Excuses, Everybody’s Got One!: Strategies for Engagement

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Purpose
The purpose of this project was to identify how engagement in professional nursing activities influenced the retention of nurses in the workforce and overcoming excuse hurdles to make professional involvement a priority.

Upon completion of this presentation, the learner will be able to:
• Identify at least three strategies to increase member engagement in professional nursing activities.
• Describe ways engagement in professional associations would increase retention in the nursing workforce.

Background and significance
Nursing shortages are not improving with current strategies. Studies have shown that nurses that are involved or invested in their workplace are more likely to stay in their position or organization. Nurses that are engaged in their professional organization may be more likely to stay in the workforce. Nurses often site excuses as to why they are unable to be involved in their professional nursing activities. This study addresses those excuses and gives strategies on how to increase involvement.

Method/procedures
A survey was developed based on research and literature review findings. The survey was sent out to all Indiana Emergency Nursing Association (IENA) members via email with 3 reminder emails and members that attended the IENA annual symposium were asked to complete the survey. The survey was also available on the IENA website. All data was collected through an electronic survey.

Major outcomes
Nurses involvement in professional activities demonstrated that nurses that were engaged in their profession were more likely to remain in their profession. The reasons for involvement in professional activities were multifactorial. When the professional organization met their needs, they were more likely to be involved in promoting the activities and profession as a whole. When nurses were able to identify the barriers and illustrate the value of involvement to their peers nurses were more likely to be engaged in professional activities.

Conclusions
Professional nursing organizations at the local, state and national level need to further develop their recruitment and retention strategies based on feedback from active and inactive members. There is a significant shortage of clinical nursing staff at the bedside and a lack of support for professional activities is associated with the disenchantment of bedside nursing.
References


