



BUSINESS PLAN PROGRESS REPORT December 2006

VISION

The Florida Center for Nursing is nationally recognized as the definitive source for information, trends, research and forecasting about nurses and the dynamic nursing needs in Florida. The Center is the focal point for creating synergistic partnerships and collaborative efforts among stakeholders in healthcare delivery.

MISSION

The Mission of the FCN is to:

- ◆ Address strategically the issues of nursing supply and demand to meet the needs of health care consumers in Florida;
- ◆ Generate and disseminate credible information to consumers of healthcare, professional organizations, healthcare providers, educational institutions, and legislators; and
- ◆ Enhance and promote innovative recognition, reward, and renewal activities for nurses and potential nurses.

PROGRESS IN IMPLEMENTING STRATEGIES TO ACHIEVE GOALS

GOAL / STRATEGY	ACTIVITY / OUTCOME
Goal 1. The Center for Nursing will establish a research agenda to include data collection, analysis, and distribution.	
Strategy: The Center will set research priorities and identify approaches to address these priorities, including but not limited to <ul style="list-style-type: none"> ◆ workforce supply and demand forecasting, ◆ clinical facility need and availability, ◆ faculty need and availability, ◆ issues related to the work environment and culture, ◆ issues related to the demographics of the nursing population, and ◆ issues related to the skill and education mix of the nursing 	<ul style="list-style-type: none"> ◆ Test of HRSA Nursing Supply & Demand Forecasting Models with Florida Data completed by Dr. Lynn Unruh and report submitted. ◆ White Paper: The Value of a Healthy Work Environment published September 2006 ◆ Current Board of Nursing and Agency for Workforce Innovation data collected, analyzed and distributed on regional and statewide basis for Fall 2006 Summit. ◆ Associate Director: Research position filled October 20, 2006. ◆ Agreement reached with Department of Health staff to:

<p>population.</p>	<ul style="list-style-type: none"> ○ Provide FCN with licensure data extract for analysis ○ Support effort to obtain workforce data as component of license renewal and application process ◆ Participation in Workforce Central Florida (RWB 12) Partners for a Healthy Community project. Serve as chair of Data and Forecasting Committee. Developing pilot demand survey instrument to be used for hospital data collection. ◆ Preliminary discussion of draft Research Agenda with FCN Research & Workforce Analysis Committee.
<p>Goal 2. The Center for Nursing will publish a strategic plan to address issues of supply and demand to meet the needs of health care consumers in Florida.</p>	
<p>Strategies:</p> <p>The Center will continue to assess its membership and alternative structures to maximize representation of significant stakeholder organizations for achievement of the goals of the strategic plan.</p> <p>The Center will optimize relationships with key stakeholder organizations who are taking the lead on relevant goals and activities of the Statewide Strategic Plan for Nursing Workforce in Florida. Those activities and the resulting information will be shared with the Center for inclusion in the Center’s database and publication in the biennial progress report. The Research Director would be available to serve as a consultant to stakeholders thereby improving the quality of the data, enhancing generalizability, and reducing the duplication of effort.</p>	<ul style="list-style-type: none"> ◆ New Board members appointed by Governor’s Office bring increased representation from hospital settings and information systems. ◆ External members appointed to FCN Research & Workforce Analysis Committee represent the Board of Nursing and the Florida Organization of Nurse Executives. ◆ Associate Director for Research is attending professional meetings with the Executive Director to meet nurse leaders and initiate collaborative research relationships.
<p>Goal 3. The Center for Nursing will describe a sustainability plan for its continuation.</p>	
<p>Strategy:</p> <p>With increased human resources, the Center will be able to contract for services with state agencies and other stakeholders, as well as, seek external funding from private and public foundations for the achievement of its mission.</p>	<ul style="list-style-type: none"> ◆ Small grant application submitted to the Tenet Foundation. ◆ Preliminary (short form) application submitted to Robert Wood Johnson Foundation. If accepted as appropriate to grant intent, complete application will be submitted Spring 2007. ◆ Partnering with Valencia Community College on their

	<p>submission of an application to the Banner Center program of Workforce Florida, Incorporated.</p> <ul style="list-style-type: none"> ◆ Florida Nurses Association (FNA) Lobbyist assisting FCN staff in effort to gain time on legislative committee agendas.
<p>Goal 4. The Center for Nursing will design a strategy to address the image of nursing.</p>	
<p>Strategies:</p> <p>Work with the Florida Nurses Association to enhance the image of nursing. The Association has adopted the lead role for this component of the Statewide Strategic Plan.</p> <p>The Center will expand this goal statement to incorporate the larger concept of retention and recruitment which includes the image of nursing.</p> <p>The Center will identify statewide and regional retention and recruitment issues with consideration of specific employment setting needs. From this, a plan for action will be developed and implemented by the Retention / Recruitment Director who would serve as a resource for employers, recruiters, and nurses.</p>	<ul style="list-style-type: none"> ◆ Fall 2006 Summit: Improving the Work Environment to Retain Nurses held October 4, 2006. ◆ Summit Proceedings published – include summary of issues identified regionally and statewide. ◆ Associate Director: Retention and Recruitment position established in UCF system and approved for posting / advertised. ◆ Continue positive relationship with FNA.
<p>Goal 5. The Center for Nursing will establish collaborative partnerships to facilitate the completion of its goals and objectives.</p>	
<p>Strategies:</p> <p>Conduct a statewide summit to discuss regional issues relevant to retention of nurses and improving the work environment.</p> <p>Facilitate regional partnership development and implementation of strategies to address retention and recruitment issues.</p> <p>The Center will evaluate continuation of this as an individual goal versus incorporation of the intent within other goals. The desire is to move beyond establishment of partnerships to the</p>	<ul style="list-style-type: none"> ◆ Fall 2006 Summit: Improving the Work Environment to Retain Nurses held October 4, 2006 – regional collaboration emphasized as integral to success in addressing the shortage. ◆ Partner of Valencia Community College for their Spring 2007 summit on nursing education in Florida. ◆ Meeting with the Orlando Sentinel Editorial Board to discuss the nursing shortage – January 2007.

<p>incorporation of the activities and outcomes into the Center's activities and outcomes for Goals 1, 2, and 4.</p>	
<p>Goal 6. The Center for Nursing will implement a communication plan for statewide sharing of information and resources.</p>	
<p>Strategies:</p> <p>The Center will continue current communication activities: website; newsletter; annual report; poster and oral presentations; and distribution of reports and publications.</p> <p>With increased human resources, the Center will develop a marketing strategy to inform stakeholders of available staff and services.</p>	<ul style="list-style-type: none"> ◆ Current communication activities continue: <ul style="list-style-type: none"> ○ Poster presented at Fall FONE Conference 10-2006 ○ Summit Summary of Proceedings distributed 10-2006 ○ Newsletter distributed 11-2006 ○ Summary of SREB Report posted to website 11-2006 ◆ Requested information on communication plan implemented by the Texas Nurse Workforce Center as sample document.
<p>Goal 7. The Center for Nursing will formalize its structure and function to realize its mission and vision.</p>	
<p>Strategy:</p> <p>Increase human resources to firmly establish the Center as the state's recognized entity for nurse workforce data. This will lead to the Florida Center for nursing being nationally recognized as the definitive source for information, trends, research and forecasting about nurses and the dynamic nursing needs in Florida. The Center will be the focal point for creating synergistic partnerships and collaborative efforts among stakeholders in healthcare delivery.</p>	<ul style="list-style-type: none"> ◆ Proposed personnel and organizational structure being implemented.