

**MINUTES**  
**SWIFT Nurse Educator Steering Committee**  
**June 28, 2007**

*University of Wisconsin – Madison Van Hise Building Room 1820*  
*1:00-4:00 pm*

1. Call to order/introductions – Sally Lundeen and Dick Best, Co-Chairs
  - a) Those participating included: Sally Lundeen, Dick Best, Jo Ann Appleyard, Kris Andrews, Annette Severson, Sue Dean-Baar, Nancy Brede, Mary Duchek, and Jessica Allison.
  - b) Review and approval of minutes from March 8, 2007
    - i) The minutes were approved as written.
2. Department of Labor update – Sally Lundeen and Jo Ann Appleyard
  - a) The requested no-cost extension was approved through June, 2008.
  - b) DOL audit May 8-10, 2007
    - i) Our project officer, Stan Blazek, was on-site for two and a half days for a site visit. He met with various project participants including: employer and education partners, *SWIFT* and HPEC candidates, and all members of the administrative group.
    - ii) There were two findings during the audit:
      - (1) The contract language that we used in some of the agreements did not meet the DOL requirements. We need to change four of our agreements to include the correct verbiage.
      - (2) EEO agreements need to be signed by any individual that is participating in the *SWIFT* project.
        - (a) An agreement was developed and sent it out to all students. Several of the signed agreements have been returned, and we are tracking this.
    - iii) There was no written plan about how we would achieve the financial match from partners that is part of this grant. We put our plan in writing, and we are on target to reach the matching goals of the project.
    - iv) Jo Ann will be going to a DOL All-Grantee meeting in Kansas City July 16-18<sup>th</sup>.
3. Report from Educational Strategies Work Group – Sue Dean-Baar
  - a) The idea of technical nursing programs supporting *SWIFT* candidates was an idea generated at the last Steering Committee meeting. Initial meetings were held with both the Madison and Milwaukee Area Technical Colleges, and they are very interested in this approach. Jo Ann and Sue will attend additional with these schools to move forward with this idea. The biggest barrier is that the technical colleges do not provide tuition support benefits to their faculty and staff, but apparently exceptions have been made to this policy in the past to develop nursing faculty. The nursing program directors at both schools are working through their respective administrative channels to gain further exceptions to support *SWIFT* candidates whom they would choose from their BSN-prepared faculty.
  - b) The process of assessing *SWIFT* candidate educational competency was addressed in detail in the last meeting.

- i) It was agreed that most candidates will achieve these competencies through the educational courses offered in the UW programs. Sue and Jo Ann met with Judeen Schulte, our Alverno Consultant, to map out the detailed behaviors that represent achievement of the four educational competencies. Currently the UW nursing programs are developing a list of which of their education courses are designed to meet each of the competencies. Such a listing is essential to tracking whether each student has achieved the required competencies by the time they complete the master's degree.
    - ii) Students will have the option of demonstrating one of the defined competencies through a portfolio.
- 4. Progress toward goal of preparing 120 nurse educators – Jo Ann Appleyard
  - a) Health Professional Educational Certificate (HPEC) candidates
    - i) This has been our highest ratio of success thus far in the project. Eleven students completed the certificate in May. Five will complete their certificate in the Fall, and the 6<sup>th</sup> will complete it in the Spring of 2009.
    - ii) One of these candidates has just recently accepted a full time job at UW-Milwaukee, and we gathering data about the employment status of the rest.
    - iii) Thus far, the ratio of candidates working for ADN and BSN programs is about 50:50.
  - b) *SWIFT* candidate progress through Spring 2007 semester
    - i) The 26 students currently in school working toward their master's degrees are progressing as planned. No significant problems have arisen.
  - c) Candidate admission for Fall 2007 (refer to the Employer and Candidate Summaries provided in the attachments)
    - i) Only six (6) candidates have been admitted to the Fall semester.
    - ii) We are behind our projections due to lack of employer and candidate interest in the program.
- 5. Review and discussion of progress related to strategic activities – All
  - a) *SWIFT* website ([www.SWIFT.uwm.edu](http://www.SWIFT.uwm.edu)) - The *SWIFT* Nurse Educator website update was recently updated, and the website was reviewed by the Committee during the meeting.
    - i) Updates included:
      - (1) Testimony from one of the participating employers, Tim Gengler.
      - (2) The candidates tab now features the participating UW programs, participating employers, and the process for recruiting candidates. We are planning to list the students who have completed the Health Professional Education Certificate and where they are currently working as nurse educators.
      - (3) The *SWIFT* “marketing tool-kit” is available online.
    - ii) Suggestions for additional improvements included:
      - (1) Creating links to the employers' and other partners' websites (and include the logos).
      - (2) Add information about the nursing shortage.
      - (3) Add some more information for current candidates and potential students regarding:
        - (a) Job opportunities
        - (b) Employers looking for nurses with advanced degrees.
      - (4) It is still too wordy – use abbreviated statements and include the details in attached documents.
      - (5) Find a way to sell the opportunity to prospective candidates; it is highly unusual for employees to receive both tuition support and compensated time off to go to school for advanced degrees.
  - b) The last three agenda items in the discussion of progress related to strategic activities were discussed simultaneously because they are all interrelated. These items include:
    - i) Developing and strengthening partnerships among employers, educational programs, and Workforce Development Boards;

- ii) Recruiting additional employer sponsors; and
- iii) Attracting minority candidates.
- c) We have already discussed where we are with the technical colleges supporting candidates. Another aspect of this is that both the Milwaukee and Madison area nursing programs are highly motivated to support minority candidates, who can serve as roles models to their minority students.
- d) Jo Ann will be attending a meeting at the end of July of the nurse leaders in the Rural Wisconsin Health Cooperative (RWHC). She will talk to the group about the possibility of them jointly-supporting candidates. Members of the RWHC have indicated interest in participating in *SWIFT*, however, none of the rural facilities have the resources to do so on their own.
- e) There are two long-term care systems that are interested in participating - Dove Healthcare and Extendicare have agreed verbally to support candidates.
  - i) Jo Ann and Mary Zwygart-Stauffacher, the Director of the Graduate Program in Nursing at UW-Eau Claire, spent six hours at Dove Healthcare in Eau Claire trying to recruit candidates to become future nurse educators.
    - (1) Only six nurses actually showed up to talk about this, and none indicated a strong desire to return to school.
    - (2) In a debriefing discussion afterwards, it was clear to Mary and Jo Ann that there is no real motivation among nurses in that long-term care work environment to achieve higher degrees in nursing. Mary is a scholar and researcher in long-term care, and she stated that this is the case in most long-term care settings.
    - (3) This is also the case at Extendicare, according to their Vice President for Clinical Services, but he is trying to change that culture among his nursing staff, because it is recognized in that system that quality and excellence in nursing home outcomes cannot be achieved without master's prepared nurse specialists.
- f) A cohort-model approach to recruiting candidates at a given employer is probably a very good strategy because some nurses who are interested in returning to school for a master's degree will do so if they can obtain support from co-workers who are doing the same thing.
  - i) It has been Aurora's experience that when starting a cohort, you have to start with a large amount of potential candidates in order to get the number that you are looking for.
  - ii) It could be beneficial to have current *SWIFT* candidates and educators available to candidates who are considering becoming nurse educators.
- g) It was suggested the WDB liaisons could host regional healthcare summits to try to attract more employers to participate in *SWIFT*, as well as regional advanced career fairs where candidates could be recruited. We would include one or two candidates who are successfully completing the program and nurse educators from that area. This way, we could develop a cohort from a region rather than from employers who may be sponsoring only one or two candidates.
  - i) We should plan to host the first meeting in the north-western region because there are several employers there we have been trying to recruit. We can do a facilitated-discussion and showcase some of the data that illustrates the nursing shortage issues across the state.
    - (1) If we can attract as many employers as possible to attend, we can increase the motivation of employers make nurse educator support a priority.
    - (2) The funds that were provided to the WDBs can be used to implement these regional meetings, in addition to some of the money that is already allocated to them for healthcare workforce development.
    - (3) Dick Best agreed to set up a meeting with the four regional liaisons by the end of July to have a face-to-face discussion about how to get plan these events in each of the regions.
    - (4) Because it takes a long time for prospective students to undergo the stages from thinking about going back to school to actual enrollment, it is essential to begin the conversations to get people thinking about this.

- h) Aurora determined recently that over 150 of their nurses employed system-wide are currently in graduate school. Is it possible to include some of these students in the *SWIFT* program but not offer the full benefits of the program (specifically, the paid time-off)? Aurora could ask the interested employees to sign an agreement that they would teach part-time for at least one year after completion of their degrees.
    - i) At this point, two years into the project, we should consider all possibilities of obtaining candidates. That may mean we should use some of the funds we have differently in order to attract and enroll additional candidates. We would then assess the differences between the model that we are currently using for *SWIFT* and other methods for attracting and educating nurse educator candidates.
    - ii) There are often some areas within a healthcare organization that are not able to take students because there are not enough instructors in that specialty area. Employers should be encouraged to identify an employee who could serve effectively as a clinical educator in those areas and support them specifically to become nurse educators.
    - iii) The UW graduate nursing programs could gather data on their current students who are also working. We could then contact those students and their employers and encourage them to participate in *SWIFT*.
    - iv) It was suggested that it could be helpful for employers to offer the option to participate in *SWIFT* to new employees upon employment.
    - v) We need DOL permission to modify our model.
  - i) Mary Duchek pointed out the success of the Fox Valley Healthcare Initiative. We may want to look at this model and think about how *SWIFT* can participate in it it.
    - i) This was initiated by the AHEC organization and a group headed by Cheryl Welch of the Fox Valley WDB.
    - ii) Similar programs are now being rolled out in the Madison and La Crosse areas.
    - iii) Annette Severson commented that the allied health field is the focus of this initiative, not just nursing, but these kinds of programs can be used as vehicles to continue to educate employers and the general nursing workforce about the emergent crisis in the nurse educator workforce.
  - j) Additional ideas about attracting minority candidates
    - i) We should be developing regional approaches because of the different minority groups in each region. The partnership with the technical colleges can be of great help in this area.
    - ii) One strategy is to focus on the VA hospitals and try to recruit them to participate. Returning veterans would be a rich source of Direct-entry Master's candidates. We are currently trying to interest the Milwaukee VA in becoming a *SWIFT* sponsor.
      - (1) One concern with recruiting veterans to become nurse educators is the likelihood we will be dealing with students with PTSD.
    - iii) In the proposal, we did not identify gender as a minority group. However, if we cite this as being a non-traditional group, it may count as a minority.
6. Next steps in strategic planning – All
- a) Regional strategy – Jo Ann and Dick will set up a follow-up meeting with the other regional liaisons to discuss this further.
  - b) The money that will be matched by the WDBs was initially ear-marked for students that needed additional financial assistance above and beyond tuition.
    - i) The WDBs have an assessment of need process for determining who is eligible for financial assistance. This assessment process differs among regions within the state.
      - (1) The money from the *SWIFT* grant does not have to be utilized based on income-driven criteria, but the matching money from the WIA must be utilized according to these criteria .
        - (a) We will need to provide the WDBs with guidelines on how to assess potential candidates for receiving additional financial assistance.

- (2) Ideally, this assistance should be determined at the point of admission so candidates know up-front what they would be eligible for.
7. Next meeting: It was agreed we should continue to conduct the meetings on a face-to-face basis, but we will offer the possibility of conference call-in for those who cannot travel to the meeting.
  8. Adjournment

Attachments:

1. Minutes March 8, 2007 meeting
2. Summary sheets for employer and candidate status
3. March, 2007 quarterly narrative report
4. Committee Roster