LeadNursingForward: Development of a Web Resource to Address the Nursing Faculty Shortage

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The authors disclose no conflicts of interest.
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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 a collaborative 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
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!
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 these positions.
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

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neither disagree nor agree</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>N/A</th>
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<tr>
<td>Easy to navigate</td>
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<td></td>
<td>59%</td>
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<td>Information clearly presented</td>
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<tr>
<td>Information easy to locate</td>
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<td></td>
<td>41%</td>
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<tr>
<td>All links function</td>
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<td>6%</td>
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<td>53%</td>
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## Visual Appeal

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<th>Disagree</th>
<th>Neither disagree nor agree</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>N/A</th>
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</thead>
<tbody>
<tr>
<td>Site is visually appealing</td>
<td></td>
<td></td>
<td></td>
<td>35%</td>
<td>53%</td>
<td>12%</td>
</tr>
<tr>
<td>The homepage motivated me to explore the site further</td>
<td></td>
<td>6%</td>
<td></td>
<td>29%</td>
<td>53%</td>
<td>12%</td>
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### Clarity of Information & Purpose

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<th>Neither disagree nor agree</th>
<th>Agree</th>
<th>Strongly agree</th>
<th>N/A</th>
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<tr>
<td>Site presents useful information</td>
<td>6%</td>
<td></td>
<td></td>
<td>35%</td>
<td>41%</td>
<td>18%</td>
</tr>
<tr>
<td>The information on this site was available in sufficient detail</td>
<td></td>
<td></td>
<td></td>
<td>35%</td>
<td>47%</td>
<td>18%</td>
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<tr>
<td>Site was successful in raising my awareness of the Maryland nursing shortage</td>
<td></td>
<td></td>
<td></td>
<td>29%</td>
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<td>18%</td>
</tr>
<tr>
<td>This site portrays positions in nursing education as attractive career options</td>
<td></td>
<td></td>
<td></td>
<td>47%</td>
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<td>18%</td>
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<tr>
<td>Site provides information about educational requirements for various kinds of teaching positions</td>
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**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
• 7,390 unique visitors since launch
  • 12,000 + unique page views
  • 20,000 page views
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
  • Beta Tested July 2019
  • Roll-out September 2019
    • 110 Total Users as of October 1, 2019
    • 37 Content Contributors (posting jobs/events) as of October 1, 2019

• Video interviews with current nurse educators
• Narrated photo montages of nurse educator’s stories
  • coming late Fall 2019
Career Portal Features

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

Search Nursing Education Jobs and Events in Maryland

View results in a list, map, or calendar, with all linking directly to application or registration pages
Career Portal Features: Posting Nursing Education Jobs & Events

Your Job/Event Posts
Create, Edit, and Delete your posts

Add Post

Select Previous Post as a Template (optional)
No template

Post Type: Job
Title: 
Job Category:

Education Level
Select education level
Experience Level
Select experience level

Organization Name: Organization
Organization Type: Select the type of organization

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<th>Status</th>
<th>Organization</th>
<th>Location</th>
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<td>Standardized Patient</td>
<td>Active</td>
<td>Salisbury University</td>
<td>1101 Camden Ave., Salisbury, MD 21801</td>
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<tr>
<td>JOB</td>
<td>Dean - College of Health and Human Services</td>
<td>Hidden</td>
<td>Salisbury University</td>
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</tr>
<tr>
<td>JOB</td>
<td>Nurse Practitioner - Rockville, MD Area Locations</td>
<td>Active</td>
<td>CVS Health</td>
<td>7955 Tuckerman Lane, Rockville, MD 20854</td>
</tr>
<tr>
<td>JOB</td>
<td>Nurse Practitioner</td>
<td>Active</td>
<td>Mardiney Asthma, Allergy, and Immunology Centers</td>
<td>3105 North Ridge Road, Elicott City, MD 21043</td>
</tr>
</tbody>
</table>
Videos featuring Nurse Educators

• Pathways to Nursing Education

• What Do Nurse Educators Do?
Conclusions

• This web resource is a promising approach to providing accurate information in a single location

• It is a model that can be 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
References


