Collaborators

Salisbury University School of Nursing (SUSON)

University of Maryland School of Nursing (UMSON)

on this five-year grant, generously funded by MHEC NSPII.
This project is dedicated to creating a web resource for Maryland's next generation of nurse educators and nurses. Our goals are:

1. Posting open positions for nurse educators in colleges/universities and health care organizations.
2. Serving as a resource for accurate information about advancing one's education in nursing.
3. Providing strategies and tips on how to become a nurse educator.
4. Increasing awareness of the ongoing shortage of nursing faculty and R.N.s.
Promotional efforts have begun to develop interest in the site. Promotional efforts have begun, Maryland.

Filming of Nurse Educators is underway across the state of Maryland on February 4, 2019.

Progress
Site Launch

Leading the way forward. Launched on February 4, 2019.
**Beta Test Results**

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

Review panel n=22:
- Hal and Jo Cohen Scholarship
- Nursing Deans from SUSON & UMSON
- Qualtrics survey with Likert scale and open-ended text box questions, centered on the site’s navigation and functionality

**Common themes:**
- Navigation and functionality
- Clarity of information and purpose
- Visual appeal
- 74% response rate
- Easy to navigate, well-organized, aesthetically pleasing
- Streamlined navigability of Career Paths section

**Feedback incorporated into final site:****
- Highlight ATB pathways
- Clarify where job postings will be
The site currently features only SUSON & UMSON 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.
Contact us if you would like some of your nursing program's faculty featured.

More locations will be filmed throughout 2019:

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

The team has interviewed educators from 5 locations:

- Pathways to Nursing Education
- They will each center around a different theme, such as:
- Photo montages and interview-based videos

Videos
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...

@LeadNursingFwd
@LeadNursingForward

Facebook and Twitter
Instagram and LinkedIn
What's next?

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

Launch of the Portal in Summer 2019

Portal Beta Testing tentatively to begin in late Spring 2019

Videos and Photos of Maryland nursing educators will be added in 2019.
Program offerings to advance their education in one place

empower current nurses and aspiring nurse educators to explore Maryland nursing

positions and promote their institution

enable employers to search for ideal candidates to fill open nurse educator

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

This will be a free resource for the Maryland nursing community.

Organizations employing Nurse Educators

Explorers/Aspiring Nurse Educators: Maryland Nursing Programs and HealthCare

as much or as little information as they like. Profiles will be available for early Career

in a later release, users will have the capability to create an in-depth profile, including

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

In the Portal's phase 1, users can sign up with their name, email, and password.

Visitors will be invited to join the LeadingNursingForward Community

Launching later in 2019.

The Portal
Let us know!

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

Summer 2019 launch
Feedback will be implemented prior to the

complete another Qualtrics survey
another beta test later this spring 2019 and

The review panel will be invited to participate in

**Portal Beta Test**
Interested? Contact us if your program would be interested in a personal site visit to preview the portal. The team is also planning to set up visits to schools and hospitals to demo the site and answer any questions.

Upcoming:
- Sigma Internationl Nursing Research Congress in Calgary, July 2019
- 45th Biennial of STLI in D.C., November 2019
- Evidence Based Practice Conference at PRMC, April 19/20, 2019
- Faculty Job Fair, March 28, 2019
- Maryland Community College and University Nursing
  Institute for Educators Spring Conference at UMSON, March 28, 2019

Journal:
- Pediatric Nurse (1)
- Journal of Clinical Practice in Allergy and Immunology
- Nursing Research: The Maryland Nurse's News and
  Journal of Clinical Practice in Allergy and Immunology
  Addressing the Maryland Nursing Conference November 6, 2019
- STLI Lambda Epsilon Chapter Substance Use Disorders
- MNA Convention November 6, 2019

Recent:
- Dissemination
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Contact us
Thank you!

What you think Contact us:
Please let us know
Contact us to...

Set up a site demo visit at your school
Feature your nursing program faculty

Let us know what you think! Send
Suggestions, comments, questions, and

Help us keep information on the site up-to-date and accurate

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