

LeadNursingForward.org:

**A Free Web-Based Resource
to Develop Nurse Faculty and
Address the National Shortage**

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LEAD NURSING
FORWARD.ORG

Educating Nurses for Maryland's Future



Our Team



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Web site design and
interactive maps



Branding and marketing



UNIVERSITY of MARYLAND
SCHOOL OF NURSING

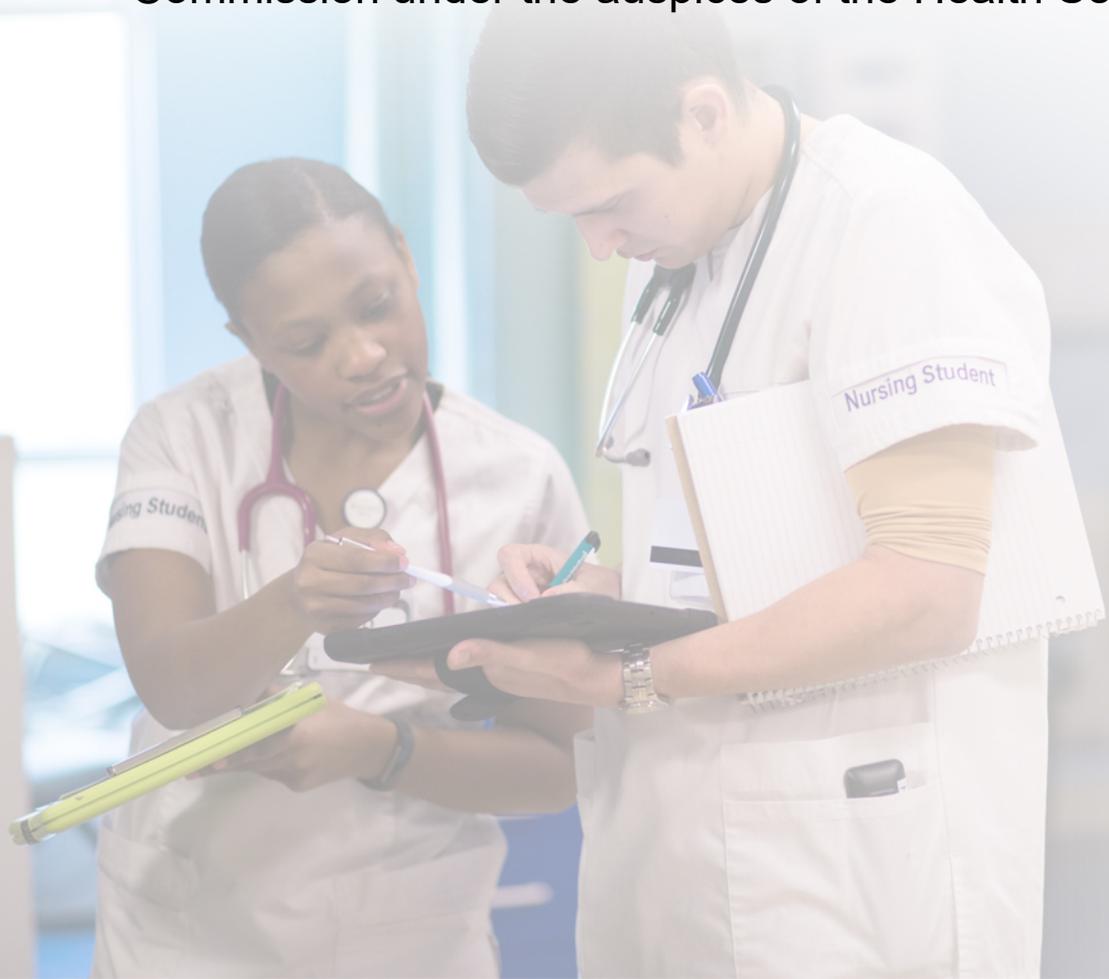
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HARTLOVE-GOODYEAR

Photography & Videography

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Objectives

At the end of the session, participants will:

- State the need for a single location for information about developing nurse educators
- 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 and career portal
- Be able to register for the Career Portal as a user and/or contributor



The Problem

- **Worldwide shortage of approximately 15 million registered nurses, nurse midwives, and physicians is anticipated**
 - (Liu, Goryakin, Maeda, Bruckner, & Scheffler, 2017).
- **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, particularly from under-represented groups
 - Non-competitive salaries in academia
 - (Fang & Kesten, 2017; American Association of Colleges of Nursing, 2019; National League for Nursing, 2018; Taylor & Gillespie, 2017).
- **Inability to educate additional students without adequate faculty; innovative approaches to tackle shortage are needed**
 - (Nardi & Gyurko, 2013).
- **Efforts to produce faculty with the right mix of advanced credentials are needed**
 - (National Academies of Sciences, Engineering, and Medicine, 2019).

A Solution - www.leadnursingforward.org

- Informational features
 - Facts and figures about the nursing and nurse educator shortage
 - Career paths – academic vs hospital/healthcare organization
 - Video interviews with current nurse educators
 - Resources
 - Becoming a registered nurse
 - Advancing your education
 - Funding
 - Applying for graduate school
 - Applying for educator positions
 - Certifications
 - Mentorship
- Searchable career portal
 - Job postings-educator positions in schools and healthcare organizations
 - Degree and certificate programs
 - Continuing education events
 - Preceptor opportunities



Career Portal is now live!

Nurse Educators Serving in Maryland

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



Step 1: Career

 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.

Part 1 Beta Test: Evaluate the LeadNursingForward.org informational features

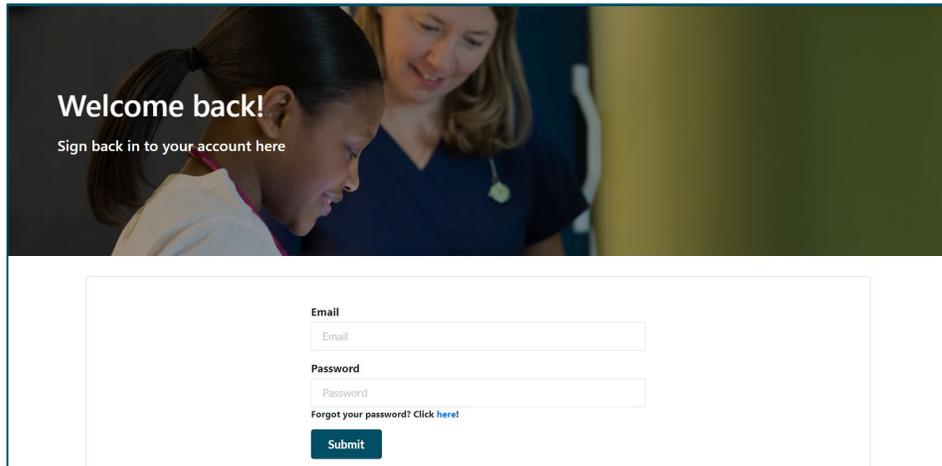
Methods:

- 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 two universities
 - Deans of Nursing from two universities
- Data collection completed November 2018

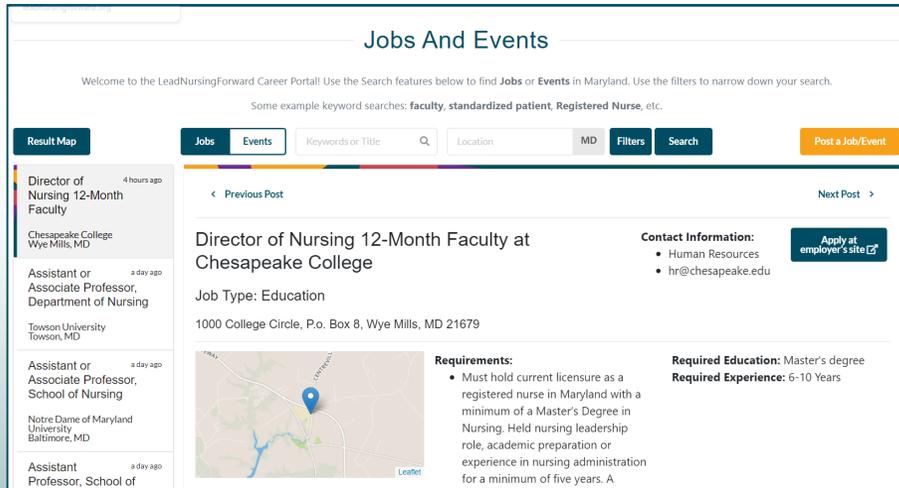
Findings

- Survey responses n = 17/22; response rate 77%
- Users agreed/strongly agreed with the ease of navigability, attractiveness of the site, and usefulness of the information presented
- Open-ended question responses included:
 - 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 are outdated
 - Busy background on one page needs revision for improved readability
 - Too much information on some pages
 - Need a revised version of one partner's logo

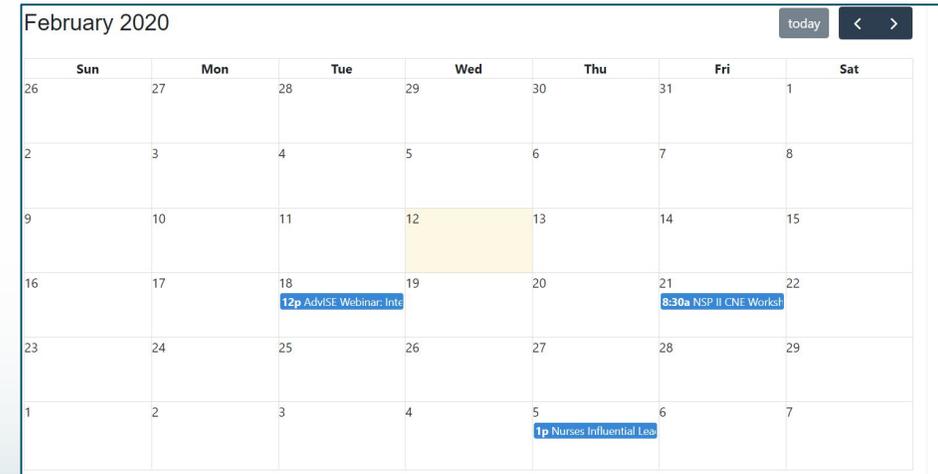
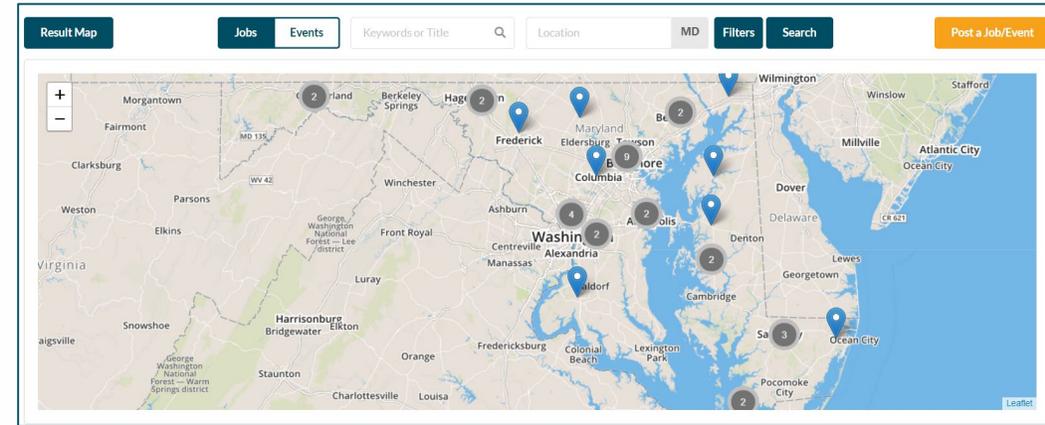
Career Portal Features



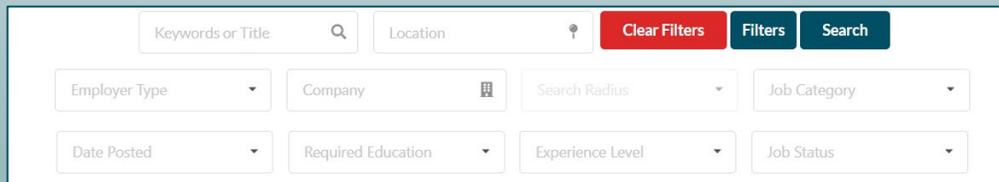
Securely sign up as a User or Employer to post jobs and events



Search Nursing Education Jobs and Events in Maryland



View results in a list 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 **Title** **Job Category**

Job Select a category

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

Education Level **Experience Level** **Job Status**

Select education level Select job status

Organization Name **Organization Type** **Salary Type**

Organization Select salary type

Organization Address

Address MD

Job Address

Address 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	 
JOB	Associate Professor for the Institute for Educators	University of Maryland School of Nursing, Institute for Educators	655 W. Lombard St., Baltimore, MD 21201	 
JOB	Nursing Faculty	Chesapeake College	1000 College Circle, Wye Mills, MD 21679	 
JOB	Endowed Chair, School of Nursing	Notre Dame of Maryland University (NDMU)	4701 North Charles St., Baltimore, MD 21210	 

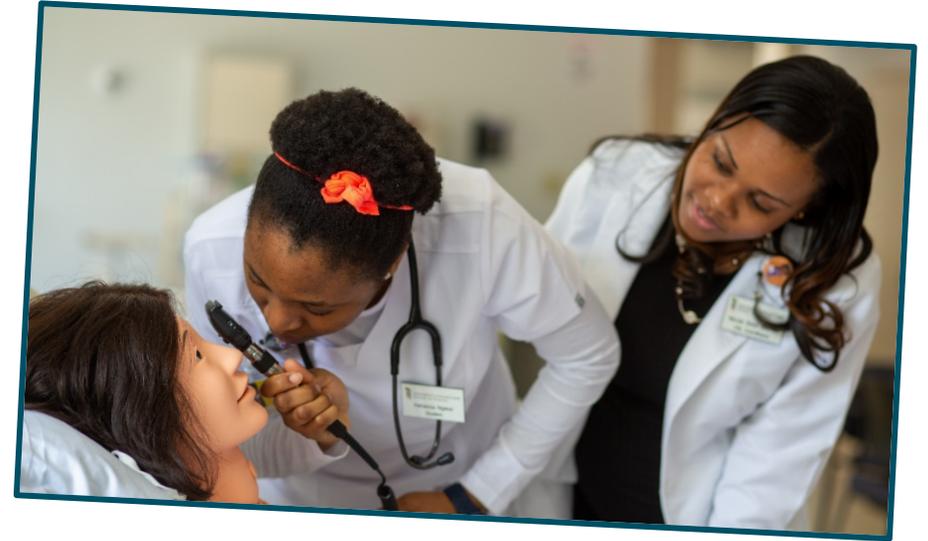
Part 2 Beta Test: Evaluate the Career Portal Features

Methods:

- 18-item anonymous web-based survey
 - Likert-scale and open-ended questions
 - Questions on navigation and functionality, visual appeal, clarity of information and purpose
- IRB approval
- Recruitment of review panel
 - Contributors: Maryland nursing program and hospital administrators
 - Users: Hal and Jo Cohen Scholarship recipients from two universities
- Data collection completed July 2019

Findings

- Contributors n = 5/19; response rate 26%
- Users n= 12/35; response rate 34%
- All **contributors** agreed/strongly agreed that Career Portal was attractive and useful
- Most **users** agreed/strongly agreed (15/17) that it was easy to sign up and locate job postings.
 - Two users found it difficult/extremely difficult to sign up and locate job postings



Findings continued

- Feedback from **contributors**:
 - Desired clearer information related to compensation, appointment length, types of organizations
 - Question of whether the post will be removed by admin of site or contributor
 - Recommend that faculty who are showcased reflect a wider range of institutions
- Feedback from **users**:
 - Liked that it was free, easy to use, visually appealing, helpful, and a necessary resource
 - Confusion over search terms and whether to include “Maryland” and difficulty reading map
 - Some issues with “verification of account” email not working

Progress to Date

- All feedback incorporated into site
- Public launch:
 - February 4, 2019 informational website
 - September 3, 2019 Career Portal
- Social media strategies are active
 - Facebook 
 - Instagram 
 - Twitter 
 - LinkedIn 
- Blast emails inviting visitors to site and registering with the Career Portal
- 18,577 unique visitors since launch
- Career Portal: **192 users** registered, **58 contributors**



Upcoming Features

- Narrated photo montages featuring clinical and academic nurse educators from across the state of Maryland
- Expanded Profile Capabilities
 - Organizational Profiles will allow Maryland Employers to showcase their job opportunities and workplace
 - User Profiles will allow job seekers to showcase their skills
- Notifications
 - Users can opt in to be notified about specific job posts



Conclusions

- This web resource is a promising approach for finding accurate information in a single location
- The site is beneficial as a “one-stop shop” that provides personal narratives, resources, opportunities, and nurse educator positions for anyone interested
- 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

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