

## News Briefs

### Support nursing research

The Sigma Theta Tau Development Committee has set a new goal: Increase the research endowment fund by \$100,000 annually. To learn about giving options, please visit [www.nursingsociety.org/philanthropy](http://www.nursingsociety.org/philanthropy) or call 1.888.634.7575.

### Map out your career

Available on the Sigma Theta Tau Web site, *CareerMap* offers tools for nurses to manage their careers with purpose. Visit the "Careers" section of [www.nursingsociety.org](http://www.nursingsociety.org) and search for a new job, get customized career advice, discover scholarship opportunities and strategize your career path.

### Going once... going twice... SOLD!

To help the society meet the increased demand for nursing research funding, the board of directors again is hosting a silent auction at the biennial convention in November. Chapters and members interested in contributing items for auction may contact Rachael McLaughlin at 1.888.634.7575 or via e-mail: [rachael@stti.iupui.edu](mailto:rachael@stti.iupui.edu).

### Why did you renew?

We're looking for the #1 reason you renewed your Sigma Theta Tau membership. We would like to include your response of 35 words or less in print or online. Send your response, including your name, credentials, title and chapter name, to [amy@stti.iupui.edu](mailto:amy@stti.iupui.edu).

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*Excellence in Nursing Education* is published quarterly for members of Sigma Theta Tau International, Honor Society of Nursing. Mail inquiries to Amy Macke, 550 West North Street, Indianapolis, IN 46202 or e-mail: [amy@stti.iupui.edu](mailto:amy@stti.iupui.edu). Views expressed herein are not necessarily those of Sigma Theta Tau International.

Sigma Theta Tau International Honor Society of Nursing

# EXCELLENCE

*in Nursing Education*

Third Quarter 2001 Volume 2, Number 3

[www.nursingsociety.org](http://www.nursingsociety.org)

## Nurses for a Healthier Tomorrow gears up for campaign launch

In 1999, a small group of organizations started discussing a joint communications crusade to address the nursing shortage. Now 30 members strong, Nurses for a Healthier Tomorrow is about to launch its much-anticipated campaign.

The coalition of leading national nursing and health care organizations, with Luci Baines Johnson and Elizabeth Dole as honorary co-chairs, has developed a national campaign designed to boost the attractiveness of nursing as a profession. The campaign targets middle and high school youth, although retaining current nurses is also an objective.

"Sigma Theta Tau is proud to serve as founding partner and fiscal agent of Nurses for a Healthier Tomorrow," says Patricia Thompson, RN, EdD, president of Sigma Theta Tau International. "The campaign reflects our unwavering commitment to nursing's future."

Initially the campaign will feature seven print advertisements and one television public service announcement (PSA). The coalition plans to add a radio spot, brochures and other materials if more funding is secured.

### "Nursing. It's Real. It's Life." serves as campaign tagline

"Nursing. It's Real. It's Life." was selected as



◀ **Featured in the advertising campaign are (front row, left to right) Janice Phillips, Garry Olney and Sharon Brigner, (back row, left to right) Aurora Hernandez, Jeff Jefferies, Sandra Lea and John Wesolowski, Jr.**

the tagline for Nurses for a Healthier Tomorrow. Developed by campaign sponsor JWT Specialized Communications, the tagline will be incorporated into all of the coalition's communications materials, including the print and broadcast advertising campaign.

"'It's Real' shows young students that nursing is hip, it's cool, it's exciting, it's respected, it demands real brain power, and it provides incredible benefits to all humankind,"

says Greta Sherman, senior partner of JWT Specialized Communications' health care group.

"'It's Life' reminds students that humankind would not exist as we know it without the nurturing, life-saving aspects of nurses and the nursing profession," Sherman continues.

NURSES FOR A HEALTHIER TOMORROW PAGE 2 ▶

## Growing the faculty pipeline



By Kathleen Sanford

It seems like no group of nurse leaders can get together these days without talking about "The Shortage." Clinical, payment and technology issues take a secondary role in our discussions as we grapple with the question of where we're going to get caregivers. Nurse executives and others argue about whether the latest dearth of nurses is a problem of supply or demand. The answer, of course, is that it's both.

We know that the workforce will be

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## Students educate public about nursing

By Laurie R. Murray

We have all seen the figures—more young people are ignoring nursing as a career and entering fields that are perceived to be more exciting, glamorous or lucrative.

My Cedar Crest College colleagues and I have enlisted our students to brainstorm ways to reverse this trend. Each nursing major is required to take the four-credit course, "Leadership in Nursing." In class we ask our students to find individual solutions to the problem and put them into practice. Students are not only developing programs and initiatives that will help relieve the shortage, but also discovering new things about the nursing profession and themselves.

Just ask Brenda Keller, RN, BS, a 2000 graduate. Now a critical care nurse, Keller designed an outreach project for local youth organizations, creating a "What's My Line?"

inspired game to help young people reevaluate their images of nursing.

Keller asked the youths four questions about nurses—touching on areas of educational background, training, personality

STUDENTS EDUCATE PUBLIC PAGE 3 ▶



**Susanne Lane, RN, BS, and Robert Pencil, RN, BS, developed a recruitment presentation in which they brought high school students into the nursing lab, demonstrated how to use some of the equipment and then let students try it out.**



Sigma Theta Tau International  
Honor Society of Nursing



## Campaign features seven nurses

As a silver sponsor of Nurses for a Healthier Tomorrow, JWT Specialized Communications donated \$250,000 in research and creative services to the coalition.

The agency's focus group research with students in grades two through 10 indicated that young people are not receiving adequate positive information about nursing as a profession. The Nurses for a Healthier Tomorrow advertising campaign features specific messages aimed at improving the image of nursing while encouraging young people to enter the profession.

In addition to showcasing clinicians, the campaign features successful nurses in a wide range of work environments and positions. Communicating the message that nursing is for everyone, the campaign also includes men and minorities. Nursing is portrayed as a career in which professionalism, teamwork and leadership are key.

The following seven nurses are featured in the campaign:

- Sharon Brigner, RN, MS—Senior Health Policy Analyst, National Committee to Preserve Social Security and Medicare in Washington, D.C.
- Aurora Hernandez, RN—Staff Nurse, George Washington Hospital in Washington, D.C.
- Jeff Jefferies, RN, CEN—Staff Nurse, Emergency Department, Laurel Regional Hospital in Laurel, Md.
- Sandra Lea, RN, CNOR—Clinical Administrator, Diagnostic Clinic Center for Outpatient Surgery in Largo, Fla.
- Garry Olney, RN, BSN, MBA—Chief Executive Officer, San Dimas Community Hospital in San Dimas, Calif.
- Janice Phillips, RN, PhD, FAAN—Program Director, National Institute of Nursing Research in Bethesda, Md.
- John Wesolowski Jr., RN, CRNA—Staff Anesthetist, R.A. Cowley Shock Trauma Center, University of Maryland Medical System in Baltimore, Md.

Each nurse in the campaign represents one of the many opportunities and attractions of the nursing profession. Their biographies are featured on the Nurses for a Healthier Tomorrow Web site, [www.nursesource.org](http://www.nursesource.org).

"It's an honor to have been selected to work on this campaign. It's a campaign that's really needed to boost awareness of our image among the public, specifically our youth," says Sharon Brigner, RN, MS, a member of the Honor Society of Nursing. "There are so many opportunities within the profession, such as policy, research, pharmaceutical sales, news and media reporting, and education. For me, nursing has been a real springboard to these different avenues."

Janice Phillips, RN, PhD, FAAN, also an Honor Society of Nursing member and the first African-American to receive the American Cancer Society professorship in oncology nursing, strongly believes that nurses need to be a part of the nursing shortage solution.

"We need to revitalize and re-energize those who are in the profession to help recruitment," Phillips says. "We really need to work on enhancing our image rather than waiting for others to help us. If we can go back to the real reasons we selected nursing as a profession, continue to strengthen our ties, talk about the issues and be proactive, I feel optimistic that we can make a difference."

## Distribution to begin this summer

Nurses for a Healthier Tomorrow will use both formal and grassroots

methods to distribute the advertising campaign this summer. Due to limitations with usage rights, the ads must be placed as public service announcements and not as paid advertising.

The 30-second television PSA will be distributed to 200 television stations nationwide. The distribution list will be available on the Nurses for a Healthier Tomorrow Web site. Nurses for a Healthier Tomorrow encourages everyone to contact stations in their area and ask to air the PSA. For \$100, organizations, facilities and individuals will be able to order a PSA kit via the Web site to distribute to their local stations not included in the initial distribution. For an additional cost, an organization's logo can be placed at the end of the PSA.

The seven print ads may be viewed on the coalition's Web site this summer, along with a mechanism to request copies of the ads for local distribution.

## Campaign directs prospective nurses and funders to Web site

The Nurses for a Healthier Tomorrow campaign directs audiences to the coalition's Web site, [www.nursesource.org](http://www.nursesource.org), developed by silver sponsor Vital Careers.com. With an estimated 40 percent of nurses using the Web today, the site has been a critical tool in the coalition's recruitment and fund-raising arsenal.

VitalCareers.com, an Internet company focused on career content for health care employers and professionals, was the first organization to sign on as a major sponsor of Nurses for a Healthier Tomorrow.

The Nurses for a Healthier Tomorrow ads will direct prospective nurses to the Web site, where they will discover more about nursing. The site is being redesigned to complement the look and feel of the ads, and more content will be added, including career profiles of nurses, career resources and links to educational programs.

The site is linked to an interactive health careers job-bank database, operated by VitalCareers.com, allowing Internet users to search for career opportunities nationally. The site also provides links to the home pages of all coalition members.

"The Nurses for a Healthier Tomorrow site not only is a great tool for attracting new members to the nursing profession, but also provides health care career options based on personal and professional needs," says Maurice Salter, chairman of VitalCareers.com.

## Other sponsors join the cause

Joining major sponsors VitalCareers.com and JWT Specialized Communications, Nursing Spectrum is now a bronze sponsor of Nurses for a Healthier Tomorrow.

"In addition to donating advertising pages in our seven magazines, we expect to make contributions of online and editorial coverage," said Patti Rager, RN, MSN, MBA, president and publisher of *Nursing Spectrum*. "Our mission, to support and recognize registered nurses, is at the heart of all we do at Nursing Spectrum. We are dedicated to programs that further nursing's public image and that encourage today's nurses to stay in the profession. We admire Nurses for a Healthier Tomorrow's united efforts to address the nursing shortage with an innovative communications campaign."

The Helene Fuld Health Trust, HSBC, Trustee, whose purpose is the improvement of the health, welfare or education of student nurses, is also a bronze sponsor. Their major grant was used to produce advertisements and will help place them across the country.

Other major contributors to the coalition include the Rollin M. Gerstacker Foundation, Independence Foundation and Kaiser Foundation

Health Plan Inc.

Nurses for a Healthier Tomorrow continues to seek tax-deductible monetary contributions to help fund production and placement of radio spots and recruitment brochures, as

well as efforts to reach guidance counselors. To make your pledge, please contact Kathy Bennison at [bennison@stti.iupui.edu](mailto:bennison@stti.iupui.edu) or 1.888.634.7575 toll free. You may also pledge online at [www.nursesource.org](http://www.nursesource.org). ■

## Nurses for a Healthier Tomorrow members

1. Academy of Medical-Surgical Nurses
2. American Academy of Nurse Practitioners
3. American Academy of Nursing
4. American Association of Colleges of Nursing
5. American Association of Critical-Care Nurses/AACN Certification Corp.
6. American Association of Nurse Anesthetists
7. American College of Nurse Practitioners
8. American Hospital Association
9. American Nurses Association
10. American Organization of Nurse Executives
11. American Psychiatric Nurses Association
12. American Public Health Association
13. American Red Cross
14. Arthritis Foundation
15. Association of American Medical Colleges
16. Association of periOperative Registered Nurses
17. Association of Women's Health, Obstetric and Neonatal Nurses
18. Emergency Nurses Association
19. Honor Society of Nursing, Sigma Theta Tau International
20. Hospice and Palliative Nurses Association
21. International Society for Psychiatric-Mental Health Nurses
22. National Association of Clinical Nurse Specialists
23. National Association of Neonatal Nurses
24. National Association of Orthopaedic Nurses
25. National Association of School Nurses
26. National League for Nursing
27. National Organization for Associate Degree Nursing
28. National Student Nurses' Association
29. Oncology Nursing Society
30. U.S. Department of Veterans Affairs

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# How you can affect the future of nursing



**Members at the 1999 convention in San Diego proudly display their T-shirts after a walk/run to support nursing research. The 2001 Biennial Convention, to be held in Indianapolis, will feature opportunities to learn and network, including the popular walk/run, educational sessions, awards programs, poster presentations and more.**

By May Wykle

With every challenge comes opportunity. And today, nurses are facing their share of both. From severe staffing shortages and fewer young people entering the field to sicker patients and information overload, many nurses are being stretched to maximum capacity. Unfortunately, the "big picture" of opportunity sometimes gets lost in the commotion.

Affecting the future of nursing in this hectic environment takes leadership—nurses who are committed to their vision of nursing and facilitate the growth and experiences of others. If this sounds like too large a task for one nurse to undertake, consider this. Leaders are nurses who in their own way, whether large or small, are working to impact the future of nursing.

Sigma Theta Tau provides many opportunities for its members to become leaders at local levels through chapter involvement—and at an international level. I encourage you to join us this year and reap the benefits of nursing leadership.

## 2001 Biennial Convention

"I chose to become a nurse because I wanted to deliver care in a way that was different from medicine," says Lynne Royer, RN, MSN, FNP, clinical director at Community Hospital in Indianapolis. "When I attend Sigma Theta Tau's biennial convention, I am surrounded by a community of bright nurse leaders who not only share my passion for nursing, but are also setting the direction nursing takes in the future."

"It's exciting to discuss ideas and solutions with such well-known figures in nursing," Royer adds.

Attracting clinicians, educators, researchers and administrators, the 2001 Biennial Convention features information uniquely targeted to nurses in today's environment. Throughout the November 10-14 event, speakers will cover a wide range of topics, including clinical excellence, global leadership through nursing research and how to gain knowledge to accomplish goals.

"The biennial convention offers an opportunity to collaborate on research and literature and hear new ideas from



Dr. May Wykle

nursing leaders throughout the world," says Richard Smith, RN, MN, assistant professor with the University of Arkansas for Medical Sciences College of Nursing. "One morning at convention, I sat at the breakfast table with Luther Christman as he shared his perspective on nursing. Listening to him reinforced my own philosophy of our profession."

For more information about the schedule of events, registration and accommodations, please visit our Web site or call toll-free: 1.888.634.7575 (U.S. and Canada) or +800.634.7575.1 (International). Register for convention today!

## International volunteer positions

Following each biennial convention, the board of directors makes appointments to the Sigma

Theta Tau International standing committees, building corporation and foundation boards, task forces, and review panels. Whether you have a penchant for communications or a desire to join one of our diverse committees, serving as a volunteer has great benefits.

"As a member of the international public relations committee, I have had the opportunity to expand my network of nursing colleagues and learn new skills," says Beth Brooks, RN, PhD, senior consultant with HR Partnerships in Chicago. "I also feel more connected

ENTS EDUCATE PUBLIC FROM PAGE 1

characteristics and financial compensation. After they shared their answers, Keller showed the youths photos—without letting them know each photo depicted a nurse. She asked her audience to identify the careers of the individuals in the photos.

"None of the students got the professions right," says Keller. "They still have stereotyped nurses as women dressed in white, with starched white caps, working in hospitals. This exercise helps to break down that stereotype."

Alison Bocis, a senior at Cedar Crest, is putting the final touches on her initiative. After wading through piles of nursing recruitment brochures, Bocis realized there was a problem—most of the brochures were not very interesting and were too copy-heavy.

She began to work with administrators at Good Shepherd Rehabilitation Hospital to develop a user-friendly brochure aimed specifically at recruiting high school students into nursing.

"We're taking steps to make the new brochure bold and exciting," says Bocis. "We're also adding pictures that represent the growing diversity in the field of nursing."

Bocis will take the brochure to Houston, Texas, where she will work as a shock trauma ICU nurse. "We want kids to know there is a lot of flexibility in the nursing field—nurses can work with children and the elderly, in trauma and critical care or for a private practice—the possibilities are endless," says Bocis.

Mary Horton, RN, BS, a recent grad working as a school nurse and as an RN at Easton Hospital, reached out to schools by lobbying guidance counselors to reexamine nursing as a viable career for their students.

"I met with the counselor at my own high school who said he was actually dissuading students from pursuing a nursing career," she recalls.

After persuading the counselor that nurses were a necessity, Horton developed a presentation to take into the

classroom—showing students at all age levels who nurses are and what they do.

"The kids love to try out the stethoscopes and other equipment, take each other's blood pressure—it's a wonderful hands-on experience for them. Many of them wrote us letters saying they wanted to be nurses," she says.

Robert Pencil, RN, BS, and Susanne Lane, RN, BS, took the

opposite approach—they brought the students into the nursing classroom on Cedar Crest's campus. Pencil, a recent graduate who is now working in a critical care internship says, "Most of them hadn't considered becoming a nurse—certainly not an OR, ER or a MedSurg nurse—because they thought of nurses as only someone who helps a patient at the bedside. They didn't see all the other opportunities."

Pencil and Lane gave the students a tour of the nursing

lab and spoke to them about nursing careers. They provided students with exercises and experiments, giving them experience with some clinical procedures.

"They were impressed by the starting salaries in nursing and were encouraged that you can be in the medical field on this level and really make a difference," he says.

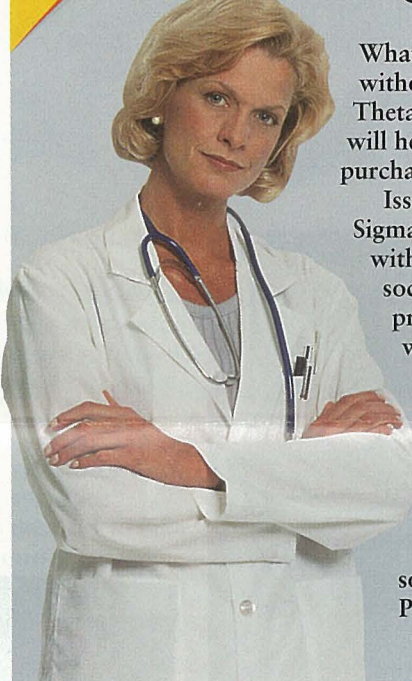
But are these exercises having an impact?

Keller thinks so. "I've seen young people change their mind about nursing. Few of them had any idea about the possibilities and opportunities there are in nursing before we met with them."

"I spoke with a nurse who entered the field more than 25 years ago, and he has outreach programs. Students have come to him years later to say he was the reason they entered nursing. I'm sure there are young people who are considering a nursing career because of our projects. I'm just now learning about the impact that I can have by presenting positive role models to kids."

Laurie R. Murray, RN, DSN, is chair of the Nursing Department at Cedar Crest College in Allentown, Pa.

## Help support nursing research!



What if you could contribute to nursing research without actually donating money? With Sigma Theta Tau's upcoming credit card program, you will help support our programs with every retail purchase you make.

Issued by MBNA America Bank, N.A., the new Sigma Theta Tau credit card provides members with a convenient opportunity to support the society's efforts and promote the learning and professional development of nurses. This card was selected because it provides competitive rates and benefits to our members.

MBNA is the largest independent credit card lender in the world and has a long-standing reputation for providing exceptional customer service.

Details about this new program, as well as application forms, will be available on the society's Web site, [www.nursingsociety.org/new](http://www.nursingsociety.org/new). Please look for updates in the very near future.

with the organization and able to contribute to nursing as a whole."

No matter which volunteer position interests you, you have an opportunity to impact the future of Sigma Theta Tau and nursing, work toward a common goal with nurses from diverse backgrounds, and extend your network of colleagues to a regional, national and international level.

For specifics about the volunteer positions available, visit [www.nursingsociety.org](http://www.nursingsociety.org) in late summer or call Sandy Abel at 1.888.634.7575 (U.S. and Canada) or +800.634.7575.1 (International) or e-mail [sabel@stti.iupui.edu](mailto:sabel@stti.iupui.edu).

May Wykle, RN, PhD, FAAN, is president-elect of Sigma Theta Tau International and dean and Florence Cellar Professor of Gerontological Nursing, Case Western Reserve University, Frances Payne Bolton School of Nursing.



shrinking when 77 million baby boomers retire, to be followed by only 44 million Generation Xers. We know that these retiring boomers will require more nursing care as their age-related illnesses call for an increased utilization of health care services.

We also think we know some of the solutions to our national shortage. Besides changing work environments and salary schedules, we believe we need to work on the supply side by improving the image of nursing and informing both children and adults about the joys of a nursing career. "If we can just get students to choose nursing as their field of study," the thinking goes, "we'll be able to fill the pipeline with the next generation of caregivers."

It's an admirable goal and makes intuitive sense to do everything we can to attract bright, talented and caring people to our profession. That's a daunting enough challenge without even considering the next piece of the nurse supply-side puzzle: when we are successful in marketing nursing as a career to students, will we have the dedicated, educated faculty necessary to educate them?

According to the American Association of Colleges of Nursing, the supply of faculty will be a major constraint in improving the supply of nurses. Their 2000 survey of BSN and MSN nursing programs indicates a faculty vacancy rate of 7.4 percent.

Our colleagues practicing in schools of nursing don't need a study to tell them about a faculty shortage. Troy Carlton, to become a faculty member at Brigham Young University in Utah, left his position as a hospital nurse manager

nine months ago, and says he immediately noticed the difficulty the university is having recruiting qualified nurses to teach. Dr. Dorothy Detlor, dean of the Washington State University and Intercollegiate College of Nursing agrees. "Our biggest problem is finding PhDs," she says, "But recruiting MSN graduates who want to teach is a growing problem as well."

Dr. Mary Blegen, professor and nurse researcher at the University of Colorado Hospital School of Nursing, doesn't feel the faculty shortage is universal yet. "It depends on what type of professor you need," she states. "In the Denver area we have an adequate number right now, but many are in their 50s, so replacing them as they retire will be a challenge. There seem to be fewer doctorally prepared nurses ready to do academic research than there were just a short while ago. We used to be able to find plenty of nurses with MSNs for doing BSN clinical instruction, especially when the hospitals cut back on middle managers, but that's no longer true."

Dr. Detlor can explain the reasons behind the faculty shortage. "Our average professor is 51 and will be retiring in 10 years. But, it's our inability to match salaries that's the biggest issue." She's recently lost faculty to the lure of higher pay in hospitals.

With health care providers scrambling to recruit from a limited pool of qualified nurses, the salary issue is likely to loom even larger. Universities have limited funds and don't have the budgets to compete on a strictly wage basis. Yet some nurses are choosing to accept less pay in order to teach. "There are so many rewards you just don't recognize before entering academia," Carlton explains. "It is rewarding, challenging and involves research as well as teaching. I didn't know how fun it

**"when we are successful in marketing nursing as a career to students, will we have the dedicated, educated faculty necessary to educate them?"**

would be to have time to do clinical investigation. If more people knew how enjoyable this type of nursing is, we wouldn't have such a problem."

Dr. Detlor adds that, while professors work hard, they do have more flexible work hours than their hospital colleagues. "If your child has a dental appointment at 9 a.m., you can work around it. Summer and holiday breaks are great, too."

Dr. Blegen agrees, "There are advantages to working Monday through Friday without shift work and with more control over your time." Still, schools of nursing realize that there are actions they'll need to take in order to entice nurses into the academic life.

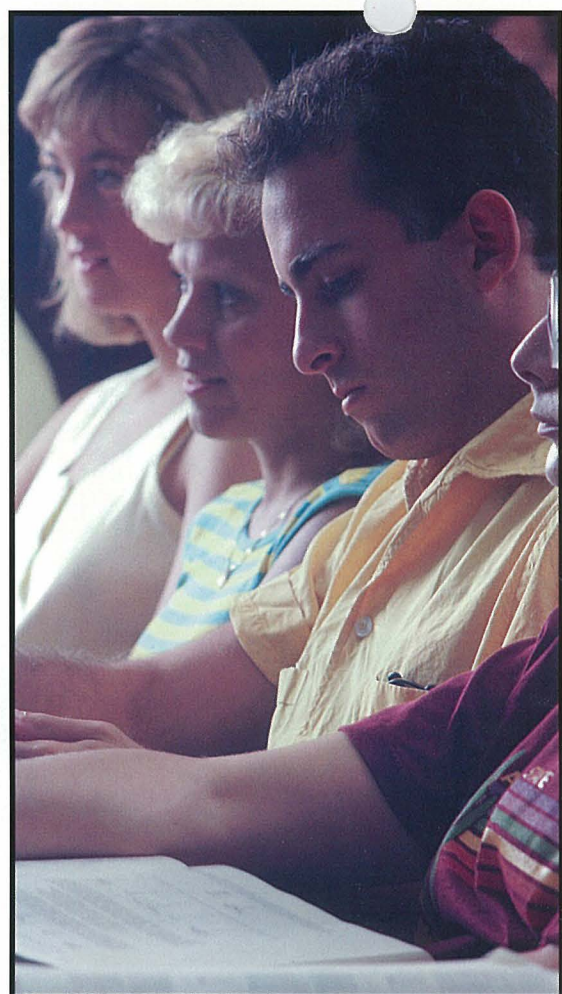
"Like hospitals," Dr. Detlor says, "universities are looking at making work environments better, although most have had shared governance for years." She adds that solutions to the faculty shortage include sharing clinical appointments with hospitals and enlightening more nurses on the rewards of life as educators. "We need to begin at the BSN level, offering education as a viable career choice for RNs, and we need to increase the number of MSN graduates specifically specializing in nursing education."

"Sharing" clinical appointments may include creative partnerships where hospitals pay faculty salaries while universities pay for their benefits. Another attraction to academia is when universities give faculty paid time off and tuition reimbursement while they complete their PhDs, a benefit Carlton sees as particularly enticing to potential professors. Dr. Terry Miller, dean of Pacific Lutheran University School of Nursing, has taken this idea to heart, "We're growing our own faculty. That's our answer." Dr. Miller has met with individual faculty members, encouraged

them to pursue their doctorates, and given them the time to do so. He's also working with another university to set up a program where his faculty can obtain doctorates on their own campus. "We need to collaborate to offer opportunities to our professionals," he says. "I'm not doing this just to get more teachers for my program. Some of my current faculty may choose to go elsewhere after they obtain higher education and that's okay. If we can get more doctorally prepared nurses in our profession, we all win."

Currently, there is great competition among employers of nurses as we all try to fill our organizations' needs. Those of us in the "service" sector should be applauding each time our local universities fill a teaching position, even if that's one less nurse in our own employ. Without faculty there will be no new nurses to fill our professional pipeline, no matter how well we recruit students. ■

*Kathleen Sanford, RN, DBA, FACHE, is vice president for nursing at Harrison Memorial Hospital in Bremerton, Wash.*



## Renew your membership today!

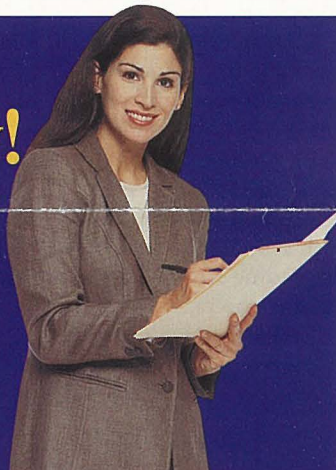
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- 2) Call, using the toll free number
- 3) Send renewal form by mail or fax

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- Students educate public about nursing

### Excellence in Clinical Practice:

- How to get the most out of your mentor
- Why deliver health care with spirituality?

### Excellence in Nursing Administration:

- Targeting the problem
- Alzheimer's research provides guidance, hope to caregivers



Publications Agreement No. 1678078

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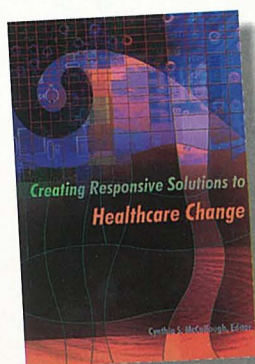
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