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

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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

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Nursing Diversity is Important

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
Nursing Diversity is Important

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

• 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

RECRUITMENT & RETENTION TOOLKIT OF MINORITY NURSING STUDENTS
Resources for toolkit came from:
- Articles: Evidence based research, peer-reviewed articles
- Websites
- Certifications
- Books
- Reports
Development of the Toolkit

- 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
Building the Nursing Pipeline: Recruitment 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
Recruitment from Non-Traditional Sources

• 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
Predicting Success of Ethnic Minorities on Nursing Licensure Exams

• 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
Career Transition Issues and Strategies

- 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)
Summary

• 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:
Questions or Comments?

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

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