



## Mission Statement

**The Iowa Center for Nursing Workforce exists to support and promote a dynamic, well-prepared and diverse nurse workforce to meet the health and wellness needs of Iowans.**

Goals and Strategic Initiatives	
1. Collaboration	<ul style="list-style-type: none"><li>• Leverage the momentum of the STEM initiative by participating in state-level planning and encouraging nursing's involvement in at least six regional events per year.</li></ul>
2. Data	<ul style="list-style-type: none"><li>• Publish periodic, relevant data about the nurse workforce supply and demand, wages, education, and projected retirements over the next five year period.</li></ul>
3. Regulation/Practice	<ul style="list-style-type: none"><li>• Develop, disseminate and/or report opportunities to educate the nursing workforce regarding the regulatory process and the role of nurses in both advancing policy and advocacy.</li></ul>

4. Workforce Retention & Career Enhancement	<ul style="list-style-type: none"> <li>Promote recruitment and retention of the nursing workforce by highlighting best practices within the state in a least three different service areas, with at least one each year. (e.g. long term care, urban and rural areas.)</li> <li>Assist with decreasing workplace violence by supporting and promoting educational programs and initiatives that work to decrease violence in the healthcare setting.</li> </ul>
5. Career Pathways	<ul style="list-style-type: none"> <li>Support efforts to increase awareness of nursing career pathways in Iowa by linking with existing resources and participating in ongoing activities.</li> <li>Partner with other agencies and institutions to research millennial needs and design a campaign to promote how nursing meets their employment/career needs.</li> </ul>
6. Outreach and Promotion	<ul style="list-style-type: none"> <li>Promote awareness of the Future Ready Iowa goals and the intersection with nursing workforce needs.</li> <li>Recruit people to nursing.</li> </ul>

Strategic Initiative #1				
Collaboration				
Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
1. Leverage the momentum of the STEM initiative by participating in state-level planning and	Monitor the STEM Calendar for events.	Ongoing		Regional events are held throughout the year and vary in the dates and times held.

encouraging nursing's involvement in at least six regional events per year.	Develop an activity to be used at the regional events and that is easily duplicated for more than one presenter to provide the information.	1 <sup>st</sup> quarter 2019		
	Solicit volunteer participants who are willing to attend the STEM events and facilitate the activity.	1 <sup>st</sup> quarter 2019		
	Hold training events to disseminate the STEM Festival Materials.	2 <sup>nd</sup> quarter 2019		
	Evaluate and monitor the STEM regional events for effectiveness and/or needed changes to the activity.	Ongoing		

## Strategic Initiative #2

Data				
Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
2. Publish periodic, relevant data about the nurse workforce supply and demand, wages, education, and projected retirements over the next five year period.	Produce reports about the existing workforce with the information already available (e.g. supply, demand, demographics).	By end of 2 <sup>nd</sup> quarter 2018		Target June for 2016 & 2017 reports. The 2015 report was released October 2016.
	Post reports on the website and through distribution lists to stakeholders.	By end of 2 <sup>nd</sup> quarter 2018		Update site with each new report.
	Consult with Iowa Workforce Development statistician, as needed, to ascertain which stats to track/project over the next three years.			State level work is in progress (Future Ready Iowa). Staff is attending meetings and tracking progress. Future Ready Iowa website was launched 1/23/2017.
	Research wage information for LPN/RN/ARNP positions.	2 <sup>nd</sup> quarter 2018		Ongoing updates of infographics with new Trends reports.  First infographic completed

				February 2017. ARNP completed spring 2017.
	Use graphics and publications to tell the state's story about the nursing workforce.	Ongoing.		Continue to evaluate workforce data, produce infographics and publish them yearly in the IBON newsletter.

### Strategic Initiative #3

#### Regulation/Practice

Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
3. Develop, disseminate and/or report opportunities to educate the nursing workforce regarding the regulatory process and the role of nurses in both advancing policy and advocacy.	<ul style="list-style-type: none"> <li>Collaborate with nursing organizations in the state to develop an educational program on how to advocate for issues that impact nursing.</li> </ul>	1 <sup>st</sup> quarter 2019		Consider offering a CE award to compel nurses to come.
	<ul style="list-style-type: none"> <li>Develop a toolkit for frontline nurses to utilize</li> </ul>	3 <sup>rd</sup> quarter 2019		Possible collaborators include IONL, INA, ANA (resources) IHCA

**Strategic Initiative #4**

**Workforce Retention & Career Enhancement**

Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
<ul style="list-style-type: none"> <li>Promote recruitment and retention of the nursing workforce by highlighting best practices within the state in a least three different service areas, with at least one each year. (e.g. long term care, urban and rural areas.)</li> </ul>	Collaborate with healthcare employers to determine demand needs.	By 4 <sup>th</sup> quarter 2018		Explore the possibility of surveying employers about recruitment and retention strategies. Partner with IHA.
	Work with a marketing firm to develop videos for each of the service areas.			
<ul style="list-style-type: none"> <li>Assist with decreasing workplace violence by supporting and promoting educational programs and initiatives that work to decrease violence in the healthcare setting.</li> </ul>	In conjunction with Iowa approved providers, develop a program to be held throughout the state about the topic of workplace violence. Include information about workplace violence in the Nursing Newsletter (workforce pages)			

<b>Strategic Initiative #5</b>				
<b>Career Pathways</b>				
Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
<ul style="list-style-type: none"> <li>Support efforts to increase awareness of nursing career pathways in Iowa by linking with existing resources and participating in ongoing activities.</li> </ul>	Work with the Education stakeholders throughout the state to promote nursing careers by linking nursing promotional videos on websites utilized by guidance counselors and educators as they help our states youth identify potential careers.	In process		DOE, IWD, IDPH working on a Science career pathway and development of sustainable materials.  Needs analysis for health science career exploration toolkit is underway
	Develop a document to be distributed to all middle and high school counselors in the state about the field of nursing.	2 <sup>nd</sup> quarter 2019		

<ul style="list-style-type: none"> <li>Partner with other agencies and institutions to research millennial needs and design a toolkit to promote how nursing meets their employment/career needs.</li> </ul>	<ul style="list-style-type: none"> <li>IHCA Focus group results on retention with be shared with the Iowa Center for Nursing Workforce.</li> <li>Develop toolkit for employers.</li> </ul>	<p>4<sup>th</sup> quarter 2018</p> <p>Early 2019</p>		
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<b>Strategic Initiative #6</b>				
<b>Outreach &amp; Promotion</b>				
Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
<ul style="list-style-type: none"> <li>Promote awareness of the Future Ready Iowa goals and the intersection with nursing workforce needs.</li> </ul>	<p>Workforce staff should attend the Future Ready Iowa annual event and participate in any regional events where nursing can be promoted.</p>	<p>April 2018 event</p>		
<ul style="list-style-type: none"> <li>Recruit people to nursing.</li> </ul>	<p>Market the nursing occupations alone or in partner with related groups (Health Care Association, Other Nursing Associations) to promote the occupation via media (radio, Pandora, Social Media, career publications). Run one advertisement/promotion per calendar year.</p>	<p>Ongoing</p>		<p>Brand everything with the STEM information to continue to bring awareness that nursing is a STEM field.</p>