

An Innovative Approach to the Nursing Faculty Shortage:

A Web Resource for Aspiring Nurse Educators

Lisa A. Seldomridge, PhD, RN, CNE

Judith M. Jarosinski, PhD, RN

Kaynabess Freda, EdD, RN, CMSRN

Abigail Johnson, BA

Salisbury University School of Nursing
Salisbury, Maryland
USA



LEAD NURSING
FORWARD.ORG

Educating Nurses for Maryland's Future



Our Team

Dr. Louise Jenkins and Matt Rietschel

University of Maryland School of Nursing, Baltimore, MD, USA



Erin Silva, Brett Dobelstein, and Tim Lanzi

Eastern Shore Regional GIS Cooperative, Salisbury, Maryland, USA

Tracy and Brian Haldeman

Pinnacle Communications, Baltimore, MD, USA



Chris Hartlove and Jes Goodyear

Hartlove-Goodyear Video Production, Baltimore, MD, USA

HARTLOVE-GOODYEAR



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Objectives

At the end of the session, participants will:

- State the need for a single location for information about becoming a nurse educator
- Discuss the *LeadNursingForward* initiative as an approach to address the nursing faculty shortage
- Describe the components of the *LeadNursingForward.org* web site
- Consider the findings of the beta test of the website

The Problem

- Persistent international nursing faculty shortage
 - Aging and impending retirement of a significant portion of the current faculty workforce
 - Lack of qualified, doctorally-prepared applicants for open faculty positions
 - Non-competitive salaries in academia
 - Nurse migration

(Emanuel-Frith, 2018; Fang & Kesten, 2017; National League for Nursing, 2018; Sherwood & Shaffer, 2014).
- Worldwide shortage of ~ 15 million registered nurses, nurse midwives, and physicians by 2030 (Liu, Goryakin, Maeda, Bruckner, & Scheffler, 2017).
- Inability to educate additional students without adequate faculty

(American Association of Colleges of Nursing, 2019).

A Needs Assessment - 2016 to 2017

- Maryland nursing faculty and administrators
 - Quantitative and qualitative data collection
- Findings
 - Fragmented information
 - Nurse educator role
 - Career paths
 - Sources of financial support
 - Available teaching positions especially part-time
 - Concerns about the image of nursing faculty and nurse educators



A Solution

Develop a one-stop shop web site – www.leadnursingforward.org

- Informational features
 - Facts and figures about the nursing and nurse educator shortage
 - Career paths – academic vs hospital/healthcare organization
 - Personal stories
 - Resources
 - Becoming a registered nurse
 - Advancing your education
 - Funding
 - Applying for graduate school
 - Applying for educator positions
 - Certifications
 - Mentorship



[Click here to Preview the Career Portal](#)

Nurse Educators Start Here

Lead Nursing Forward is a collaboration between **Employers**, **Educational Institutions**, and aspiring **Nurse Educators**. We aim to provide information, connect you with opportunities for advancing your education, grow Maryland's nurse educator workforce, and address our statewide shortage of registered nurses.

Sign up to receive notifications about the launch of new features!

Submit



Career



Setting



Flexibility



Your Path

← Previous

↻ Restart



Academic - Teaching in a College/University

Academic institutions include community colleges and four-year colleges/universities. These institutions have tiered organizational structures with ample opportunity for advancement. Additionally, academic institutions are team-oriented with a great deal of individual autonomy, offering both [tenure-track](#) and [non-tenure track](#) pathways. A nursing educator for a community college or university nursing program can expect to teach undergraduate nursing students in classroom, laboratory, and clinical sites. University nursing faculty also teach nursing students in graduate programs.



Clinical - Teaching in a Hospital/Healthcare Organization

Hospitals and health care organizations are public or private, for-profit or not-for-profit organizations, employing educators who help launch the next generation of nurses by working closely with academic institutions in providing practical, on-site, clinical experiences.

Nurse educators, in concert with clinical staff and [preceptors](#), also address the educational needs of nursing staff through providing workshops and seminars. Teaching responsibilities may also be part of



Career Explorers

A nursing education unlocks many diverse opportunities. Click here for tips and resources on entry into this exciting field!



Education

Maryland is a great state to advance your education in nursing. Find nursing programs closest to you here.



Funding

Overwhelmed with the cost of education? Click here to learn more about federal, state, and private sources of funding



Application Tips

Helpful tips on applying to educator positions as well as to undergraduate and graduate nursing programs.



Mentorship

Everyone needs someone who understands and can facilitate your career goals. Explore options for support.



Certification

Obtain certification in your nursing specialty to stand out as a nurse or nurse educator! Learn about your options here.

Purpose: Evaluate the LeadNursingForward.org website

Methods

- 15-item anonymous web-based survey
 - Likert-scale and open-ended questions
 - Questions on clarity and accuracy of information, visual appeal, navigability, and utility of the site
- IRB approval
- Recruitment of review panel
 - Hal and Jo Cohen Scholarship recipients from SUSON and UMSON
 - Deans of Nursing SUSON and UMSON
- Timeline for beta-test

Findings

- Survey responses n = 17/22; response rate 77%
- Age distribution
 - 25-35 years, 53%
 - 36-45 years, 23%
 - 46-55 years, 12%
 - >55 years, 12%
- Degrees Pursued
 - MSN- 17%
 - DNP-65%
 - None currently-17%

Navigation and Functionality

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
Easy to navigate				59%	41%	
Information clearly presented				53%	47%	
Information easy to locate				41%	53%	
All links function			6%	29%	53%	12%

Visual Appeal

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
Site is visually appealing				35%	53%	12%
The homepage motivated me to explore the site further.			6%	29%	53%	12%







Clarity of Information & Purpose

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree	N/A
Site presents useful information	6%			35%	41%	18%
The information on this site was available in sufficient detail				35%	47%	18%
Site was successful in raising my awareness of the Maryland nursing shortage.				29%	53%	18%
This site portrays positions in nursing education as attractive career options.				47%	35%	18%
Site provides information about educational requirements for various kinds of teaching positions.			6%	35%	41%	18%

Themes - Open Ended Questions

- Effective use of photographs, maps, and icons.
- Color scheme was inviting and encouraged further exploration.
- Areas for improvement:
 - Career pathways navigation is cumbersome
 - Several links need to be updated
 - Busy background on one page needs revision for improved readability
 - Too much information on some pages
 - Use a revised version of one partner's logo

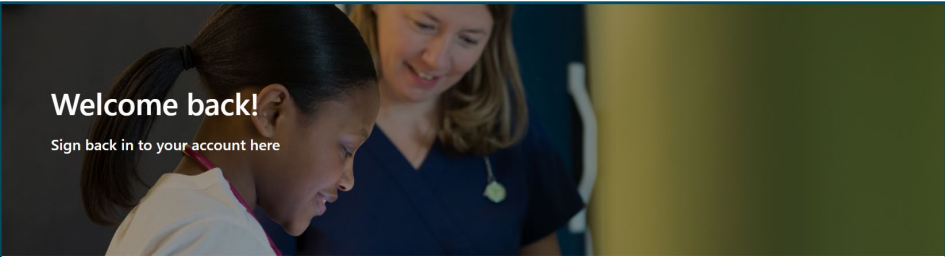
Progress to Date

- All feedback incorporated into site
- Public launch - February 4, 2019
- Social media strategies are active
 - Facebook 
 - Instagram 
 - Twitter 
 - LinkedIn 
- Blast email inviting visitors to site
- 3,984 unique visitors since launch

New Features

- An interactive Career Portal
 - Employer Profiles
 - Nursing programs and healthcare organizations are able to promote their institutions
 - Job postings-full and part-time will be searchable by zip code, county, and region
 - Roll-out expected in early Summer 2019
- Video interviews with current nurse educators
- Narrated photo montages of nurse educator's stories

Career Portal Features



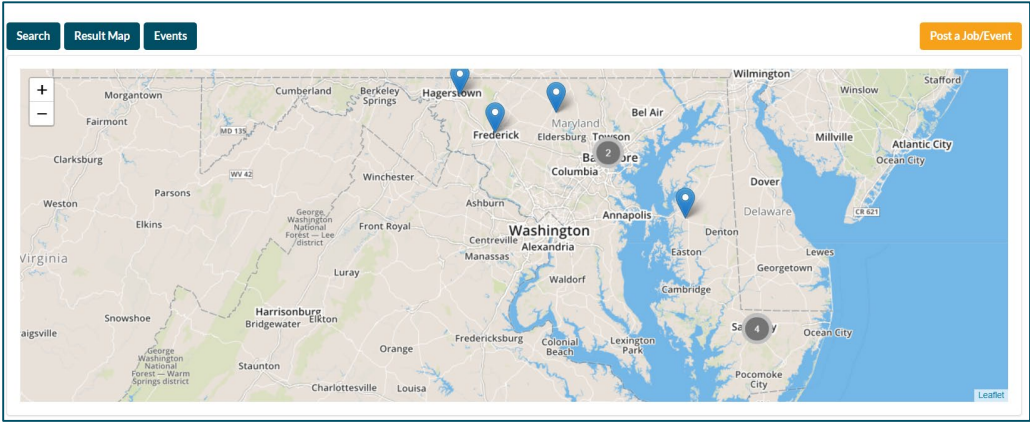
Email

Password

Forgot your password? [Click here!](#)

Submit

Securely sign up as a User or Employer to post jobs and events



Jobs And Events

Currently Searching Jobs.

Welcome to the LeadNursingForward Career Portal! Use the Search features below to find **Jobs** or **Events** in Maryland. Use the filters to narrow down your search.

SearchResult MapEvents

Post a Job/Event

Nursing Faculty
Carroll Community College
Westminster, MD

Medical-Surgical
Nursing Adjunct
Instructor

Hagerstown Community
College
Hagerstown, MD

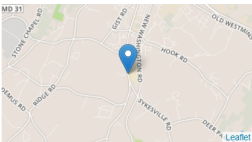
Adjunct - Clinical
Instructor

Hood College
Frederick, MD

Nursing Faculty at Carroll Community College

Job Type: Education

1601 Washington Road, Westminster, MD 21157



Requirements:

- BSN required; Master's Degree preferred
- 2 years' experience
- Prior teaching experience at secondary or college level preferred

Contact Information:

- Nancy Perry
- nperry@carrollcc.edu

Apply at employer's site

Required Education: Bachelor's degree

Required Experience: 2-5 Years

Search Nursing Education Jobs and Events in Maryland

July 2019

today < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10
Faculty Academy and Mentorship at Towson University - Salisbury University (host institution)						

View results in a list format, in a map, or in a calendar, with all linking directly to application or registration pages



Career Portal Features: Posting Nursing Education Jobs and Events

Your Job/Event Posts

+ Add Post

Add Post

Post Type

Job

Title

Title

Ex: Nurse Practitioner, Director of Nursing, Nurse Manager, Nurse Executive, Clinical Nurse Specialists, Professor, etc.

Job Category

Select a category

Education Level

Select education level

Experience Level

Select experience level

Job Status

Select job status

Organization Name

Organization

Organization Type

Select the type of organization

Salary Type

Select salary type

Organization Address

Address

City

MD

Job Address

Address

City

MD

Your Job/Event Posts

+ Add Post

Type	Title	Organization	Location	
JOB	Clinical Assistant Professor of Nursing – Pediatrics and/or Med-Surg	Salisbury University School of Nursing	1101 Camden Ave., Salisbury, MD 21801	<div><div></div><div></div></div>
JOB	Associate Professor for the Institute for Educators	University of Maryland School of Nursing, Institute for Educators	655 W. Lombard St., Baltimore, MD 21201	<div><div></div><div></div></div>
JOB	Nursing Faculty	Chesapeake College	1000 College Circle, Wye Mills, MD 21679	<div><div></div><div></div></div>
JOB	Endowed Chair, School of Nursing	Notre Dame of Maryland University (NDMU)	4701 North Charles St., Baltimore, MD 21210	<div><div></div><div></div></div>

Conclusions

- This web resource is a promising approach for finding accurate information in a single location
- It is a model that can be used expanded for use in other states or elsewhere around the globe
- Nursing's ability to meet global needs for educators can be enhanced by connecting aspiring nurse educators to open positions

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Contact Us



www.LeadNursingForward.org

LeadNursingForward@gmail.com

