennessee Hospital Association (THA) and the center to facilitate collaboration, peer support and professional development among guide users.

For more information about the guide or to join the workforce strategy network, contact Bill Jolley, 615-256-8240, bjolley@tha.com.

Dyersburg State Adds Fast-Track Program

To address the shortages of healthcare professionals across Tennessee, Dyersburg State Community College (DSCC) has developed new, fast-track certificate programs to address some of those needs.

One of these programs has graduated its first class at DSCC. Seven students enrolled in the first class of the surgical technology certificate program. Graduates of the two-semester curriculum will be employed at hospitals, same-day surgical centers, clinics and physicians' offices. There currently are 14 students enrolled in the 2004-05 program.

The need for a surgical technology program was established after Dyersburg State conducted a survey of 121 medical facilities within a 75-mile radius in 1994. The program received grant funding from the Delta Regional

Authority, which was created to help economically depressed areas such as those in the Mississippi Delta. In addition, the Dyersburg State program received clinical support and some operating-room supplies from healthcare affiliates such as Dyersburg Regional Medical Center, Riverside Surgery Center, Baptist Memorial Hospital-Lauderdale, Baptist Memorial Hospital-Tipton, and Baptist Memorial Hospital-Union City.

VUSN Nursing Graduates Teaching Incentive

The Vanderbilt University School of Nursing (VUSN) has been awarded a \$155,000 grant from the division of nursing of the Health Resources and Services Administrations (HRSA) to provide a loan forgiveness program to nursing students who will commit to teach nursing for four years after graduation.

The grant was created to try to combat the growing nationwide shortage of faculty available to teach the influx of nursing students who are responding to the nursing shortage. VUSN enrolled a record high number of nursing students this fall and was able to hire two new faculty members to accommodate the growth.

The money from the grant will help VUSN set up a program to offer a maximum loan of \$30,000 per academic year to currently enrolled second-year or PhD nursing students who apply for the money to pay for tuition, books and fees associated with the educational program, and are willing to sign an agreement to commit to teaching for four years after they finish training at the location of their choice and hiring. In the future, VUSN hopes to be able to earn the grant in time to offer the loan program to new students as well. Students in the loan forgiveness program will be required to take two education courses to prepare them to teach nursing in their specialty area.

VUSN is one of 55 programs nationwide that has been awarded a grant to offer the loan forgiveness program. Students who are awarded the loan can serve their four-year faculty requirement at any school of nursing in the country.