

LEAD NURSING FORWARD.ORG



Educating Nurses for Maryland's Future

The Maryland Nurse Educator Career Portal

MHEC NSP II Project Director's meeting

March 8, 2019

Grant
Team

Progress

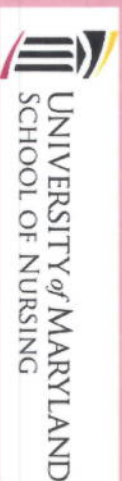
Q&A

Goals

Future

Collaborators

on this five-year grant, generously
funded by MHEC NSP II:



Salisbury
University
School of Nursing
(SUSON)

University of
Maryland
School of
Nursing
(UMSON)

Salisbury

UNIVERSITY

School of Nursing



Lisa Seldomridge, PhD, RN, CNE
Project Co-Director
Professor and Director,
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Center



Kayna Freda, EDD, RN, CMSRN
Brand and Marketing Liaison
Assistant Professor



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Abby Johnson, BA
Administrative Assistant
ECaP Administrative Support





UNIVERSITY *of* MARYLAND
SCHOOL OF NURSING



Louise Jenkins, PhD, RN, FAHA, ANEF
Professor and Director, Institute for Educators
Director, Teaching in Nursing & Health
Professions Certificate Program

Matt Rietschel, MS
Assistant Professor
Assistant Dean, Information & Learning
Technology



Goals

This project is dedicated to creating a web resource for Maryland's next generation of nurse educators and nurses. Our goals are:

- 👩🎓 Increasing awareness of the ongoing shortage of nursing faculty and R.N.s;
- 👩🎓 Providing strategies and tips on how to become a nurse educator;
- 👩🎓 Serving as a resource for accurate information about advancing one's education in nursing; and,
- 👩🎓 Posting open positions for nurse educators in colleges/universities and health care organizations.



**Site
Launch**

**Status of
Filming**

**Promotional
Efforts**

Progress

LeadNursingForward.org
launched February 4, 2019!

Filming of Nurse Educators is
underway across the state of
Maryland

Promotional efforts have begun
to develop interest in the site



Site Launch

LeadNursingForward.org launched on February 4, 2019

The site currently features:

**Beta Test
Results**

HOMEPAGE: A continuously scrolling design to introduce the site, with information on the nursing and nurse faculty shortage as well as links to the other currently live pages

CAREER PATHWAYS: Interactive Explore-your-own-adventure section for someone to learn the basics about being a nurse educator in an Academic or Clinical setting

RESOURCES: Information and helpful links on MD nursing programs, funding, and tips for advancing your career

OTHER: FAQs, Glossary for career explorers, and preview featurettes of SUSON faculty

Site Tour

Portal Preview: Coming to the site soon!



Beta Test Results

Pilot test site **November 15-30, 2018**

Review panel n=22:

- Hal and Jo Cohen Scholarship Students
- Nursing Deans from SUSON & UMSON

Qualtrics Survey with Likert scale and open-ended text box questions, centered on the site's:

- Navigation and functionality
- Visual appeal
- Clarity of information and purpose

74% response rate

Common themes:

- easy to navigate, well-organized, aesthetically pleasing

Feedback incorporated into final site

- Highlight ATB pathways
- Clarify where job postings will be
- Streamlined navigability of Career Paths section





Educating Nurses for Maryland's Future

About

Community
Coming Soon!

Career Paths

Resources

FAQs

Nurse Educators Start Here

Lead Nursing Forward is a collaboration between **Employers, Educational Institutions,** and aspiring **Nurse Educators.** We aim to provide information, connect you with opportunities for advancing your education, grow Maryland's nurse educator workforce, and address our statewide shortage of registered nurses.

Sign up to receive notifications about the launch of new features!

Email

Submit

<http://www.leadnursingforward.org>





Status of Filming

The site currently features only SUSON & UMSO photos, but will soon be updated with photos and videos taken at colleges and hospitals across Maryland

Photos and videos will be rotated on a regular basis, featuring a variety of Maryland educators and students

10 Maryland Nursing Programs and 13 Hospitals have volunteered to participate



Videos

HART LOVE-GOODYEAR



Videos

Photo montages and interview-based videos featuring Maryland nursing program faculty members and hospital educators are currently being edited

They will each center around a different theme, such as Pathways to Nursing Education

The team has interviewed educators from 5 locations:

- UMSON
- SU
- PRMC
- Chesapeake College
- UM Shore Medical Center at Easton

More locations will be filmed throughout 2019

Contact us if you would like some of your nursing program's faculty featured!





Educate the
nurses of
tomorrow.



LEAD NURSING
FORWARD_{MD}



Promotional Efforts

Digital Advertising campaign began in March 2019 to raise interest in the site, including:

- Targeted Marketing Blast Emails
- Display and Facebook/Instagram Ads
- Search Engine Optimization (SEO) and Marketing (SEM)



Find us on social media...



Facebook and Twitter
@LeadNursingFwd



Instagram and LinkedIn
@LeadNursingForward



Lead Nursing Forward shared a new
video



LEADNURSINGFORWARD.ORG
Lead Nursing Forward

Depositing a nurse educator today. Thanks on caring. Thank



Learn More

LEAD NURSING
FORWARD_{MD}.ORG
Educating Nurses for Maryland's Future



Educate the nurses
of tomorrow.

What's next?

Portal Beta Testing tentatively to begin in late Spring 2019

Launch of the Portal in Summer 2019

Videos and Photos of Maryland nursing educators will be added in 2019

Dissemination efforts across the state of Maryland to raise interest in the site

About the
Portal

Portal
Beta Test

Dissemination
Efforts



The Portal

Launching later in 2019...

Visitors will be invited to join the LeadNursingForward Community

In the Portal's **Phase I**, users can sign up with their name, email, and password

Posting and searching for nurse educator positions will be the first available feature

In a later release, users will have the capability to create an in-depth profile, including as much or as little information as they like. Profile types will be available for *Early Career Explorers/Aspiring Nurse Educators*; *Nurse Educators*; *Maryland Nursing Programs*; and *Healthcare Organizations employing Nurse Educators*

This will be a **free** resource for the Maryland nursing community to:

connect educators to open positions in nursing programs and hospitals in Maryland

enable employers to search for ideal candidates to fill open nurse educator positions and promote their institution

empower current nurses and aspiring nurse educators to explore Maryland nursing program offerings to advance their education in one place



Portal Beta Test

The Review Panel will be invited to participate in another beta test later this Spring 2019 and complete another Qualtrics survey

Feedback will be implemented prior to the Summer 2019 Launch

Would your program like to be one of the first ones to post jobs when the portal is live?

Let us know!



Dissemination

Recent

- MNA Convention November 1, 2019
- STTI Lambda Eta Chapter Substance Use Disorders Conference November 15, 2019
- Johnson, A., Jarosinski, J., & L. Seldomridge. (2018). Lead Nursing Forward: Addressing the Maryland Nursing Faculty Shortage. *The Maryland Nurse News and Journal*, 20 (1)

Upcoming

- Institute for Educators Spring Conference at UMSON, March 28, 2019
- Maryland Community College and University Nursing Faculty Job Fair, March 28, 2019
- Evidence Based Practice Conference at PRMC, 4/1/19
- 45th Biennial of STTI in D.C. November 2019
- Sigma International Nursing Research Congress in Calgary July 2019

The team is also planning to set up visits to schools and hospitals to demo the site and preview the portal, starting this spring.

Contact us if your program would be interested!



Thank you!

We want to hear from you! Please let us know
what you think. Contact us:

leadnursingforward@gmail.com

Abby Johnson at

axjohnson@salisbury.edu

410-528-2079

**Contact us
to...**



Contact us to...

- 📷 Feature your nursing program faculty on the site in photos and videos
- 📍 Set up a site demo visit at your school
- 📝 Help us keep information on the site up-to-date and accurate
- 💡 Let us know what you think! Send your comments, questions, and suggestions

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