

# Harnessing Technology to Address the Nursing Faculty Shortage: Introducing the LeadNursingForward.org Website



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## Introduction and Purpose

**Introduction:** The outlook for remission of the nurse faculty shortage is not promising. Contributing factors are:

- aging and retirement of current faculty;
- fewer nurses enrolled in PhD programs;
- non-competitive teaching vs. practice salaries, and;
- lack of qualified faculty applicants, especially from underrepresented groups

(Fang & Kesten, 2017; Mazinga, 2020; NLN, 2018).



**Purpose:** To highlight LeadNursingForward.org as a resource for aspiring nurses and nurse educators, linking them to information, open positions, and educational events. Additionally, to describe how this website continues to add features and functions.

## Method

Schools of Nursing at Salisbury University and University of Maryland collaborated on a one-stop-shop web resource for information about nurse educators, educational pathways, types of educator positions, and financial resources as well as a searchable interactive career portal to assist job seekers with finding positions in Maryland. To keep the website current and relevant, additional content and new features were developed.

# LEAD NURSING FORWARD.ORG

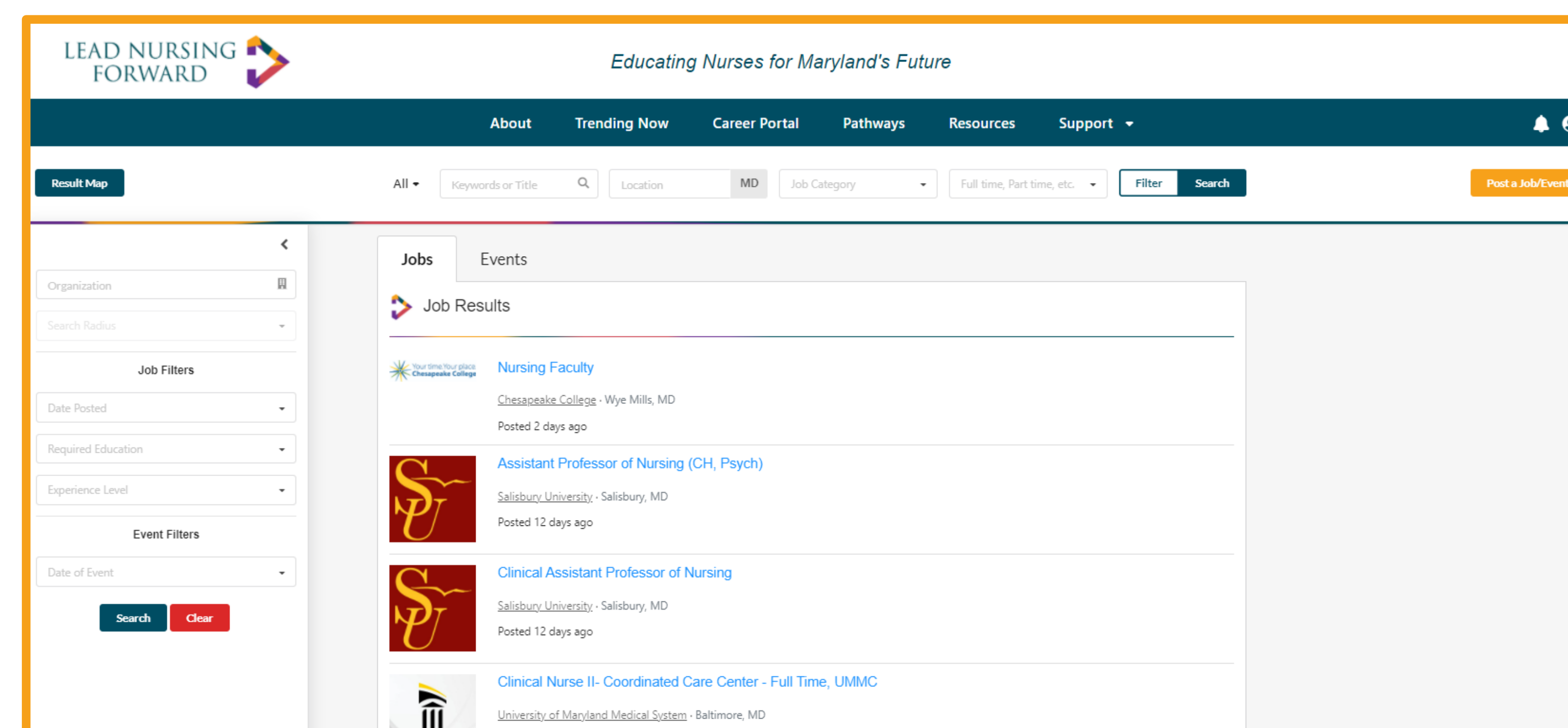


*Educating Nurses for Maryland's Future*

## Results

This website features:

- information on educational paths to an educator career, financial resources, and types of academic and clinical appointments;
- videos and photos showcasing nurse educators from community colleges, universities, and hospitals;
- a free, searchable career portal allowing job seekers to create personal profiles to connect with open positions.
- profiles of Maryland academic and healthcare organizations to post open positions, available educational offerings, and events, including professional development opportunities
- *Trending Now* page with stories about nurses and educators as well as other updates



LeadNursingForward.org Career Portal Screenshot

## Implications

- Having a single information source can:
  - Facilitate access to reliable information about how to become a nursing faculty member or nurse educator
  - Publicize available educator positions within academic programs and healthcare organizations
  - Contribute to the development of the next generation of nurse educators.



## Conclusions

It takes one full-time faculty to produce six graduates per year who in turn provide \$704,000 in annual health care services (Kowalski & Kelly, 2013).

This website provides current information, enhances the image of nurse educators, and connects aspiring nurse educators to open positions, thus increasing the number of available nursing faculty and enhancing nursing's capacity to meet burgeoning healthcare needs.

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