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#13

ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Increase Enrollments and Retention
in Schools of Nursing

SESSION I

Group 1

May 13, 1987

8 - 9:30 p.m.

Facts:

Admissions, enrollments and graduations in Schools of Nursing are declining.

The 1986 NYSNA voting body established recruitment and retention of students in schools of nursing as a priority activity.

- I. Assuming the above facts are true, this group should focus on factors influencing admissions, enrollments and graduations and develop strategies and practical implications to:
 - A. Identify and focus attention on new populations to be targeted.
 - B. Describe new technologies needed.
 - C. Identify marketing strategies for increasing admissions, enrollments and graduations.
 - D. Improve (alter) the image of nursing as an attractive career.
 - E. Other.

SESSION II

Group 1

May 14, 1987

8:30 - 10:30 a.m.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

#13

ARDEN HOUSE

SESSION III

Group 1

May 14, 1987

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 3 - 5 top priorities or strategies to increase admissions, enrollments and graduations in schools of nursing.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

#13

ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Increase Enrollments and Retention
in Schools of Nursing

SESSION I

Group 2

May 13, 1987

8 - 9:30 p.m.

Facts:

Admissions, enrollments and graduations in Schools of Nursing are declining.

The 1985 NYSNA voting body established recruitment and retention of students in schools of nursing as a priority activity.

- I. Assuming the above facts are true, this group should focus on factors influencing admissions, enrollments and graduations and develop strategies and practical implications to:
 - A. Identify and focus attention on new populations to be targeted.
 - B. Describe new technologies needed.
 - C. Identify marketing strategies for increasing admissions, enrollments and graduations.
 - D. Improve (alter) the image of nursing as an attractive career.
 - E. Other.

SESSION II

Group 1

May 14, 1987

8:30 - 10:00 a.m.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

#13

ARDEN HOUSE

SESSION III

Group 2

May 14, 1987

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 3 - 5 top priorities or strategies to increase admissions, enrollments and graduations in schools of nursing.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

#13

ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Increase Minority
Recruitment and Retention

SESSION I

Group 3

May 13, 1987

8 - 9:30 p.m.

Facts:

Minority students and men are underrepresented in professional nursing programs.

The NYSNA 1986 voting body established recruitment and retention of minority students and men in schools of nursing as a priority activity.

- I. Assuming the above facts are true, this group should focus on factors influencing admissions, enrollments and graduations of minority students.

Focus on:

- A. What strategies must be developed to identify and nurture minority candidates.
- B. What supplementary services will be needed to retain minority students in professional schools of nursing.
- C. What marketing strategies are needed to educate the minority community about current roles in nursing.
- D. Other

SESSION II

Group 3

May 14, 1987

9:30 - 10:30 a.m.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

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ARDEN HOUSE

SESSION III

Group 3

May 14, 1987

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 1 - 5 top priorities or strategies to increase admissions, enrollments and graduations of minority students and men in schools of nursing.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

#13

ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Alter How Nurses Practice

SESSION I

GROUP 4

May 13, 1987

8 - 9:30 p.m.

Facts:

Innovative models for delivery of nursing care will create a need for better prepared professional nurses.

Diminished job satisfaction and increasing job fatigue influence nursing practice.

- I. Assuming the above facts are true, focus on factors influencing nursing practice. Consider practical implications and develop strategies to:
 - A. Identify and focus on job enrichment programs.
 - B. Identify the obligations of schools of nursing and health care settings to socialize nursing students and practicing nurses into professional nursing roles.
 - C. Describe autonomous professional roles for nurses.
 - D. Increase job satisfaction and reduce job fatigue.
 - E. Identify marketing strategies to inform consumers of nursing care about current nursing practice.
 - F. Other.

SESSION II

GROUP 4

May 14, 1987

8:30 - 10:30 a.m.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

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ARDEN HOUSE

SESSION III

Group 4

May 14, 1987

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 3 - 5 top priorities or strategies to alter how nurses practice.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

#13

ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Alter the
Practice Environment for Nurses

SESSION I

Group 5

May 13, 1987

8 - 9:30 p.m.

Facts:

There is an impending nursing shortage in New York State.

There is an increasing emphasis on cost containment in health care delivery which has an effect on provision of quality nursing care.

Diminished job satisfaction and increasing job fatigue influence nursing practice.

- I. Assuming the above facts are true, focus on factors influencing nursing environments. Consider practical implications and develop strategies to:
 - A. Alter practice environments to increase the quality of nursing care.
 - B. Increase the independent and collegial interdependent roles of nurses.
 - C. Increase job satisfaction and reduce job fatigue.
 - D. Improve the perceived image of nursing by nurses and others.
 - E. Other.

SESSION II

Group 5

May 14, 1987

8:30 - 10:30 a.m.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

#13

ARDEN HOUSE

SESSION III

Group 5

May 14, 1987

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 3 - 5 top priorities or strategies to alter nursing practice environments.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

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ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Alter the Practice Environment for Nurses

SESSION I

GROUP 6

May 13, 1987

8 - 9:30 p.m.

Facts:

There is an impending nursing shortage in New York State.

There is an increasing emphasis on cost containment in health care delivery which has an effect on provision of quality nursing care.

Diminished job satisfaction and increasing job fatigue influence nursing practice.

- I. Assuming the above facts are true, focus on factors influencing nursing environments. Consider practical implications and develop strategies to:
 - A. How practice environment can be altered to increase the quality of nursing care.
 - B. Increasing the independent and collegial interdependent roles of nurses.
 - C. Increasing job satisfaction and reducing job fatigue.
 - D. Improving the perceived image of nursing by nurses and others.
 - E. Other.

SESSION II

GROUP 6

May 14, 1987

8:30 - 10:30 a.m.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

#13

ARDEN HOUSE

SESSION III

Group 6

May 14, 1987

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 3 - 5 top priorities or strategies to alter nursing practice environments.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

#13

ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Influence the Image of Nursing

SESSION I

Group 7

May 13, 1987

8 - 9:30 p.m.

Facts:

Stereotypes of nurses and nursing as portrayed are inaccurate and detrimental to recruitment and retention of nurses.

Career alternatives for women have increased and have become more diverse.

- I. Assuming the above facts are true, this group should focus on factors influencing the image of nursing and on strategies for educating the public and potential students about current and accurate perceptions of nursing.

Consider what image of nursing we want to project and focus on:

- A. What publics should be targeted - what do they need to know.
- B. What new technologies might be utilized to promote correct images of nurses and nursing.
- C. What marketing techniques would be most effective.
- D. Other.

SESSION II

Group 7

May 14, 1987

8:30 - 10:30 A.M.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

#13

ARDEN HOUSE

SESSION III

Group 7

May 14, 1987

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 3 - 5 top priorities or strategies to educate the public and potential students about current practice and roles of nurses.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

#13

ARDEN HOUSE

CONFERENCE ON RECRUITMENT AND RETENTION IN NURSING

ARDEN HOUSE

MAY 13-14, 1987

Strategies to Influence the
Image of Nursing

SESSION I

Group 8

May 13, 1987

8 - 9:30 p.m.

Facts:

Stereotypes of nurses and nursing as portrayed are inaccurate and detrimental to recruitment and retention of nurses.

Career alternatives for women have increased and have become more diverse.

- I. Assuming the above facts are true, this group should focus on factors influencing the image of nursing and on strategies for educating the public and potential students about current nursing roles and accurate perceptions of nursing.

Consider what image of nursing we want to project and focus on:

- A. What publics should be targeted - what do they need to know.
- B. What new technologies might be utilized to promote correct images of nurses and nursing.
- C. What marketing techniques would be most effective.
- D. Other.

SESSION II

Group 8

May 14, 1987

8:30 - 10:30 a.m.

Based on your work of last evening, focus this group session on specific recommendations to be directed to:

1. Schools of Nursing
2. Health Care Settings
3. New York State Nurses Association
4. Other

What financial and legislative initiatives will be needed to carry out your recommendations?

#13

ARDEN HOUSE

SESSION III

Group 8

May 14, 1967

1:30 - 2:30 p.m.

Based on the work in your two previous meetings focus this group session on the prioritization of your recommendations.

Develop 3 - 5 top priorities or strategies to educate the public and potential students about current practice and roles of nurses.

Be as specific as possible as to the rationale, who should be directed, what should they do, and within what time frame.

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ARDEN HOUSE

PARTICIPANTS

Pearl Skeete Bailey	Sandra A. Mazzia
Karen A. Ballard	Erlene P. McGriff
Elaine Beletz	Lenora McClean
Nettie Birnbach	Charlene McKaig
Patricia Bishop Barry	Rose Marie McMahon
Beverly Bonaparte	Milene Magel
Mary X. Britten	Frances Morgan
Carol A. Brooks	Cecilia F. Mulvey
Georgia Burnette	Claire Murray
Ellen M. Burns	Rene Murtha
Elizabeth Carter	Daphne Nelson
Kathleen Colling	Edna L. Neumann
Mary S. Collins	Veronica O'Day
Lolita B. Compas	Sharon O'Keefe
Connie Cookman	Anita Ogden
Catherine Cornu-Quinn	Martha L. Orr
William R. Donovan	Ingrid Pearson
Kathleen Ferraro	Jessie Mae Pepper
Jane Fielding	Jacqueline Perley
Shirley Fondiller	Linda Pflingsten
Susan J. Fraley	Kathleen Powers
Joan Gilbert	Dorothy Ramsey
Evelyn Gioiella	Richard W. Redman
Miriam Gonzalez	Dorothy L. Richmond
Ann M. Gothler	Gail Rosettie
Jo-Ann Griffin	Anne Schott
Martha E. Haber	Laura Simms
Paul Hageman	Anne H. Skeilly
Susan Heidtmann	Denise Smallwood
Carol B. Henretta	Barbara Lee Smullen
Juanita K. Hunter	Margaret O. Sovie
V. Barbara Hynes	Marjorie Stanton
Ronald Inskeep	Kathleen Sward
Martha Kemsley	Mary Ann Valinski
Ruth Korn	Maureen Van Vort
Josephine LaLima	Connie Vance
Eleanor C. Lambertsen	Marva Wade
Elizabeth Mahoney	Gail K. Weissman
Barbara Malon	Cathryne A. Welch
Janet P. Mance	Dorothy M. Williams
Diana J. Mason	Claude H. Willis
Barbara C. May	

WEDNESDAY

DRAFT

May 13, 1987

Welcome

Martha L. Orr
Executive Director, NYSNA

Overview of the Agenda - Purpose, Process and Charge

Ellen M. Burns
President, NYSNA

"Nursing and the Great American Marketplace: Getting into the Game"

Susan and Alan Schwartzman

Discussion

Break

Social Hour

Dinner

Group Session I

2:00 - 2:15 p.m.

2:15 - 2:45

2:45 - 4:30

4:30 - 5:30

5:30 - 6:00

6:00 - 7:00

7:00 - 8:00

8:00 - 9:30

#13

ARDEN HOUSE

THURSDAY

May 14, 1987

CONFERENCE LEADERS AND RECORDERS

Group I

Dorothy Ramsey, Leader
Paul Hageman, Recorder

Group II

Mary X. Britten, Leader
Richard Redman, Recorder

Group III

Earl Skeete Bailey, Leader
Rose Marie McMahon, Recorder

Group IV

Claire Murray, Leader
V. Barbara Hynes, Recorder

Group V

Veronica O'Day, Leader
Carol Henretta, Recorder

Group VI

Anne Skelly, Leader
Elizabeth Mahoney, Recorder

Group VII

Gannie Vance, Leader
Lolita Compas, Recorder

Group VIII

Kathleen Powers, Leader
Ann Gothler, Recorder

NYSNA STAFF RESOURCES

Martha L. Orr
Executive Director

Elizabeth Carter
Deputy Director

Jane Fielding
Director of Planning and Research

Josephine LaLima
Director, Nursing Education Program

Janet P. Mance
Director, Legislative Program

Karen A. Ballard
Director, Nursing Practice and Services Program

Anne Schott
Director, Communications, Publications and Public Relations

Grace R. Kimmey
Administrative Assistant

7:15 - 8:30 a.m.

Breakfast

8:30 - 10:30

Group Session II

Coffee

10:45 - 12:30 p.m.

Feedback and Discussion
(All Groups)

Charlene McKaig, Moderator

12:30 - 1:30

Lunch

1:30 - 2:30

Group Session III

Coffee

2:45 - 4:30

Plenary Session
(Final Strategies and Goals
from the Conference are Developed)

Juanita Hunter, Moderator

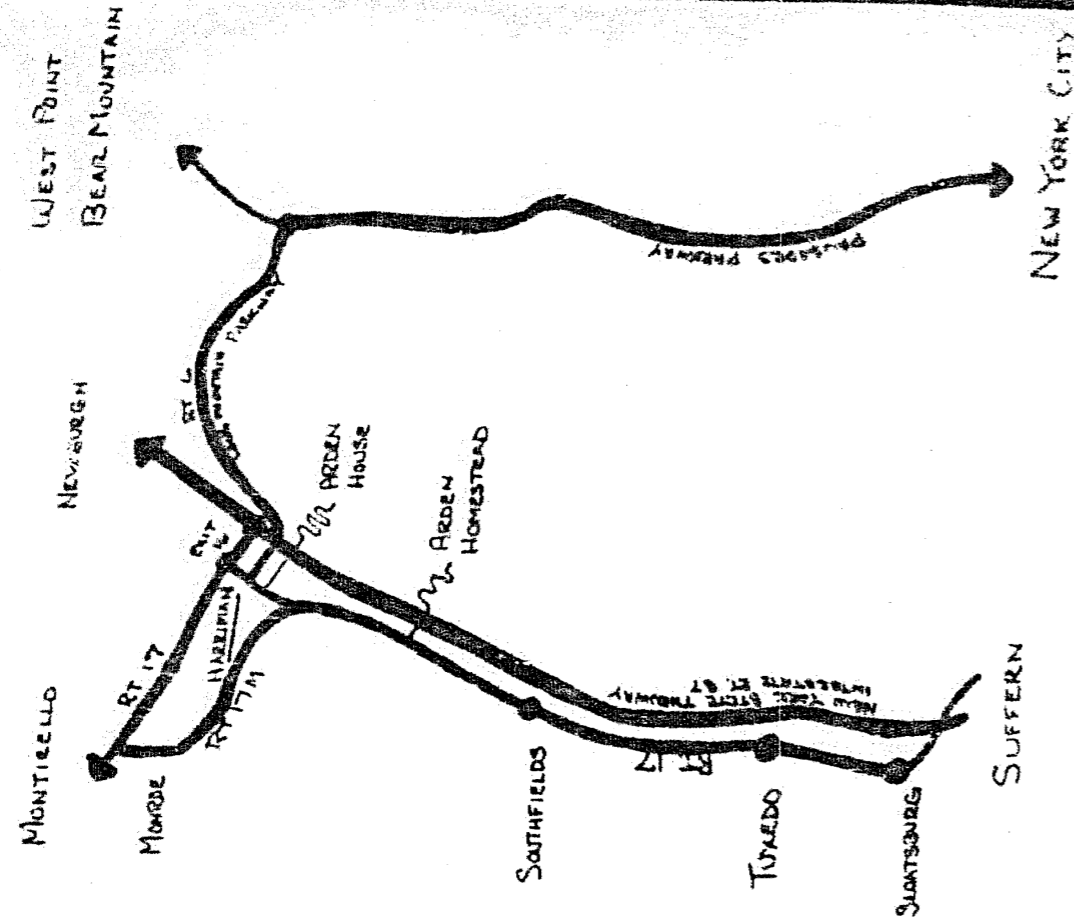
4:30 - 4:30

Summary

Ellen M. Burns

#13

ARDEN HOUSE



DIRECTIONS TO THE ARDEN CONFERENCE CENTERS

FROM NEW YORK CITY:

- TAKE NEW YORK THRUWAY NORTH TO EXIT 16 (HARRISMAN) COMPLETE EXIT AND TURN LEFT AT END OF RAMP PROCEED SOUTH ON RT 17/32. ARDEN HOUSE ENTRANCE IS ONE HALF MILE, ON LEFT (TURN AT NEPERA CHEMICAL). ARDEN HOMESTEAD ENTRANCE IS TWO MILES SOUTH OF ARDEN HOUSE ENTRANCE, ON LEFT (TURN AT "ARDEN" SIGN).
- TAKE PALISADES PARKWAY NORTH TO RT. 6 WEST, (THIS WILL BE LONG MOUNTAIN PARKWAY) PROCEED ON RT. 6 WEST TO CENTRAL VALLEY. AFTER DESCENDING MOUNTAIN, GO TO TRAFFIC LIGHT. TURN LEFT AT TRAFFIC LIGHT AND PROCEED SOUTH ON RT 17/32. ARDEN HOUSE ENTRANCE IS QUARTER MILE, ON LEFT (TURN AT NEPERA CHEMICAL). ARDEN HOMESTEAD ENTRANCE IS TWO MILES SOUTH OF ARDEN HOUSE ENTRANCE, ON LEFT (TURN AT "ARDEN" SIGN).
- TAKE ROUTE 17 NORTH/WEST, THRU N.I., SUFFERN, SLUATSBURG, TUXEDO AND SOUTHFIELDS. ARDEN HOMESTEAD ENTRANCE WILL BE THREE ON MILES NORTH OF SOUTHFIELDS ON RIGHT (TURN AT "ARDEN" SIGN). ARDEN HOUSE ENTRANCE IS TWO MILES NORTH OF ARDEN HOMESTEAD ENTRANCE, ON RIGHT (TURN AT CHEMICAL PLANT).

FROM OTHER AREAS:

GO TO NEW YORK STATE THRUWAY PALISADES PARKWAY OR ROUTE 17 AND FOLLOW DIRECTIONS ABOVE.

CONFERENCE ATTENDEES

Recruitment & Retention Conference
May 13-14, 1987
Arden House Conference Center
Harriman, New York

NON-SMOKERS

Kathleen M. Sward
Pearl Skeete Bailey
Laura L. Simms
Cecilia F. Mulvey
Mary X. Britten
Carol A. Brooks
Ingrid P. Pearson
Richard W. Redman
V. Barbara Hynes
Ann M. Gotthler
Marilyn Jaffe-Ruiz
Rene M. Murtha
Martha Kemsley
Sandra A. Mazzie
Carol B. Henretta
Daphne Nelson
Margaret D. Sovie
Shirley H. Fondiller
Martha E. Haber
Claire Murray
Gail Kuhn Weissman
Georgia Burnette
Dorothy L. Richmond
Anne H. Skelly
Barbara C. May
Rose Marie McMahon
Mary S. Collins
Kathleen Colling
William R. Donovan
Sharon O'Keefe
J. Mae Pepper

SMOKERS

Barbara Mison
Eleanor C. Lambertsen
Elaine E. Beletz
Maureen Van Vort
Susan Fraley

DIDN'T INDICATE

Claude H. Willis
Evalynn Giobello
Elizabeth A. Mahoney