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July 2010

OCN

Oregon Center for
NURSING

News & reviews

Celebrate OCN's "Advocacy, Innovation, Solutions"

The Oregon Center for Nursing (OCN) will host its annual *free* fundraising breakfast on Wednesday, October 6, 2010 from 7:30—8:30 a.m. "Most people only know about one or maybe two aspects of the Oregon Center for Nursing," said Joan Caley, OCN Board President. "The 'Advocacy, Innovation, Solutions' breakfast is a wonderful way to learn about OCN's many programs and initiatives to provide the leadership to solve the nursing shortage in Oregon."

State Senator Betsy Johnson has agreed to provide the keynote address for this special event. She is joined by Becky Kopecky, MN, RN and Maria Elena Castro of Providence Hood River Medical Center, who will speak about their involvement in OCN's Nurturing Cultural Competence in Nursing program.

To be a part of this special event, please RSVP to Kelley Ilic at ocnadmin@up.edu or 503-943-7150.

Advocacy, Innovation, Solutions

Date: October 6, 2010

Time: 7:30—8:30 a.m.

Location:

Oregon Zoo

Cascade Crest Banquet Center

4001 SW Canyon Road

Portland, OR 97231



Photos (clockwise from top left): State Senator Betsy Johnson, keynote speaker at the 2010 "Advocacy, Innovation, Solutions" breakfast; more than 190 OCN's supporters attended last year's fundraising breakfast; Holly Mercer, RN, JD, Marilyn Hudson, RN, Susan King, RN, MS and Leslie Carveth, RN, MS take a moment to connect during the 2009 "Advocacy, Innovation, Solutions" event.

A MESSAGE FROM THE OREGON CENTER FOR NURSING'S EXECUTIVE DIRECTOR KRISTINE K. CAMPBELL, RN, PHD

Dear Friends of OCN,

Happy July! We hope you are all having a great summer!

We are very excited to announce that Senator Betsy Johnson will be joining us at the "Advocacy, Innovation, Solutions" fundraising breakfast on October 6, 2010. We look forward to seeing you all there too! If you would like to attend this free event, please RSVP to Kelley Ilic at 503-943-7150 or ocnadmin@up.edu.



The Nurse Manager Leadership Network and Long Term Care Leadership Network both kicked off their 2010 Breakfast Series this spring. Both groups continue to meet on a quarterly basis, providing robust conversation on topics pertinent to today's nursing professionals. If you wish to join us for a future breakfast event, check out the series calendars on page 3.

StudentMAX® Program Director Shelley Buettner has made the decision to move on and will leave the Oregon Center for Nursing in mid-July. We will miss her contributions to this innovative product and are actively seeking a new Program Director to carry on this important work on a national level. The StudentMAX® program continues to grow. Several upgrades are in process that will be rolled out at an upcoming national Users' Group Meeting. It just keeps getting better thanks to the great ideas from our StudentMAX® community!

The steering committee of the Nursing Workforce Diversity Initiative will reconvene this month. As the Nurturing Cultural Competence in Nursing project moves towards completion in 2011, we look forward to meeting with colleagues to discuss future diversity projects to benefit nursing in Oregon. Current diversity projects housed at OCN continue to do fabulous work. Please join us for the Nurturing Cultural Competence in Nursing Culmination Summit on November 4, 2010.

If you are interested in joining our work at the Oregon Center for Nursing, please contact our offices at ocnadmin@up.edu or 503-943-7150.

Thank you and happy reading!

SAVE THE DATE!

Phyllis Kritek To Present at 2011 Nurse Manager Leadership Event

The Oregon Center for Nursing (OCN) is pleased to announce Phyllis Kritek, RN, PhD, FAAN as our guest facilitator for the 2011 Nurse Manager Leadership Conference on February 17, 2010, 7:30 a.m. —4:30 p.m. at the Oregon Zoo Cascade Crest Banquet Center. This year's event will be a day-long workshop, focusing on conflict management. Dr. Kritek is known for her abilities to educate, inspire and empower nurses. More information on this conference will be available shortly.

A nationally and internationally known nurse scholar and writer, Phyllis Kritek is sought as a speaker and consultant on conflict resolution, organizational development, leadership development, gender and diversity communications, generational relationships, and globalization. Dr. Kritek is frequently engaged as a facilitator by organizations and health care agencies seeking to create effective strategic changes. She is noted for her unique ability to create conceptual maps that assist individuals and groups in grappling with challenges and dilemmas.

Registration for the 2011 conference will open in September 2010, with early bird registration discount of 10% for those registering before January 14, 2011.

For more information on registration, sponsorship opportunities, or being an exhibitor at the 2011 Leadership Conference, please contact Kelley Ilic at 503-943-7150 or ocnadmin@up.edu.

Nurse Manager Leadership Network

On May 19, 2010, the Nurse Manager Leadership Network kicked off its 2010 Leadership Network Breakfast series with an excellent presentation, “Employment Law in the 2010s,” by Eve Logsdon, JD, SPHR of Legacy Health Systems. Attendees had the opportunity to discuss current employment law challenges they are facing and receive expert advice and insight from colleagues on unique solutions to difficult problems.

The next Nurse Manager Leadership Network breakfast, “Healthy Workplaces Revisited,” is July 21, 2010, 8-10 a.m. Debbie Buchwach, MSN, RN-BC from Oregon Health and Science University will discuss organizational incivility in the workplace, techniques for communicating with bullies and strategies to foster professionalism in healthcare organizations. Debbi is a leader in this field and passionate about helping nurses. Registration for the breakfast, offering 1.5 CEs, is \$30. A registration form can be obtained on-line at www.oregoncenterfornursing.org.

Oregon Center for Nursing Nurse Manager Leadership Network Upcoming Breakfasts

Healthy Workplaces Revisited
July 21, 2010, 8:00—10:00 a.m.

**Labor Law: The Art of Managing and Maintaining
Successful Relationships in a Union Environment**
September 15, 2010, 8:00—10:00 a.m.

**Journal Discussion and Preview of
OCN’s 2011 Nurse Manager Conference**
December 7, 2010, 8:00—10:00 a.m.

Long Term Care Leadership Workgroup

The Long Term Care (LTC) Leadership Workgroup, led by Joan Caley, OCN Board President, has continued to work on a variety of initiatives related to long term care nursing. In collaboration with OCN’s LTC Workgroup, Joan Caley, as the principal investigator, was recently awarded a grant from the Terry Misener Memorial Fund at the University of Portland. This descriptive study will focus on factors influencing the hiring of nurses from long term care into acute care settings. Another project underway by the LTC Workgroup is the campaign and development of a video to recruit nurses into long term care settings. The group hopes to partner with the Oregon Student Nurses Association on this project.

The Long Term Care Workgroup has also created a series of networking and educational events specifically for long term care nursing professionals. The first event, “The Changing Landscape of Long Term Care,” was co-sponsored and hosted by

the Oregon Health Care Association. Led by Linda Bifano, RN, MN, MPA of Rose Schnitzer Manor at Cedar Sinai Park and CeCe Kiino, RN of Hospice Care of the Northwest, nurse leaders discussed issues such as increasing acuity levels in patient populations, efforts to coordinate care among multiple agencies and balancing budget concerns with patient needs.

The next Long Term Care Leadership Networking Breakfast, “Education Trends in Long Term Care,” will be held August 26, 2010 from 8 – 10a.m., and will feature panel speakers Juliana Cartwright, PhD, RN of Oregon Health and Science University’s School of Nursing, David Dale, MSN, RN, CNS of Mount Hood Community College and Karen Kohl, RN of Marquis Care Vermont Hills. The free networking event is co-sponsored and hosted by Marquis Care Vermont Hills. To reserve your seat, contact the Oregon Center for Nursing at www.oregoncenterfornursing.org, or call (503)943-7150.



Attendees from long-term and community-based care organizations discuss the Changing Landscape of Long Term Care.

Oregon Center for Nursing Long Term Care Leadership Network Upcoming Breakfasts

Education Trends in Long Term Care
Thursday, August 26, 2010, 8:00—10:00 a.m.

Culture Change in Long Term Care
Thursday, October 28, 2010, 8:00—10:00 a.m.

Healthy Workplaces in Long Term Care
Thursday, February 2011, 8:00—10:00 a.m.



Nursing Student Admissions Database Update

Lyzzy Caley Stewart, RN, BSN, BA, Program Manager

The Oregon Center for Nursing has completed analysis on the retention rates of nursing students who entered Oregon nursing programs in the 2008-2009 school year. Key findings from the report are:

- The retention rate of nursing students was 86%.
- There were no differences in retention rates based on gender or race/ethnicity.
- Younger students were retained at a higher rate than older nursing students.
- Nursing students at baccalaureate programs were retained at a higher rate (88%) than nursing students in associate degree programs (84%).

This data will serve as baseline data for future efforts to recruit and retain nursing students in Oregon.

Initial analysis of second year data from the Nursing Student Admissions Database is complete and a final report will be released this fall, which will include information on multi-year applicants.

To receive an electronic copy of the retention brief or to be added to the distribution list for the NSAD Final Report, please contact program manager Lyzz Caley Stewart at stewart@up.edu.

The NSAD Project received pilot and second year funding from the Oregon Workforce Investment Board via the Oregon Department of Community Colleges and Workforce Development, Employer Workforce Training Fund, GRNT#0148 (Pilot) and GRNT#0229 (Year 2).

Nurturing Cultural Competence in Nursing Update

Jana Bitton, MPA, Program Manager

The Nurturing Cultural Competence in Nursing (NCCN) project has identified many unique and creative practices to improve the cultural competence of practicing and student nurses. As the program moves into its final phase, it is exciting to see how these ideas are implemented and how new ideas continue to be discovered.

Grantees from the 2010 cycle of the Nurturing Cultural Competence in Nursing (NCCN) program met on June 3rd for the Second Grantee Meeting. As part of this meeting, grantees described the major promising practices they discovered as a result of their projects, including using students as content experts, modeling good behaviors for co-workers, and incorporating cultural competence on an institutional level. 2010 grantees recently submitted their interim reports and site

visits have been conducted at all sites. All 2010 projects are on track to complete their work this fall.

The ideas and innovations discovered through during the two-year NCCN project be presented at a Culmination Conference on Thursday, November 4 from 8 a.m. to 4 p.m. at the Governor Hotel in Portland, Oregon. Dr. Antonia Villarruel, Associate Dean for Research and Global Affairs at the University of Michigan will deliver a keynote address and projects from around Oregon will have an opportunity to present their project findings and discuss best practices with conference attendees. For more details or to register for this conference, please contact Jana Bitton at (503) 943-8772 or bitton@up.edu, or check the diversity website at www.ocnnursingdiversity.org.



Jesika Gavilanes, MA of OHSU School of Nursing discusses her NCCN project with representatives from other NCCN projects.

NURSING WORKFORCE DIVERSITY INITIATIVE STEERING COMMITTEE RECONVENED

The Nursing Workforce Diversity Initiative (NWDI) began in 2005 as the result of a regional Nursing Workforce Diversity Summit hosted by the Linfield-Good Samaritan School of Nursing in partnership with OCN and several regional health care systems, schools of nursing, public health departments, nonprofit organizations, and philanthropic foundations. Led by the Oregon Center for Nursing, the NCCN and NSAD projects resulted from the NWDI's work. With the NCCN project slated to end in early 2011, the Oregon Center for Nursing has reconvened the NWDI steering committee. The committee will meet on July 20, 2010 to discuss future diversity projects.



StudentMAX® Update

Shelley Buettner, MN, RN Program Director

StudentMAX® continues to provide an exceptional online clinical placement service to 14 clients in twelve states around the nation. The StudentMAX® national forum, which consists of at least one representative of each of those clients, meets monthly via teleconference and annually at a user group meeting to discuss universal student placement issues and new ideas for maximizing placements. At an upcoming Users' Group Meeting, StudentMAX® clients will learn about new technology features, share best practices in standardizing clinical placement workflows and discuss efforts to combine and publish data on clinical placement capacity and trends.

Meanwhile, efforts to expand the use of StudentMAX® in Oregon to the allied health disciplines are continuing to move forward at the lead of Jo Bell, consultant for the State of Oregon's Department of Community Colleges and Workforce Development (CCWD). The StudentMAX® program director will be working closely with this group to ensure it has a successful pilot and completes full implementation over the next year. This data, when combined with nursing placement data, has the potential to provide more complete information regarding student enrollment and hospital placement capacity.

JOB OPPORTUNITY AVAILABLE:

OCN is actively recruiting a new StudentMAX® Program Director, responsible for all business, marketing, development, IT support and training for clients throughout the US. The ideal StudentMAX® Program Director will understand the complex role of nursing, possess proven leadership and management skills, and be ready to use their innovation and future-oriented thinking to move StudentMAX® to the next level. Successful candidates will also demonstrate excellent communication skills and a track record of collaboration.

To view the position description in its entirety, please visit www.oregoncenterfornursing.org or www.studentmax.org.

StudentMAX® is an innovative online software tool designed to enhance clinical placement coordination in an effort to continue expanding and improving the overall quality of the healthcare workforce in Oregon. It is owned and operated by the Oregon Center of Nursing.

UPCOMING COMMUNITY EVENTS

August 9-11, 2010	Transforming Clinical Education Conference OCNE and University of Portland	Portland, Oregon
August 26, 2010	8th Annual Flu Summit Oregon Adult Immunization Coalition	Portland, Oregon
September 30, 2010	33rd Annual NPO Education Conference Nurse Practitioners of Oregon	Glendon Beach, Oregon
October 8, 2010	Advanced Preceptor Conference American Association of Critical-Care Nurses, Portland Chapter	Portland, Oregon
August 1-15, 2011	8th US-Russian Nursing Conference Cruise	Russia

Visit the Events and Community Calendar pages at www.oregoncenterfornursing.org for more information on these upcoming events!

Oregon Center for Nursing Research Activities: An Update

In 2009, the Oregon State Legislature enacted HB 2009, directing the Office of Health Policy and Research (OHPR) to collaborate with seven health profession licensing boards to collect data on the healthcare workforce. For this project, the Oregon Center for Nursing (OCN) is responsible for analyzing data provided by the Oregon State Board of Nursing (OSBN); the Oregon Healthcare Workforce Institute (OHWI) is responsible for analyzing data from other health professions. OCN and OSBN have successfully collaborated in past to analyze OSBN data, combine OSBN data with original research, and prepare the nursing workforce reports. We look forward to releasing a joint OCN/OHWI report in December 2010.

OCN has begun preparatory work for our research on the demand for Registered Nurses and Licensed Practical Nurses. Our last demand study, "WHEN, Not If...", was published in 2005. We will be contacting employers of RNs and LPNs to complete our surveys. It is important to receive responses from all of our employers to get an accurate picture of how many nurses are needed in today's healthcare settings. These data help us measure the progress on our efforts to educate, recruit and retain nurses in Oregon.

Available online ...

All Oregon Center for Nursing publications are available online at www.oregoncenterfornursing.org under the Publications—OCN Publications tab. Under the Publications—Nursing Shortage tab you will find links to additional reports on the nursing shortage throughout the United States.

Please feel free to distribute on-line materials to any interested parties!

I Support Nursing!

Every year, the Oregon Center for Nursing has advanced efforts to solve Oregon's nursing shortage. We work tirelessly year-round for nurse leaders, nurse educators, and staff nurses from all sectors of the field to make a difference in the working lives of Oregon's current and future nurses.

Honor a nurse, a family member, a friend, or yourself with a donation to OCN. Make your check payable to the Oregon Center for Nursing. Thank you in advance of your support of the Oregon Center for Nursing and the important work that we are engaged in. Together we are solving the nursing shortage one nurse at a time.

Name: _____

Organization: _____

Address: _____

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Phone: _____ Email: _____

I would like to invest (please circle one): \$10 \$25 \$50 \$100 Other\$ _____

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