



***Our Mission:** Through collaboration, guide ongoing development of a well-prepared and diverse nursing workforce to meet health care needs in North Dakota through research, education, recruitment and retention, advocacy and public policy.*

Final 2019-2020 Strategic Plan

People Platform Strategies

Maintain governing Board of Directors.

Baseline 2016: 13 2019 Status: 14 2021 Goal: 13-15
 ○ Coordinate overall Board, board calendar, board portal, three Board of Directors meetings and board subcommittees. PM

Increase volunteers on Leadership team through targeted strategies to 600 people by 2021. Increase five-year total number of volunteer hours as in-kind match to 8,000 hours by 2021.

Baseline 2016: 150 2019 Status: 258 2021 Goal: 600
 Baseline 2016: 3,126 hours 2019 Status: N/A
 2021 Goal: 8,000 hours

○ Maintain leadership team email lists, MailChimp list, spreadsheet and monthly update. PM
 ○ Continue to track number of volunteer hours. PM

Evaluate overall governance structure including greater input and awareness of NDCFN by the nursing population and inclusion of NDBON members.

○ Develop standardized handout and set of questions to use with visits by staff and board organizations to provide information about the NDCFN. PM/KM
 ○ Visit nursing staff at health care facilities and nursing education programs through a tour of the state and attendance at association conferences as the budget allows. PM
 ○ Explore potential alternative or additional governance structures to incorporate more input from NDBON members. PM

Finance Platform Strategies

Management of Financial and Human Resources.

- Coordinate finance committee. PM
- Update NDBON on Center progress. PM
- Develop overall budget and quarterly budget summaries with Brady Martz. PM
- Supervision and annual evaluation Associate Director. PM
- Submit annual state/federal reports with Brady Martz. PM

Diversify non-NDBON licensure fee funding streams to \$500,000 (two-year) by 2021.

Baseline 2015-2016: \$118,324
 2017-2019 Status: \$115,033.25 (as of 5/17/19)
 2021 Goal: \$500,000

- Cross market recruitment/education services KM
- Implement nurse license plate. KM
- Implement organizational sponsorships. KM
- Implement Giving Hearts Day and third-party fundraising. KM
- Implement one new funding logic strategy. KM
- Track and increase sponsorship for events. KM
- Develop and submit grant submissions. PM/KM

Explore potential strategies to ensure continued nurse licensure fee funding.

- Assist with NDBON/NDCFN committee. PM
- Explore possible legislative action or other actions as directed by the ND Center Board. PM

Communication Platform Strategies

Increase annual website platform hits to 4,000,000 by 2021.

Baseline 2016: 2,152,758 2019 Status: 4,386,426
 2021 Goal: 4,000,000

- Update and cross-link website with newsletter and other webpages. KM
- Implement 1 new website strategy. KM
- Online and social media marketing campaign. KM

Increase ratio of newsletter opens/newsletter subscribes to 3.2 by 2021.

Baseline 2016: 1.95 2019 Status: 3.9
 2021 Goal: 3.2

- Develop monthly newsletter. KM
- Develop intro email and obtain monthly list. KM
- Implement 1 new strategy. KM
- Annual check of bounced/cleaned emails. KM

Increase social media followers to 5,000 by 2021.

Baseline 2016: 523 2019 Status: 1665
 2021 Goal: 5,000

- Maintain social media accounts including Facebook, twitter, Instagram, linked in and YouTube. KM
- Online and social media marketing campaign. KM
- Implement 1 new social media platform or strategy. KM

Infrastructure Platforms Budget

Revenue: NDBON Licensure Fees-\$180,000, License Plate/Organizational Sponsorships \$5,000

Expenses: Personnel and Administrative/Infrastructure Expenses- \$254,140.87

Research and Evidence Based Practice Platform Strategies

Research Study: Influence of Professional Quality of Life and Work Satisfaction on Intent to Stay: A Mixed Methods Approach to Inform Policy and Regulation

- Finalize budget and timeline with NCSBN.
- Administer subcontract with UND. PM
- Implement research study. PM
- Develop final report and draft publication. PM

Increase annual number of web hits and links from newsletter to the Research and Evidence Based Practice Resource Center and posted resources to 20,000 by 2021.

Baseline 2016: 4,310 2019 Status: 171,436 2021 Goal: 20,000

- Continue adding CATS, practice resources and links to NDBON practice statements as available. KM
- Explore broader language beyond CATS to encourage greater submission of resources and users of resource center. KM
- Merge research directory resources and conference abstracts into one resource center. KM
- Develop monthly newsletter article featuring new additions. KM
- Online and social media marketing campaign. KM

Increase number of annual conference participants to 470 by 2021.

Baseline 2016: 197 2019 Status: 171 2021 Goal: 470

- Continue planning and hold 2019 conference. PM/KM
- Start new planning committee for 2020 conference. KM
- Develop and launch 2020 conference website and marketing. KM

Increase total number of workforce data report downloads to 1,200 by 2021.

Baseline 2016: 387 2019 Status: 3,184 2021 Goal: 1,200

- Incorporate workforce data facts across website platform. PM
- Develop updated supply, demand, education and projections report. PM
- Present research findings in meetings in each quadrant of the state. PM

Education Platform Strategies

Increase total number of webinars viewed on NurseTim to 3,000 by 2021.

Baseline 2016: 963 2019 Status: 4,665 2021 Goal: 3,000

- Send and collect invoices for payment of full subscription rate to nursing programs and purchase state subscription. PM
- Send bi-monthly emails to NurseTim ambassadors at each campus to increase utilization. PM
- Add NurseTim events to calendar and monthly newsletter. KM

Evaluate needed resources for preceptors including existing flyers, webinars and the previous preceptor bureau resource.

- Meet with CUNEA to gather an overview of the usefulness of NDCFN resources and initial thoughts on needed resources. PM
- Meet with NDONE and ND-NADONA to gather an overview of the usefulness of NDCFN resources and initial thoughts on needed resources. PM
- Develop task force to propose and develop new preceptor resources or strategies. PM

Increase total number of viewed continuing education webinars available on the NDCFN website.

Baseline 2019: 876 views

- Online and social media marketing campaign. KM
- Develop survey and collect more information about future webinar topics from ND nurses. KM

Research and Evidence Based Practice Platform Budget

Revenue

- 2019 Annual Conference- \$28,000
- NCSBN study Grant Proposal: \$118,348

Expenses

- 2019 Annual Conference \$11,200
- NCSBN Study Subcontract with UND \$44,502
- NCSBN Study Operating Expenses \$34,592

Education Platform Budget

Revenue

- NurseTim Contributions from Nursing Programs \$6,750

Expenses

- NurseTim Subscription \$6,750

Recruitment Platform Strategies

Increase annual number of hits to resources to 1,500,000 by 2021.

Baseline 2016: 715,500 hits 2019 Status: 1,416,183

2021 Goal: 1,500,000 hits

- Develop and implement one new strategy to increase marketing of recruitment resources. KM

Work more closely with ND Department of Commerce, 3RNET and Job Service to increase out of state recruitment of nurses and join Recruiter Network.

- Join and participate in Recruiter Network. KM
- Develop NDCFN strategy to increase out-of-state recruitment. KM

Revisit nurse recruitment toolkit concept to determine next steps.

- Contact Otto Bremer Foundation to determine whether feedback is available for unfunded grant. KM
- Develop next steps. KM

Increase number of complete applicants to new student scholarship program to 50 by 2021.

Baseline 2018: 39 2019 Status: 54 2021 Goal: 50

- Distribute scholarships and connect with annual conference mentors. PM
- Launch application system, track applicants and schedule committee review for 2020. KM
- Online and social media marketing campaign. KM

Increase average number of jobs per job flash to 20 by 2021.

Baseline 2016: 7 2019 Status: 2.1 (changed how career center operates in 2018/2019) 2021 Goal: 20

- Send monthly job flash with paid job postings. KM

Recruitment Platform Budget

Revenue

- Recruitment/Education Services and Career Center \$10,000
- Giving Hearts Day Fundraiser/Donations \$15,000

Expenses

- Student Scholarship \$10,000
- Recruiter Network Membership \$500

Retention Platform Strategies

Proposed Bush Foundation Grant Project: Develop a framework for organizations to assess and improve workplace culture, accompanied by a designation acknowledging the attainment of a best-practice nursing culture.

- Promote workplace culture committee to leadership team. PM
- Finalize budget and workplan with Bush Foundation. If grant not awarded, submit proposal to another foundation for funding. PM
- Meet with subcommittees to develop components of designations system and to gather feedback. PM
- Develop draft workplace culture system and pilot test. PM

Increase annual number of legendary nurse award nominations to 75 by 2021.

Baseline 2016: 28 2019 Status: 26 as of 5/17/19 2021 Goal: 75

- Order legendary nurse award boxes. KM
- Host Legendary Nurse awards at Annual Conference. KM/PM
- Multiple online/social media marketing campaign. KM
- Launch online nomination form for 2020. KM
- Coordinate meeting of award review committee and notification of winners. KM
- Implement 1 new strategy for increasing legendary nurse award nominations. KM

Retention Platform Budget

Revenue

- Bush Foundation Grant Revenue: ?

Expenses

- Bush Foundation Operating Expenses: ?
- Legendary Nurse Award Expenses included in Annual Conference Budget

Advocacy and Public Policy Platform Strategies

Increase number of participants at Nurses Day at the legislature to 400 by 2021.

Baseline 2016: 256

2019 Status: 566

2021 Goal: 400

- Start Nurses Day planning Committee. PM

Examine interim legislative tracking, leadership team involvement team and interim update calls.

- Email leadership team and post on website interim legislative updates. PM
- Survey ND nurses regarding interest in legislative tracking involvement. PM
- Meet with nursing organizations and NDBON to determine legislative tracking and advocacy needs. PM
- Develop draft new strategy and pilot test. PM
- Implement 1 new strategy to increase participants. PM

Examine strategies to increase collaboration and consultation between NDBON and ND Nursing organizations and other interested stakeholders regarding nurse licensure regulation and policy.

- Develop subcommittee of NDBON members and leadership team members. PM
- Develop list of nursing organizations and stakeholders. PM
- Meet with each group and gather feedback. PM
- Develop report detailing options and meet with subcommittee to develop proposed plan. PM

Lead ND state nursing workforce policy planning efforts for the next legislative session.

- Determine status of Governors Nursing Shortage Plan strategies. PM
- Determine needed legislative changes to assure nursing representation on significant boards such as the Workforce Development Council and State Health Council. PM
- Develop leadership team committee to work on revising/exploring strategies for the next legislative session. PM

Advocacy and Public Policy Platform Budget

Revenue

Expenses

- Travel to Interim Legislative Session and state policy meetings \$1,000

The ND Center for Nursing, a 501c3 non-profit, was created in 2011 as a centralized coordinating organization for North Dakota's nursing community. We encourage all nurses to become involved in the nursing community and have many opportunities and resources.

Board of Directors

- College and University Nursing Education Administrators
- ND Area Health Education Center
- ND Association of Nurse Anesthetists
- ND Board of Nursing
- ND Chapter of National Association of Nursing Administration/LTC
- ND Nurses Association
- ND Nurse Practitioner's Association
- ND Organization of Nurse Executives
- ND Public Health Association, Nursing Section
- Nursing Student Association of ND
- ND Workforce Development Division
- Public/Member at Large
- Sigma Theta Tau Chapter
- ND Emergency Nurse Association

Leadership Team

The ND Center for Nursing Leadership Team forms strategic plan workgroups, conference committees and assists in development and approval of policy briefs and agendas. All nursing organizations, nursing education programs, regulatory agencies, philanthropic organizations, state agencies, grant-funded projects that have a focus on statewide nursing workforce development and other interested individuals and stakeholders are invited to participate on the Team.