

Valda Rae Hall, Editor

## Conference Summary Report

CHI ETA PHI Sorority, Inc.

The Tennessee Center for Nursing has engaged the services of Frances White-Hall of Hall Communications, Knoxville, TN in an effort to address minority recruitment issues. As part of Frances' minority recruitment preliminary research, she attended the 2003 Boule' Conference of the *Chi Eta Phi Sorority, Inc.* in Las Vegas, Nevada, July 7-9. The week-long conference brought more than 1,000 delegates from across the nation.

During a focus group session sponsored by Hall Communications, Frances addressed ten delegates from the Knoxville and Nashville chapters. Frances outlined the main focus as follows:

- 1) To get input from professional nurses to ensure that TCN's campaign will truly address the needs of the nursing industry;
- 2) To solicit strategies for developing and implementing a campaign that will reach potential minority students to enroll in nursing school and draw minority nursing faculty to Tennessee; and
- 3) To elicit suggestions on designing a campaign that will work by engaging nursing organizations such as *Chi Eta Phi Sorority, Inc.* to help address the serious nursing shortage our state and nation is currently experiencing. The following are some of the comments received during the focus group session:

• Due to the disparity in the level of health care in the African American community, it is imperative that the medical field address the racial, gender and ethnic makeup of the nursing workforce.

• Universities make it very hard to get in and to stay in. They are not supportive of LPN's pursuing advanced nursing degrees, and they do not recognize many of the courses that are taken at community colleges.

• I knew when I was 10 years old I wanted to be nurse. Because some kids realize their aspirations at an early age, I feel that recruiters need to come to the middle school to let kids know about nursing.

• Many of the men in nursing came to the nursing field as a result of being laid off from factory jobs. In nursing you don't have the worries of job security which is what should be emphasized in a recruitment campaign instead of the over-focus on caring.

• TCN might want to facilitate a program that could get teenagers into hospitals so that they can see first hand what it is all about. It would help eliminate some of the negative stigma about taking care of the sick.

Frances has been invited to attend the September meeting of the Knoxville *Chi Eta Phi* Chapter and will seek to attend a similar meeting in Nashville in the Fall. Many members of the Nashville chapter are affiliated with Tennessee State University and Meharry Medical College.

*Chi Eta Phi*, founded in 1932 and headquartered in Washington, DC currently has two active chapters in Tennessee, Nashville and Knoxville.

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### AFRICAN AMERICAN RNS IN TN INCREASES But Representation Remains Low

The percentage of African American RNs in Tennessee has increased by a rate of 20 percent in a fourteen-year period, however they are still under-represented in the state's professional nursing population by 3.2%, according to a recent study by TCN. During the same period, the percentage of African American LPN's in TN did not change significantly, and they remain over-represented in vocational nursing by 4.5%

Since an ample supply of African American LPNs exists, helping them enter RN educational programs makes sense for myriad reasons, said Ann Duncan, Executive Director of TCN. Given the study's data, it's clear that developing a career pathway from LPN educational programs to RN educational programs would not only increase the supply of RNs, but would also increase the diversity of the RN population.

The percentage of African American RNs in TN rose from 5.9% in 1986 to 7.1% in 2000, while the percentage of African American LPNs in the state has hovered around 14.5% during the same fourteen-year period, according to the study. While significant progress has been made in the recruitment of African American RNs, there is a substantial gap that must be closed. Engendering interest and enabling professional growth of LPNs, of whom a large number are African American, is a crucial step for increasing the number of professional nurses in TN.

# NURSING REPRESENTATIVES

## MAKING STRIDES TOWARD HEALTHCARE ENHANCEMENT FOR TENNESSEANS

# Highlights from the TN Board of Nursing September 2003

The Tennessee Center for Nursing (TCN) held its Fall 2003 Board of Directors and Executive Committee meetings on October 8-10 at the Maple Leaf Lodge in Townsend, TN. Highlights of the Board meeting included:

• **Election of Two New Board Members**

Zoila Sanchez and Andrea Willis were elected to replace Karl Kovacs and Rick Urbano. Sanchez is a nursing doctoral candidate at the UT Health Science Center and Willis is the Deputy Commissioner with the Tennessee Department of Health. Both nominees bring years of healthcare experience and knowledge to aid TCN in their mission to address nursing workforce issues and the future health care needs of Tennesseans.

• **Election of New Secretary**

Patricia Smith was elected to replace Karl Kovacs who has resigned from the Board to accept the CEO position with CareSource, Inc. in Michigan.

• **TCN/ETSU Research Project**

TCN has contracted with ETSU College of Nursing to provide a detailed analysis of Tennessee nursing licensure files. The inquiry will include identification of rural and underserved areas and a survey to identify why nonpracticing nurses are not practicing.

• **TICUA Nursing Task Force**

Several Board members are active members of the Commission on Nursing, a group commissioned by the Tennessee Independent Colleges and Universities Association (TICUA) to compile a White Paper; "Securing Tennessee's Future: Increasing Educational Capacity in Nursing". The White Paper will address strategies needed for Tennessee colleges and universities to assure a

nursing workforce needed to meet the state's future health care demands for registered nurses. The White Paper, which is scheduled for completion in December will be shared with Legislators, University Presidents, and various healthcare organization.

• **Marketing Recruitment Plan**

Developing a Minority Recruitment Plan is a TCN priority and is being spearheaded by Frances Hall of Hall Communications, Knoxville, TN. Through TCN's partnership with Hall Communications resources are being identified, African American nurses are targeted to serve as mentors, and practices are being implemented to assure the nursing workforce in Tennessee is representative of the state's population.

• **TCN/UTK Research Project**

TCN is also excited about it's collaboration with the UTK Research Project Group who has been charged with creating a website to manipulate nursing licensure data. Beth Collier, Jean-Francois Riand, and Neil Thomas of the UTK Community Health Research Group were on hand to give a demonstration of the site which is currently under construction. Once constructed the tool will have many capabilities including the ability to select and manipulate specific regions, access detail analysis, and map data geographically. Data will be updated quarterly with information made available from the Board of Nursing licensure files.

The Board will convene for their Spring 2004 meeting in April at the Radisson Opryland in Nashville. For a complete schedule of meetings please see page three "2004 Calendar of Events".

- New web location: [Tennessee.gov/health](http://Tennessee.gov/health)
- During July 2003, Approximately 23% of RNs and 16% of LPNs renewed online

• **Licensure Stats:**

	<u>RN</u>	<u>LPN</u>
Active	66,291	25,859
Inactive	1,311	503
Failed to Renew	49,842	29,070
<u>Totals</u>	117,444	55,432

• **1995 - 2002 License by Examination:**

	<u>RN</u>	<u>PN</u>
2002	1800	1132
2001	1833	1016
2000	1826	920
1999	2055	952
1998	2192	883
1997	1846	967
1996	2594	975
1995	2769	1102

• **Endorsements into TN & Verifications out of TN:**

<u>Totals</u>	<u>RNs in</u>	<u>RNs out</u>	<u>LPNs in</u>	<u>LPNs out</u>
1990	1570	1967	590	543
1991	1755	1895	643	500
1992	2818	1970	583	518
1993	2451	2192	643	497
1994	2181	2361	725	486
1995	2289	2788	605	535
1996	2006	3175	618	497
1997	2075	3010	587	540
1998	2282	3643	671	565
1999	1781	2826	451	415
2000	1926	4576	483	524
2001	2341	4752	515	540
2002	2676	4514	1149	519

• **1996 - 2002 Certificates of Fitness Issued:**

2002 CF = 268
2001 CF = 355
2000 CF = 311
1999 CF = 365
1998 CF = 302
1997 CF = 322
1996 CF = 286

# TENNESSEE'S NURSING FACULTY SHORTAGE TARGETED

## *New Online Program Proving Helpful*

A new online master's degree program scheduled to be unveiled next year may help lessen the state's nursing shortage while helping prepare more nurses to teach their profession.

Tennessee's Board of Regents estimates that within the next five years nearly half of the state's nursing instructors will retire. Health experts predict that by 2020, Tennessee will need nearly 40,000 more nurses at health care facilities statewide, according to a report by the U.S. Department of Health and Human Services.

- The lack of faculty could impact the number of students admitted to undergraduate nursing programs.
- Last year more than 5,000 qualified applicants were turned away from the nation's nursing program, according to the America Association of Colleges of Nursing study. About 42 percent of the school's surveyed cited an insufficient number of faculty for the rejections.
- "It's going to help tremendously" stated Ann P. Duncan, Executive Director of TCN. "With an online program, nurses who are currently practicing and don't want to give up their full-time employment can do so without having to be on campus all the time".

"Students, who must already be RN's, will work at local health care facilities for the clinical portion of the program" stated Paula Myrick Short, Vice Chancellor for Academic Affairs with the Board of Regents. The program's first concentration in nursing education will be followed by areas of specialization including nursing administration, family nurse practitioner, and a clinical nurse specialist.

## E-MENTORING

The Women's Bureau of the U.S. Department of Labor and the Tennessee Economic Council on Women (TECW) is connecting students with mentors in nursing occupations via a website ([state.tn.us/sos/ecw/](http://state.tn.us/sos/ecw/)), email, and special events. Group Electronic Mentoring in Nursing (GEM-Nursing) encourages students to pursue nursing careers through innovation group e-mentoring. TECW is currently seeking nurse professionals and health care organizations to participate in the project as mentors, members of a nursing event steering committee, and/or collaborative partners. The target audience is 100 TN students ages 15-21 and 30 professional nurses in TN who have a commitment to promote nursing as an exciting career option for women and men. Other efforts include encouraging upper level nursing students to participate as mentors and establishing a link to the TCN website.

### **FEBRUARY 12**

TCN Executive Committee  
Conference Call

### **JUNE 10**

TCN Executive Committee  
Conference Call

### **APRIL 14**

TCN Executive Committee Meeting  
Radisson Opryland, Nashville, TN

### **AUGUST 12**

TCN Executive Committee  
Conference Call

### **APRIL 15-16**

TCN Board of Directors Meeting  
Radisson Opryland, Nashville, TN

### **OCTOBER 6-8**

TCN Executive Committee & Board  
of Directors Meetings  
Maple Leaf Lodge, Townsend, TN

## TCN MISSION STATEMENT:

To develop a sustainable process through community partnerships to guide the ongoing development of a nursing work force appropriately educated, geographically distributed, and with the capacity to adapt to change and meet the health care needs of the residents of Tennessee.

# Johnson & Johnson

*Gala to Celebrate*

*Nursing Professionals in Tennessee*

On January 22, 2004, 6:00 p.m. at the Renaissance Hotel-Nashville The Johnson & Johnson Family of Companies will host "The Campaign for Nursing's Future". The focus of the campaign will be to energize interest in nursing, provide information to prospects, and to encourage nurses to be advocates for the profession. The Company hopes to attract attendees who are nursing stakeholders and community businesses. TCN has committed to purchase a table at the gala at a cost of \$7500. All funds raised for this event will remain in Tennessee and will be distributed three ways:

- Nursing Student Scholarship
- Nurse Educator Fellowships
- Nursing School Grants to increase enrollment capacity

In celebration of nursing, all nurses in attendance will be recognized. If you would like to make a tax deductible donation in support of this event, please contact TCN at 615-242-8205.

## WELCOME NEW BOARD MEMBERS!

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*Zoila Sanchez*

Doctorial (PhD) Candidate  
UT Health Science Center  
College of Nursing  
Memphis, TN

*Andrea Willis*

Deputy Commissioner  
Tennessee Department of Health  
Nashville, TN

*The TCN staff congratulates new board members on their appointment to office and selected committees.*



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*At this Holiday Season, the staff of TCN extends a special thank you to those who have made our progress possible.*

*It is in this spirit that we say*

*Best Wishes for a Happy Holiday and a Peaceful New Year!*