

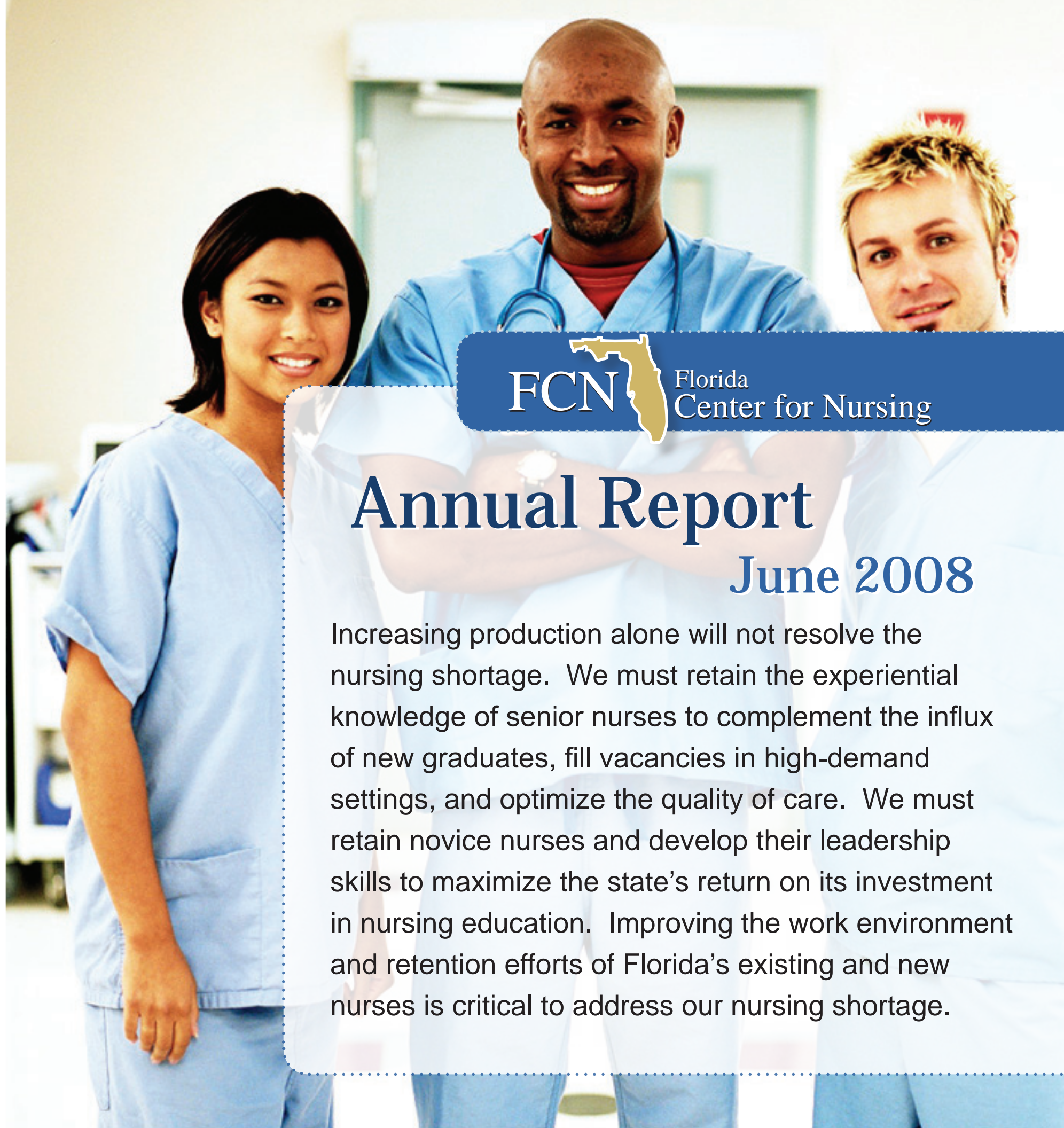
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Annual Report

June 2008

Increasing production alone will not resolve the nursing shortage. We must retain the experiential knowledge of senior nurses to complement the influx of new graduates, fill vacancies in high-demand settings, and optimize the quality of care. We must retain novice nurses and develop their leadership skills to maximize the state's return on its investment in nursing education. Improving the work environment and retention efforts of Florida's existing and new nurses is critical to address our nursing shortage.

ADDRESSING THE NURSING SHORTAGE IN FLORIDA: STRATEGIES FOR SUCCESS

In December 2007, the Center's Board of Directors approved the release of several policy recommendations for resolving the nursing shortage in Florida that center around three key issues. The recommendations, along with the stakeholder activities needed to achieve them, were presented in a report titled "Addressing the Nursing Shortage in Florida: Strategies for Success."

The Three Key Issues:

- Retention of Nurses Currently in the Workforce
- Maximizing Capacity of Nurse Education Programs in Florida
- Statewide Strategic Planning

Who Can Address the Issues?

- Florida Center for Nursing
- Florida Board of Nursing
- Nurse Employers
- Florida Legislature
- Nursing Education Programs



RETENTION & RECRUITMENT FUNDED PROJECTS INITIATIVE

In the Fall of 2007, the Center released a Call for Proposals encouraging applications for funding to support research or projects to promote retention of nurses, improve the work environment, or encourage targeted recruitment of men and minorities into nursing. The Center allotted \$75,000 for 5-10 small grant projects. Blue Cross and Blue Shield of Florida, Inc. contributed matching funds so that additional projects could be funded.

Forty-two applications were received requesting more than \$635,000 total. Nine projects were selected for completion and funding over calendar year 2008. A total of \$114,714 was awarded with individual awards ranging from \$6,000 - \$15,000. In-kind contributions to complete the projects are estimated to exceed \$200,000. Combined with the \$75,000 donation, **more than \$3.70 was leveraged for each \$1.00 invested.**

Distribution of Awards by Setting:

- | | |
|--|----------------------|
| 1 Institute (State public/private partnership) | 4 Hospital Systems |
| 1 County Public Health Department | 1 Regional Coalition |
| 1 Regional Workforce Board | 1 State University |

Distribution of Awards by Project Type:

- | | |
|-----------------------------------|----------------------|
| 1 Male Nurse Recruitment Campaign | 2 Research Studies |
| 1 RN Residency Program | 3 Retention Projects |
| 2 Education Projects | |

PARTNERSHIPS

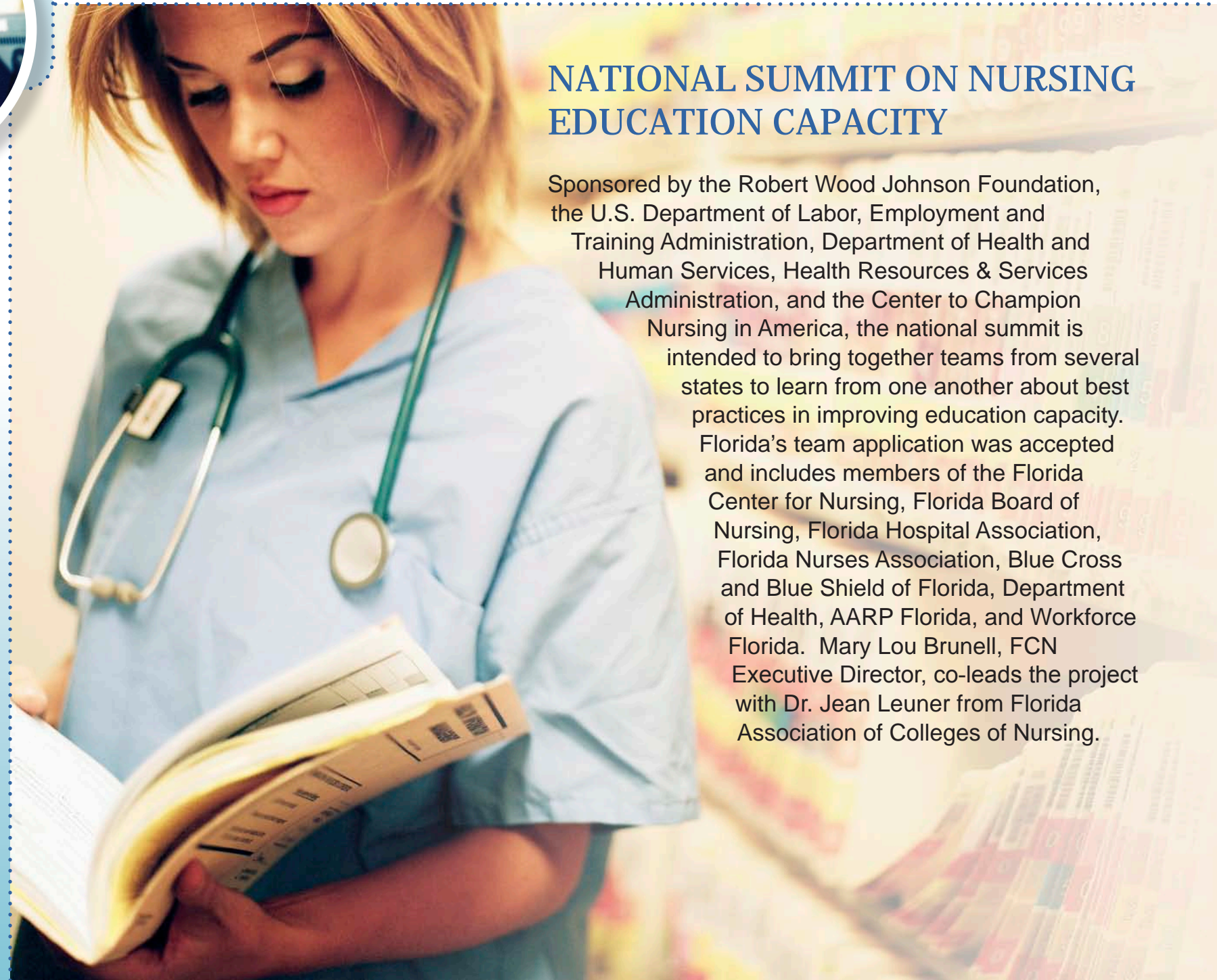
FCN & FBON

Initiated in 2008: Integrated a Nurse Workforce Questionnaire into online license renewal, collecting information on education, employment setting, and hours worked.

In the fall of 2007: Collaborated to conduct the state's first Annual Report and Workforce Survey of nursing education programs, collecting information about program capacity, graduations, faculty information, and demand for faculty.

NATIONAL SUMMIT ON NURSING EDUCATION CAPACITY

Sponsored by the Robert Wood Johnson Foundation, the U.S. Department of Labor, Employment and Training Administration, Department of Health and Human Services, Health Resources & Services Administration, and the Center to Champion Nursing in America, the national summit is intended to bring together teams from several states to learn from one another about best practices in improving education capacity. Florida's team application was accepted and includes members of the Florida Center for Nursing, Florida Board of Nursing, Florida Hospital Association, Florida Nurses Association, Blue Cross and Blue Shield of Florida, Department of Health, AARP Florida, and Workforce Florida. Mary Lou Brunell, FCN Executive Director, co-leads the project with Dr. Jean Leuner from Florida Association of Colleges of Nursing.



PRESENTATIONS

- The 6th Annual Nursing Workforce Conference, *Taking the Long View: Effective Retention Throughout the Career Continuum*, was held on June 11 – 12, 2008 in Denver, Colorado. FCN staff and co-authors presented on the following topics:
 - State of the State Workforce Centers – Mary Lou Brunell
 - Retention & Recruitment Funded Projects Initiative – M. L. Brunell
 - Workforce Attrition of Older Nurses: A Survival Analysis of Retrospective Data – Drs. Jen Nooney & Lynn Unruh
- Association of State & Territorial Directors of Nursing (May 2008) – M. L. Brunell presented information on the national forum of nursing workforce centers as well as the Florida Center for Nursing
- Advance Forum for Healthcare Recruitment (May 2008) – M. L. Brunell presented information on Florida's nursing shortage
- Florida Association of Directors of Nursing Administration / Long Term Care (April 2008) – J. Nooney presented data from the 2007 Nurse Employer Survey specific to skilled nursing facilities and M. L. Brunell participated in FADONA/LTC Think Tank
- Central FONE meeting (October 2007) – J. Nooney presented recent FCN research on the nursing shortage
- FNA Nurse Staffing Think Tank (October 2007) – M. L. Brunell facilitated
- FNA 93rd Biennial Convention (September 2007) – M. L. Brunell presented an update on Center activities and the Florida Nursing Shortage

WEB SITE USAGE

The Center website, redesigned for user appeal in 2007, provides a vast source of information on the work of the center and the nursing shortage. Website usage data has shown a significant increase in visits to the site and email communication. Site usage is monitored on a monthly basis and results analyzed quarterly. From July 2007 to May 2008 the following was found:

Number of Hits on the Website:

Average/month = 145,222
 Average/day = 4,775
 (3 times that of 2003)

Number of Emails Received from the Website's Contact Us Feature:

Average/month = 846
 Average/day = 28
 (9 times that of 2003)

Most Frequently Downloaded Papers or Information Sheets since July 2007:

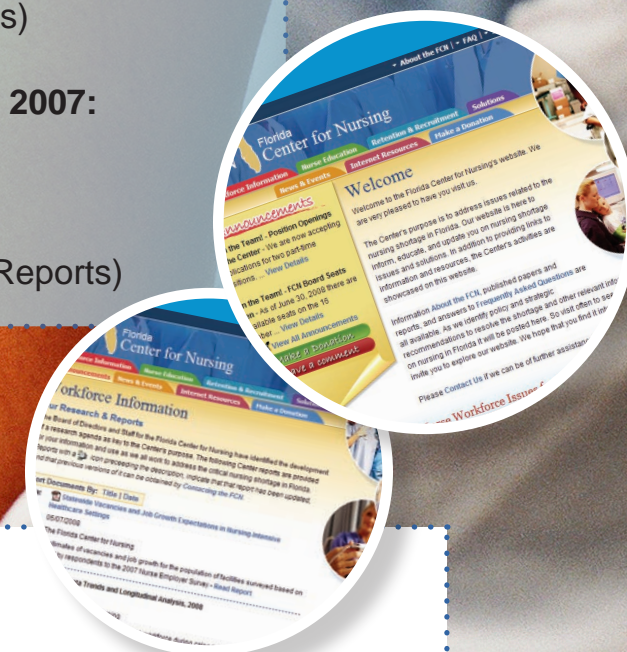
- Nurse to Patient Ratios
- The Florida Nursing Shortage (White Paper)
- Analysis of Nurse Licensure Data in Florida: Methods & Statewide Results
- Fall 2006 Summit: Improving the Work Environment to Retain Nurses (Summary of Proceedings)

Most Frequently Visited Pages since July 2007:

- Nurse Education Grants
- Workforce Research Reports
- Frequently Asked Questions
- Retention & Recruitment (FCN Research & Reports)

ARTICLES

- Nooney, J. & Lacey, L. (2007). *Validating HRSA's Nurse Supply and Demand Models: A state-level perspective.* *Nursing Economics.* 25 (5): 270-278.
- Articles were contributed to The Florida Nurse, which is distributed by the Florida Nurses Association to all licensed registered nurses in the state, by Mary Lou Brunell and Jen Nooney.



MEDIA CITATIONS (as known by staff)

Center data and information was cited in 13 professional articles and 16 press or web media publications.

The Miami Herald

Nursing Spectrum

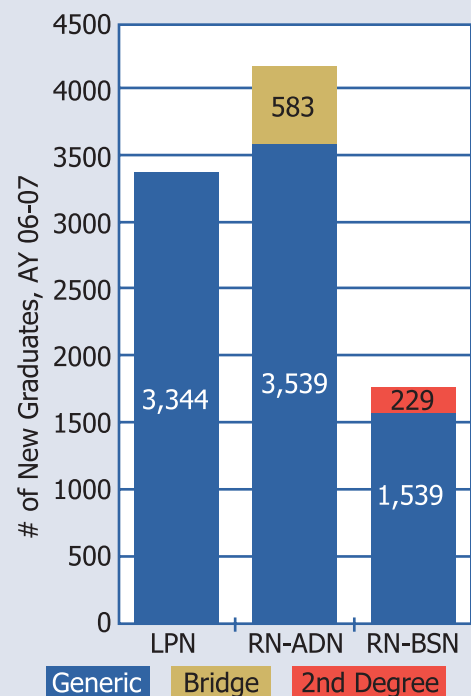
St. Petersburg Times
 JACKSONVILLE Business Journal

ORLANDO BUSINESS JOURNAL
 ADVANCE FOR NURSES

South Florida BUSINESS JOURNAL

PUBLICATIONS & REPORTS

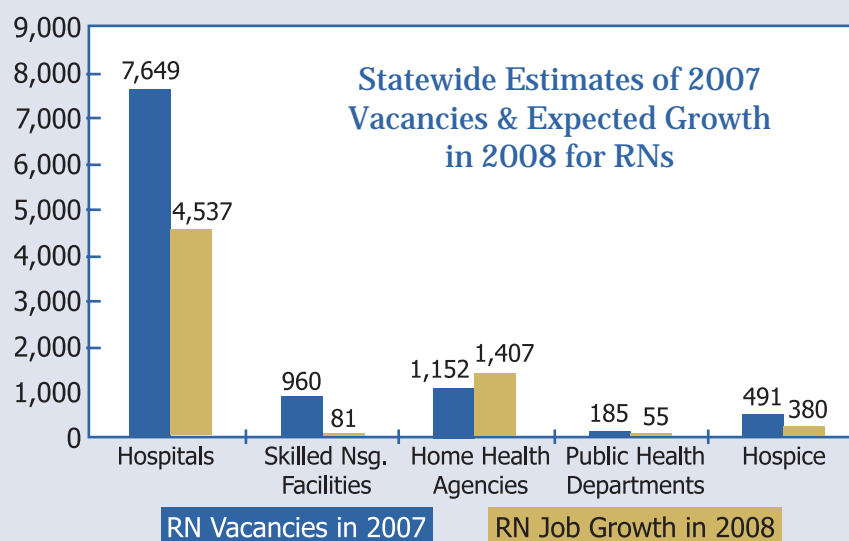
Graduates from Pre-Licensure Programs, AY 2006-2007



- *Retention & Recruitment Funded Initiatives – Calendar Year 2008 – Call for Proposals*
- *Licensed Nurses in Florida: 2007- 2008 Trends and Longitudinal Analysis* (April 2008) – The state's first longitudinal analysis of licensure data provides information on the ways in which Florida gains and loses licensed nurses
- *2007 Nurse Employer Survey: Methods and Statewide Results* (January 2008) – Results from the state's first comprehensive survey of nurse demand in five nursing-intensive healthcare settings
- *2007 Nursing Education Program Annual Report and Workforce Survey* (January 2008) – A collaboration between the Florida Board of Nursing and FCN, the survey provided information on education capacity, faculty demand, and new graduates

- *Addressing the Nursing Shortage in Florida: Strategies for Success* (December 2007) – Presents recommendations on three key issues related to the nursing shortage along with the stakeholder activities needed to implement them
- *Licensed Practical Nurses in Florida: Analysis of 2007 Workforce Survey Data* (October 2007) – Presents information about the work behaviors of LPNs responding to the survey
- FCN Newsletters: Summer 2007 and Winter 2008

Statewide Vacancies and Job Growth Expectations in Nursing-Intensive Healthcare Settings (May 2008) – Using information from the 2007 Nurse Employer Survey, the report presents estimates of total vacancies and new jobs in five nursing-intensive healthcare settings



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July to December 2008

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