



Annual Report

June 2004

There is established the **Florida Center for Nursing** to address issues of supply and demand for nursing, including issues of recruitment, retention, and utilization of nurse workforce resources. The Legislature finds that the center will repay the state's investment by providing an ongoing strategy for the allocation of the state's resources directed towards nursing.

One of the primary goals for the center shall be to develop a strategic statewide plan for nursing manpower in this state by:

1. Establishing and maintaining a database on nursing supply and demand in the state, to include current supply and demand, and future projections; and
2. Selecting from the plan priorities to be addressed.

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.

The MISSION of the Florida Center for Nursing 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.

ACCOMPLISHMENTS

The FCN is governed by a 16 member policy-setting board of directors appointed through the Office of the Governor. To facilitate the work of the center, a committee structure within the Board of Directors continues to include Finance, Research, Public Relations, and Bylaws Committees. The FCN's Inaugural Meeting was held on March 1, 2002. What follows is a synopsis of the Center's accomplishments since July 2003.

Strategic Plan Developed

In compliance with statutory mandate, the Florida Center for Nursing has coordinated the effort to "develop a strategic statewide plan for nursing manpower in this state". The FCN Board of Directors completed the plan in collaboration with 12 key stakeholder organizations / agencies through joint meetings and taskforces with wide representation.

- July through September 2003 – FCN Board developed a draft Strategic Plan.
- November 2003 – FCN Board, Staff and Constituents met to refine the Statewide Plan for Nursing, at this time, five (5) goals were drafted.
- December 2003 to March 5, 2004 – Five (5) task forces (with representatives from the November meeting participants) were assigned to review and refine the goals, evaluation statements and action statements related to education, recruitment retention, finance and data collection. Additionally, the task forces discussed responsibility of goal completion and means to elicit future involvement / commitment of stakeholders.
- March 12, 2004 – FCN Board reviewed and refined the Strategic Plan.
- April 2004 – Requests for letters of endorsement were sent to those agencies and organizations who participated in the process.
- May 2004 – As of this writing, letters of endorsement have been received from the Florida Nurses Association, Florida Association of Colleges of Nursing, Florida Organization of Nurse Executives, Florida Council of Nursing Education Administrators, and Florida Association of Directors of Nursing Administration / LTC.

Nurse License Renewal Survey

An essential component of establishing and maintaining a database on nursing supply and demand is accurate and complete information. An issue in Florida is that very little is known about licensed nurses. In January 2004, with the cooperation of the Florida Board of Nursing, the FCN began conducting a survey of nurses in concert with their license renewal. All nurses are asked to participate on a voluntary basis. The intent of the survey is twofold: to collect demographic, education, and employment information and to evaluate the success of voluntary data collection. Reports will be published following analysis at the close of each renewal period.

Statewide Strategic Plan for Nursing Workforce in Florida

VISION STATEMENT: Florida shall have a qualified nursing workforce that is sufficient to meet the changing demands of the health care environment and the needs of its people.

STRATEGIC PLAN EVALUATION: By 2010 a mechanism to describe nursing supply and demand statewide and by geographic region demonstrates reductions in vacancy rates.

- GOAL 1 An ongoing statewide system forecasts the changing nurse workforce supply and demand in Florida.
- GOAL 2 Systemic changes and the allocation of new and existing resources have occurred in response to the results of the forecasting system described in Goal 1 that positively affect the ability of nursing supply to meet nursing demand.
- GOAL 3 Information has been disseminated on effective strategies and best practices related to work cultures and environments that support recruitment and retention of nurses.
- GOAL 4 The Florida nursing educational system
 - facilitates career enhancement,
 - targets enrollments at all levels of nursing education that reflect industry needs and the diversity of the state,
 - produces graduates who have the knowledge and skills to provide quality care, and
 - is funded to meet industry needs for all levels of new graduates.
- GOAL 5 The Florida Center for Nursing continues to address issues of supply and demand for nursing, including issues of recruitment, retention, and utilization of nurse workforce resources as described in FS 464.0195.

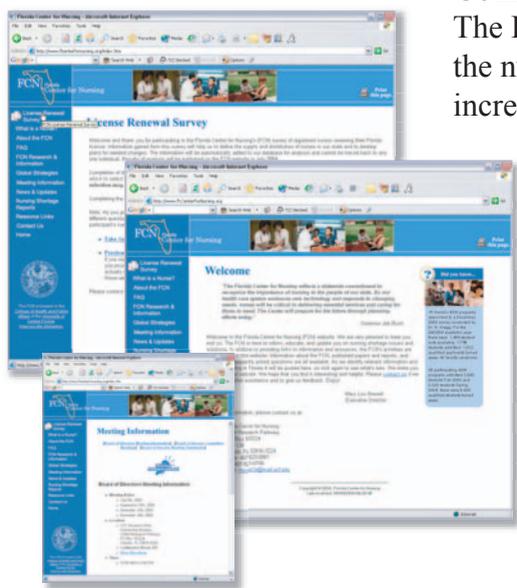
2nd Annual Workforce Center Conference

Taking the Long View: Grassroots Nursing Workforce Initiatives, a national nursing shortage data, information, and strategy development conference, was held April 29th and 30th in Orlando, Florida. The FCN hosted the event at the Disney Coronado Springs Resort and was joined by representatives from 36 other state workforce centers and coalitions. Mary Lou Brunell, Executive Director has been invited to serve on a national advisory committee (of state nursing workforce leaders) to assist in formalizing a national forum for state nursing workforce initiatives.

Communication

The FCN web site provides a vast source of information on the work of the center and the nursing shortage. A new addition this year was the “What is a Nurse” page to increase understanding of the various levels and education requirements for nursing positions. Website usage data has shown a significant increase in visits to the site and email communication. Site usage is monitored on a monthly basis and results analyzed quarterly. From July 2003 to April 2004 the following was found:

- Number of hits on the website (represents the number of times any page is visited) Average / month = 47,573 Average / day = 1,560
- Number of visitors to the website (represents the number of times the Home Page is visited) Average / month = 6,781 Average / day = 222
- Number of e-mails received from the website ‘contact us’ feature Average / month = 93 Average / day = 3
- Most frequently visited pages since November 2003
Renewal Survey / Nursing Shortage Reports / Frequently Asked Questions / Research Links
- Most frequently downloaded papers or information sheets since November 2003 ANCC Magnet Certification / Nursing Student Loan Forgiveness Program / FCN’s Nursing in Florida White Paper / FL Nursing Shortage Data



FUTURE DIRECTION

The FCN Board of Directors and staff have identified the following as necessary activities to facilitate the accomplishment of its mission.

- Develop and initiate an implementation strategy for the statewide strategic plan.
- Oversee the development of nursing supply and demand forecasting model or models that accurately predict the needs for Florida.
- Continue the collection and analysis of licensed nurse data, evaluating the research method.
- Recommend an ongoing mechanism to collect nursing supply and demand data at the state and regional level for analysis by the FCN.
- Identify and publicize best practices for the retention of nurses in all health care environments.
- Increase the visibility of the FCN.
- Work to enhance the image of nursing.
- Seek sustainable funding for the FCN to meet its statutory mandate and contribute to quality health care for all Floridians.

BOARD OF DIRECTORS

Andrea Gregg, DSN, RN – Chairperson and Chair, Research Committee
Leah Kinnaird, EdD, RN – Vice-Chair
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Kathryn Whitson, RN
Vacant – Dean of a School of Nursing at a state university

Members resigning during 2003
Carol Davis, PhD, RN

STAFF

Mary Lou Brunell, MSN, RN – Executive Director
Cathy Lewis – Executive Secretary
Sue Jones, BSN, MS, RN, CNAA – Assistant Director (20 hours per week)
Jo Ann Miller, MSN, RN – Support Staff (10 hours per week or less)
Nancy Mather, RN – Graduate Student (10 hours per week)

Lynn Unruh RN, PhD in Economics - Data and Forecast Model Consultant

**Florida Center
for Nursing**

NurseCtr@mail.ucf.edu

Phone: 407-823-0981
Fax: 407-823-0708

