

# FUTURE OF NURSING™

## Campaign for Action



## Wisconsin Center for Nursing Diversity Toolkit for Recruitment and Retention of Minority Nursing Students

RWJF State Implementation Program (SIP) Grant #70696

Gloria Hawkins, PhD  
Maichou Lor, MS, RN  
Barbara Nichols, DNSc(Hon.), MS, RN, FAAN

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*For live audio, you must use your phone and dial (866) 513-4976; passcode: 6875187*

## **Winifred Quinn, PhD**

Director, Advocacy & Consumer Affairs  
Center to Champion Nursing in America

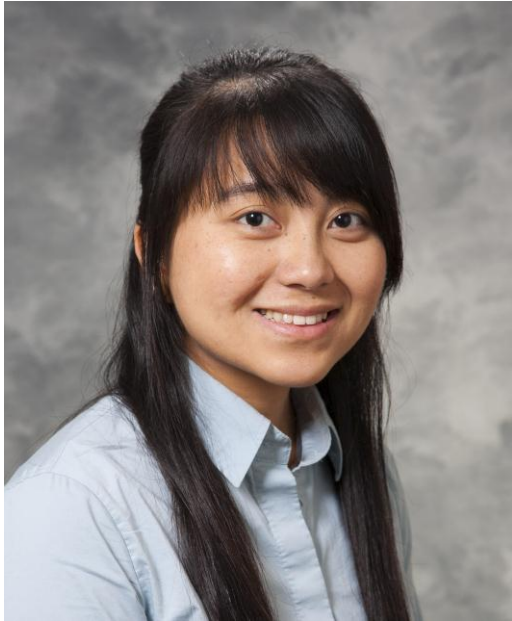


# Objectives

- Describe evidence-based recruitment and retention strategies for underrepresented students
- Identify health outcomes challenges as a result of historic and ongoing, underrepresentation of minority students
- Promote resources for Action Coalition utilization



**Barbara L. Nichols, DNSc  
(hon) MS, RN, FAAN,  
Diversity Coordinator for  
Wisconsin Action Coalition;  
Diversity Consultant,  
*Campaign for Action***



**Maichou Lor, RN, MS, PhD Candidate**  
**National Hartford Centers of**  
**Gerontological Nursing Excellence**  
**Patrica G. Archbold Scholar**  
**School of Nursing**  
**University of Wisconsin-Madison**



**Gloria V. Hawkins, Ph.D.**  
**Assistant Vice Chancellor and**  
**Director**  
**Chancellor's and Powers-Knapp**  
**Scholarship Programs**  
**University of Wisconsin-Madison**

## Diversity:

- Stands as an essential core value in healthcare
- Fundamental to the provision of culturally competent care to an increasing diverse USA population
- Improves quality and satisfaction of patient care
- Improves health outcomes
- Decreases health disparities
- Increases access to healthcare

## The Nursing Workforce:

- Lacks diversity at both state and national levels
- Has not made adequate progress recruiting minorities

# Nursing Diversity Is Important: Demographic of Racial/Ethnic Minority Nurses

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- 2013 Survey: minority nurses represent 19% of RN workforce
  - 6% African American
  - 6% Asian
  - 3% Hispanic
  - 1% American Indian/Alaskan Native
  - 1% Native Hawaiian/Pacific Islander
  - 1% other nurses
  - 83% White/Caucasian
- Men comprise 9% of all RNs in 2013
- Female comprise 91% of all RNs in 2013

(the National Council of State Boards of Nursing and the Forum of State Nursing Workforce Center, 2013)

# Nursing Diversity Is Important: Demographic of Racial/Ethnic Minority Nurses

- Projections indicate there is an impending nursing workforce crisis with the shortage of RN's
- An inability to recruit & retain nurses from under-represented groups will impede efforts to grow the nursing workforce



# Barriers to Achieving Greater Diversity in Nursing Education

- Financial needs
- Academic support
- Feelings of isolation
- Potential for racism & discrimination

(Loftin, Newman, Dumas, Gilden, & Bond, 2012; Smith, Williams-Jones, Lewis-Trabeaux, S& Mitchell, 2012 )

# RECRUITMENT & RETENTION TOOLKIT OF MINORITY NURSING STUDENTS

- Resources for toolkit came from:
  - Articles: Evidence based research, peer-reviewed articles
  - Websites
  - Certifications
  - Books
  - Reports

- Toolkit items were identified by the Diversity Collaborative and members of the Academic and Leadership Collaborative
  - *Taking the LEAD for Nursing in Wisconsin: Leadership, Educational Advancement & Diversity* RWJF State Implementation Program (SIP) Grant #70696
- Focused on 5 areas:
  - 1) Building the Nursing Pipeline: Recruitment Strategies
  - 2) Recruitment from Non-Traditional Sources
  - 3) Retention and Integrations Strategies: Academic/Socioeconomic Support
  - 4) Predicting Success of Ethnic Minorities on Nursing Licensure Exams
  - 5) Career Transition Issues and Strategies

- Cultivating a Prospective Pool Through the Educational Pipeline
- Early identification of prospective students
  - Intro to the profession via pre-college programs
  - Ed. post secondary programs
- Characteristics of program components
  - Positive and diverse images of the profession
  - Provide academic and related opportunities to prepare students to meet entrance requirements

- Include recruitment strategies from:
  - Forming partnership with minority communities organizations (e.g. minority churches, professional, social groups, fraternities and sororities, alumni mailing lists)
  - Bridge programs: with para-professional job programs (e.g. military, paramedics, etc.)
  - Alternative pathways
  - Outreach Programs/Activities

# Retention and Integrations Strategies: Academic/Socioeconomic Support

- Need to address academic, financial, social, and aspirational barriers
- Institutional Support Services
  - Financial support
  - Academic support
  - Early Identification and Intervention Services
  - Active Learning Opportunities
  - Student Self-Assessment Tool (e.g. Monitoring and Tracking Academic Progress)
- Personal and Social Support
  - Faculty and staff support and modeling
  - Family support
  - Mentoring to become familiar with and understand the culture of nursing
- Exploring new and different support strategies

- Requires specific strategies for effective outcomes
- Multiple strategies utilized concurrently
  - Standardized tests coupled with independent study modules and remediation
- Review courses coupled with mentoring
- Didactic courses on:
  - Test taking skills
  - Computer skills
  - Stress management
  - Problem solving
  - Critical thinking



- Need to address academic, financial, social, and aspirational barriers
- Implement successful mentoring, coaching, and individualized career advisement
- Professional development opportunities (e.g. attend conferences, leadership forums/symposiums)
- Budget for professional opportunities including national programs (e.g. Harvard leadership development program)

- Nursing work force lacks diversity at all levels
- Addressing these following five initiatives are critical
  - 1) Building the Nursing Pipeline: Recruitment Strategies
  - 2) Recruitment from Non-Traditional Sources
  - 3) Retention and Integrations Strategies:  
Academic/Socioeconomic Support
  - 4) Predicting Success of Ethnic Minorities on Nursing  
Licensure Exams
  - 5) Career Transition Issues and Strategies
- To locate the toolkit:  
<http://www.wisconsincenterfornursing.org/wiAC-LearningCollaboratives%20-%20Diversity.html>

## Questions or Comments?



**Press \*1 on your telephone key pad to ask a question  
OR  
Use the “chat” feature to send “everyone” a question.**

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[www.campaignforaction.org/webinars](http://www.campaignforaction.org/webinars).

# Campaign Resources

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