

**MINUTES OF THE VIDEO CONFERENCE MEETING
NEBRASKA CENTER FOR NURSING
October 26, 2023**

Call to Order

The meeting of the Nebraska Center for Nursing (CFN) Board was called to order by Ronda Ehly, Acting Chair, on October 26, 2023, at 11:03 a.m. The central meeting location was at the Nebraska State Office Building, Room 3V, 301 Centennial Mall South, Lincoln NE 68508. Copies of the agenda were distributed in advance to the Board members on October 16, 2023, posted outside the Licensure Unit within the Nebraska State Office Building on October 16, 2023, and posted on the Department of Health and Human Services website on October 16, 2023. Joyner announced that a current copy of the Open Meetings Act was available at the central meeting location as well as online using the link listed on the agenda.

Roll Call

The following Board members were in attendance during all or part of the meeting via virtual conference:

- Sheila Bjerrum
- Wayne Briner, Jr.
- Jerry Cooper
- Ronda Ehly
- Janelle Francis
- Ashley Havel
- Angela Johnson
- Adam Kuenning
- Leah Logan
- Joan Nelsons

The following Board members were not in attendance: Tamara Allen and Michelle Summers.

Four Board positions were vacant.

The following staff members were present: Ann Oertwich, *Program Manager*, Sherri Joyner, *Health Licensing Coordinator*, and Juan-Paolo Ramirez, PhD, *Independent Consultant*. Also present was Jean Neuberger from Learfield.

The following staff members attended via videoconference: Ginger Rogers, *Nursing Practice Consultant*, and Jacci Reznicek, *Nursing Education Consultant*.

Adoption of the Agenda

Motion: Kuenning made the motion, seconded by Briner, to adopt the agenda for the October 26, 2023, meeting of the Nebraska Center for Nursing Board.

Voting Yes: Bjerrum, Briner, Cooper, Ehly, Francis, Havel, Johnson, Kuenning, Logan, and Nelson.
Voting No: None. Abstain: None. Absent: Allen and Summers. Motion carried.

Approval of the Minutes

Motion: Kuenning made the motion, seconded by Logan, to approve the minutes for the January 30, 2023, and the July 26, 2023, Center for Nursing Board meetings.

These minutes were approved by the Nebraska
Center for Nursing Board on April 17, 2024.

Voting Yes: Bjerrum, Briner, Cooper, Ehly, Francis, Havel, Johnson, Kuenning, Logan, and Nelson.
Voting No: None. Abstain: None. Absent: Allen and Summers. Motion carried.

Marketing Plan

Jean Neuberger from the marketing firm Learfield gave an overview of the media campaign that will be launched in 2024. The two primary aims of the campaign are to 1) recruit new nurses into the profession and 2) retain current nurses. Ads will run on all of Learfield's 84 radio affiliates in Nebraska along with additional radio stations to ensure state-wide coverage. Spanish-language radio ads are planned for the Grand Island market. Learfield plans to cover the whole state with English-language print ads and to run Spanish-language print ads in some areas. Digital ads will be posted to variety of social media channels including Meta, Instagram, and LinkedIn. In addition to ads on television outlets such as Hulu, Disney, and ESPN, spots will run on YouTube, which Neuberger noted is very popular with the 25-49 age group. Other formats that will be used include banner ads on a variety of websites and programmatic media, such as spots that run at movie theatres or on screens at gyms, student unions, and other locations.

The ads will include a "call to action" directing people to the Center for Nursing's website for additional information. Oertwich will have access to a dashboard enabling her to see which ads are getting clicks. Nielsen ratings can be used to measure the size of radio and television audiences. Learfield can pivot the campaign towards outlets that are getting a higher response rate.

Members reviewed four potential new logos for the Center. One logo emphasizes the abbreviation NCN, for the Nebraska Center for Nursing, which would be a departure from the Center's previous practice of using CFN or C4N. A potential area of concern is that NCN is also used by News Channel Nebraska. Members will vote for their preferred logo and their preferred color scheme via email.

Center for Nursing Foundation

Lina Bostwick, President of the Center for Nursing Foundation, spoke on the workings of the Foundation. One of the Foundation's recent projects was creating a specialty license plate promoting the Center for Nursing. Bostwick said she was recently contacted by the Iowa Center for Nursing, which was interested in doing something similar in their state. Bostwick noted that she recently left work late, and of the four cars remaining in the parking lot, all had Center for Nursing license plates.

In terms of Foundation membership, Bostwick announced that Linda Stones, who is on the Board of the Nebraska Nurses Association, has agreed to serve as Treasurer for the Foundation. Stones is also a former Center for Nursing Board member. Another former member of the Center for Nursing Board, Christi Glesmann, is also interested in serving on the Foundation. The Foundation is seeking additional members. Bostwick said that they meet approximately four times a year via Zoom, and that meetings typically last 60-90 minutes. Both Kuenning and Cooper expressed interest in serving on the Foundation.

Motion: Briner made the motion, seconded by Francis, to appoint Jerry Cooper, Christi Glesmann, Adam Kuenning, and Linda Stones to the Nebraska Center for Nursing Foundation Board.

Voting Yes: Bjerrum, Briner, Cooper, Ehly, Francis, Havel, Johnson, Kuenning, Logan, and Nelson.
Voting No: None. Abstain: None. Absent: Allen and Summers. Motion carried.

Expansion of Clinical Sites for Nursing Students

Oertwich reported that the Nebraska Hospital Association (NHA) will be the fiscal coordinator for the implementation of LB227, as they already have staff in place who can handle such matters. LB227 provides \$6 million to the Center for Nursing over a two-year period for the purpose of expanding clinical sites for nursing students in Nebraska, particularly in rural areas. The NHA's Stacey Ocander is leading the project. Ocander is currently lining up clinical partners to participate in the program. Oertwich said that the Board of Nursing will review an "Innovative Approach" model for clinical instruction that they hope can be implemented at the clinical sites.

UNMC HRSA Grant Updates

Oertwich provided updates on the Nebraska Collaborative Investment in Nurses: Resiliency, Retention and Well-Being project. The Center for Nursing is a partner in the project, which is funded by a HRSA grant. The UNMC College of Nursing is the lead agency. Oertwich reported that a new cohort of nurses at critical access hospitals in Nebraska has begun taking Psychological First Aid courses and the WHOLE wellness program training. The project is also recruiting nurses to participate in Critical Incident Stress Management trainings.

Conclusion

The meeting adjourned at 12:24 p.m.

Respectfully submitted,



Sherri Joyner
Health Licensing Coordinator