



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">• 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.
2. Data	<ul style="list-style-type: none">• Publish periodic, relevant data about the nurse workforce supply and demand, wages, education, and projected retirements over the next five year period.
3. Regulation/Practice	<ul style="list-style-type: none">• 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.

4. Workforce Retention & Career Enhancement	<ul style="list-style-type: none"> 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.) Assist with decreasing workplace violence by supporting and promoting educational programs and initiatives that work to decrease violence in the healthcare setting.
5. Career Pathways	<ul style="list-style-type: none"> Support efforts to increase awareness of nursing career pathways in Iowa by linking with existing resources and participating in ongoing activities. Partner with other agencies and institutions to research millennial needs and design a campaign to promote how nursing meets their employment/career needs.
6. Outreach and Promotion	<ul style="list-style-type: none"> Promote awareness of the Future Ready Iowa goals and the intersection with nursing workforce needs. Recruit people to nursing.

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.	<p>Develop an activity to be used at the regional events and that is easily duplicated for more than one presenter to provide the information.</p> <ul style="list-style-type: none"> • Include taglines on website ("Nursing is a prime STEM field"; "If you have a high interest in science, consider Nursing.") • Produce "I AM STEM stickers" for recruiting events and presentations. 	1 st quarter 2019		
	Solicit volunteer participants who are willing to attend the STEM events and facilitate the activity.	1 st quarter 2019		Committee members to participate, as they are able.
	Hold training events to disseminate the STEM Festival Materials.	2 nd 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 October 2018 board meeting.	July 2019	Target June for 2016 & 2017 reports. UPDATE: Reports to be ready for October 2018 Board report. The 2015 report was released October 2016. The 2016 – 2018 Report was released July 2019.
	Post reports on the website and through distribution lists to stakeholders.	After October 2018 Board meeting	July 2019	Update site with each new report. Report posted July 2019
	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. Staff attended and contributed to regional

				<p>meeting held in Oct 2018.</p> <p>Staff attended Future Ready Iowa event in April '19.</p> <p>Ongoing, attend Future Ready Iowa events.</p>
	<p>Research wage information for LPN/RN/ARNP positions.</p>	<p>4th quarter 2018</p>		<p>Ongoing updates of infographics with new Trends reports.</p> <p>First infographic completed February 2017. ARNP completed spring 2017.</p> <p>Infographics updated in 2019.</p>
	<p>Use graphics and publications to tell the state's story about the nursing workforce.</p>	<p>Ongoing.</p>		<p>Continue to evaluate workforce data, produce infographics and publish them yearly in the IBON newsletter.</p>

Strategic Initiative #4

Workforce Retention & Career Enhancement

Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
<ul style="list-style-type: none"> 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.) Assist with decreasing workplace violence by supporting and promoting educational programs and initiatives that work to 	<p>Collaborate with healthcare employers to determine demand needs. Develop survey questions.</p>	<p>By 4th quarter 2018</p> <p>Aiming for survey in January 2020.</p>		<p>Explore the possibility of surveying employers about recruitment and retention strategies. Partner with IHA. 7/19/2018 – Developed a plan for the demand survey.</p> <p>10/2018 Review plan with workforce committee.</p> <p>March 2019 – Committee reviewed/edited survey questions.</p> <p>May 2019 – Met with IWD to discuss survey steps/tactics.</p> <p>Jan 2020, Demand survey was launched. Survey closed August 31st. Analysis and report scheduled for Jan. 2021.</p>

<p>decrease violence in the healthcare setting.</p>	<p>Work with a marketing firm to develop videos for each of the service areas.</p>			<p>June 2019. Considering AEA workforce tool.</p> <p>Letter of agreement with AEA under consideration by AAG staff (March 2020).</p> <p>Met with IHCA to talk about a partnership on module development in June 2020. IHCA began module development in July.</p> <p>Letter of agreement to AEA in Sept. 2020.</p>
	<p>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)</p>			

Strategic Initiative #5

Career Pathways

Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
<ul style="list-style-type: none"> Support efforts to increase awareness of nursing career pathways in Iowa by linking with existing resources and participating in ongoing activities. 	<p>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.</p>	<p>In process</p>		<p>DOE, IWD, IDPH working on a Science career pathway and development of sustainable materials.</p> <p>Needs analysis for health science career exploration toolkit is underway</p> <p>10/5/2018 The Health Science Career Pathway document was released.</p> <p>Revisit this idea specific to nursing.</p> <p>Continue to modify the document, as needed.</p>

<ul style="list-style-type: none"> Partner with other agencies and institutions to research millennial needs and design a toolkit to promote how nursing meets their employment/career needs. 				
	Develop a document to be distributed to all middle and high school counselors in the state about the field of nursing.	2 nd quarter 2019		Work in conjunction with the state office of rural health and their project.
	<ul style="list-style-type: none"> IHCA Focus group results on retention with be shared with the Iowa Center for Nursing Workforce. 	4 th quarter 2018		

	- Develop toolkit for employers.	Early 2019		
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Strategic Initiative #6

Outreach & Promotion

Initiatives	Action Steps	Timeline/ Target Date	Completion Date	Notes
<ul style="list-style-type: none"> Promote awareness of the Future Ready Iowa goals and the intersection with nursing workforce needs. 	Workforce staff should attend the Future Ready Iowa annual event and participate in any regional events where nursing can be promoted.	April 2018 event		<p>Staff attended April 2018 event. Networking continues.</p> <p>Staff attended regional Future Ready Iowa event in October 2018 and in June 2019.</p> <p>Staff to attend events, as scheduled.</p>

<ul style="list-style-type: none"> Recruit people to nursing. 	<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>
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