



Illinois Department of Financial and Professional Regulation
Division of Professional Regulation

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MANUEL FLORES
 Acting Secretary

JAY STEWART
 Director
 Division of Professional Regulation

MINUTES
ADVISORY BOARD FOR THE ILLINOIS CENTER FOR NURSING MEETING

10:30 AM, Thursday, April 5, 2014

Location:

JR Thompson Center
 Division of Professional Regulation
 100 W. Randolph Street
 9th Floor, Room #9-140a
 Chicago, Illinois

ATTENDANCE

ICN Board Members Present:

Donna Hartweg, Chairperson

Maureen Shekleton, Vice-Chairperson

Julie Bracken

Kathleen Delaney

Carmen Hovanec

Mary Lebold

Deborah Terrell

Excused Absence: Corinne Haviley

Donna Meyer

Marsha Prater

Janet Krejci (phone)

Guests: Michele Bromberg, IDFPR Nursing Coordinator

ICN Staff: Chicago: LBRoberts

D. Hartweg called meeting called to order at 10:45am, a quorum is present.

Topic	Discussion	Action
Announcements: Welcome	Welcome, introductions of Illinois Center for Nursing (ICN) Board members and guest	
	Approval of Agenda: M/S/V: M. Shekleton, move, J. Bracken, second	Approved
	Approval of February 6, 2014 ICN Board meeting minutes: M/S/V: M. Shekleton, move, C. Hovanec, second.	Approved
Manager's Report	<p>Manager LBRoberts summary of activities since last Board meeting:</p> <p><u>ICN Strategic Planning Follow-up</u>: support the four Work Groups: Resources, Partnership, Data, Public Relations(PR)/Marketing with resource material, etc. Work Group meetings minutes will be attached to ICN Board meeting minutes, standardized format pending.</p> <p><u>RN Licensure Workforce Survey</u>: for the first time a survey is being offered with on-line licensure renewal; 90% of the approximately 170,000 IL RNs renew on-line. This project reflects successful collaboration amongst Licensing, IT, Finance, Nursing and ICN. Of the 28 survey questions, 25 are from the National Minimum Data Set, http://www.nursingworkforcecenters.org/minimumdatasets.aspx plus five additional questions: two on education, two on retirement and one</p>	

	<p>on salary. Survey began first week March 2014.</p> <p><u>Illinois Healthcare Action Coalition (IHAC):</u> Robert Wood Johnson Foundation (RWJF) grant: State Implementation Program (SIP) projects continue, ANA-IL is the grant lead, the two areas of focus are practice and leadership. The Practice Workgroup is conducting asset mapping of IL Advanced Practice Nurses (APN), survey collection continues; the Leadership Workgroup Fellowship Program first cohort continues on schedule.</p> <p><u>Leadership project</u> supported by ICN: Webinars on the Affordable Care Act (ACA), presented in collaboration with EverThrive Illinois and the Shriver Law Center. 2/13/14: webinar #1: Essential components of the ACA, the nurses role and resources for enrollment, approximately 150 attendees; webinar #2 on 4/10/14: additional information on eligibility of the uninsured, discussion of potential post-ACA workforce. IHAC website has a link to the EverThrive website where the webinars are available for viewing, http://www.illinoishac.com/</p> <p>Center to Champion Nursing in America (CCNA) Diversity Consultant Barbara Nichols has recommended a summer 2014 project. The tentative project planned for August 2014, to convene community groups that experience health disparities and access to care issues, convene leaders to discuss barriers, health literacy.</p> <p><u>Education Workgroup:</u> a survey of proposed standardized curriculum for seamless education transition is being distributed to the approximately 80 associate degree, baccalaureate degree and hospital schools of nursing; the group meets once a month by conference call.</p> <p><u>Clinical Faculty Academy</u> – next class scheduled for August 2014 – hosted by the South Metropolitan Health Education Consortium.</p> <p>Illinois Department of Public Health/Center for Rural Health Nursing scholarships, funded through the Illinois Department of Financial and Professional Regulation (IDFPR) Nursing Dedicated Fund, continued funding depends on increase in RN re-licensure fees.</p> <p><u>Legislative Update:</u> M. Bromberg reported about recent National Council State Boards of Nursing (NCSBN) discussion on the nursing compact or multi-state licensure for RNs. ANA-IL handout from student nurse political action day distributed, brief review of legislation.</p>		
Chairperson's Report	<p>Chair D. Hartweg: the primary focus of activities since the last ICN Board meeting has been on strategic objectives. The ICN Strategic Planning Task Force has been dissolved, and four Strategic Objective Workgroups have begun work. The Workgroups are: Partnerships, Resources, PR/Marketing and Data; each Workgroup chair will present a report later today. Workgroup objectives: 1) clarify strategic objective; 2) review strategies, verify which ones to keep, delete; 3) prioritize strategies with a 12 month timeline; 4) identify external people to either join the Workgroup or to use as a resource.</p> <p>Bi-weekly meetings with Chair, Vice-Chair and staff primary focus on the support of the four workgroups, on the Strategic Map, development of an SBAR (situation, background, assessment, recommendation)</p> <p>Data shows that there is a funding decrease for the Illinois Board of Higher Education (IBHE) Illinois Nursing Expansion and Improvement grants from \$1.5 million in 2007, is now at \$340,000; the Nursing Educator Fellowship program has increased to \$224,000 from \$150,000 a few years ago, the maximum award is \$10,000 salary supplement per award recipient (defined per statute). It is a complex issue, will need</p>		

	<p>further work, suggestion: compare schools that received grants from IBHE and those that received support from other sources; in addition look at also best practices; maybe outcome goals would be different, expansion with regards to graduate school, diversity , many options.</p>		
Old Business Strategic Planning			
Strategic Planning	<p><u>Strategic Planning Workgroup Reports</u> Workgroups: all groups met, chairs were selected, priorities reviewed: Strategic Map: Illinois Center for Nursing (4): resource document:</p> <p><u>Data:</u> Chair: K. Delaney – other state workforce centers have been reviewed through websites; are looking at possible areas for policy recommendations; looking at structure of a data repository. An example is the Colorado Workforce Center – but one must register with them to obtain their report. Janet K sending contact Motion: M/S/V: utilize the current data to plan, project workforce needs: M. Shekleton move, C. Hovanec second, approved.</p> <p><u>Partners:</u> Chair: M. Shekleton: the focus is building key strategic partnerships to facilitate the work of the ICN. Prioritize strategies: in the next 12 months: identify contacts in the business community, other health professions, include Department of Commerce and Economic Opportunity (DCEO). A priority is community-based agencies, to have a clearer picture of community – home health, public health, occupational health. Need to have examples of what we can offer up to business community- identify human and financial allocation – outreach to business segments of community. A suggestion: identify a partner to participate at each ICN BOD meeting. Motion: M/S/V: to build key strategic partnerships to facilitate the work of the ICN: D. Terrell move, C. Hovanec second, approved.</p> <p><u>Public Relations/Marketing:</u> Chair: C. Hovanec: discuss potential additional members of this workgroup, are working on an action plan, target specific audiences. A possible resource: the IHAC SIP grant consultant. The ICN website is another area of focus, what does it need to be more effective, more interactive, such as videos and other things: get at materials that can help us educate others to better understand what we are about; example: Illinois Public Health Association (IPHA): Eric Whittiker, past president Illinois Department of Public Health (IDPH). A review of other state agencies: 3 examples. 1) content, messaging and 2) media: social, print, media; 3) ICN – is there something we want to enhance the logo: suggestion, the "Illinois Workforce for the Future". This committee will do an analysis – contact groups who use this website and provide us with input on use of the website. Discussion: ICN website: this is not a linear process, need to map out algorithm as to what needs to be done. Suggestions: 1) interactive items, also additions to ICN website; 2) clear message; 3) question deans/directors regarding the ICN website; 4) talking points- message in next 5 years: Motion: M/S/V: to approve strategic objective and strategies: to strengthen the ICN brand, increase visibility and communicate the value of ICN: D. Terrell move, M. Lebold second, approved.</p>	Approved	Approved
			Approved

	<p><u>Resources</u> : Chair: D. Terrell: recommend tracking of utilization of resources. Discussion: workgroup is in the process of determining what is possible, which will take time.</p> <p>Motion: M/S/V: to approve strategic objective: Utilize existing state funds and seek additional non-state resources: C. Hovanec move, M. Lebold second, approved.</p>		Approved
Illinois Healthcare Action Coalition	<p>IL Healthcare Action Coalition Report: LBRoberts brief review Robert Wood Johnson Foundation (RWJF) State Implementation Program (SIP) Grant</p> <p>Project Lead: ANA-IL Executive Director: S. Swart, two focus areas: Practice and Leadership.</p> <p>Practice Workgroup: the Advanced Practice Nursing (APN) Survey has gone live in March and will remain open through July 2014.</p> <p>Leadership Workgroup: the first cohort of the 23 fellows continues on target in the one year program</p> <p>Affordable Care Act partnership to increase enrollment of the uninsured – was reviewed in the ICN Manager’s report earlier.</p> <p>Education Workgroup, the curriculum survey has been distributed to assess opinion of standardized curriculum to facilitate transition from associate degree RN to baccalaureate completion for RNs.</p> <p>Diversity Initiative: reviewed earlier during Manager’s report.</p>		
New Business	<p>Board of Nursing Annual Pre-licensure School Survey (M. Bromberg); reviewed DRAFT document of data collected over the past 6 years, comparison.</p> <p>Discussion: BSN – not know if admit in junior or senior year; BSNC data is not collected as the pre-licensure data is required by law, but the BSNC data is not required by law. NCSBN data- MB can get report of where IL licensed RNs are working. Are RNs ready to work in the workforce – Kentucky tried to introduce legislation have RNs to work as interns for period of time before hiring. Time management is an issue.</p>		Approve by consensus
Adjournment	Motion to adjourn: M/S/V: D. Terrell moved, M. Shekleton seconded, meeting adjourned at 3:30 pm		Approved
Next meeting	Thursday, June 5, 2014		
Appendix #A	Strategic Map dated 03/28/14		
Appendix #B	Minutes from ICN Strategic Planning/Objective Workgroups		

The Illinois Center for Nursing (ICN) was established in 2006 to advocate for appropriate nursing resources necessary to meet the healthcare needs of the citizens of Illinois. ICN is working with industry professionals and educational institutions to ensure that Illinois has a nursing workforce necessary to meet the demands of a growing and aging population. ICN Website: www.nursing.illinois.gov.

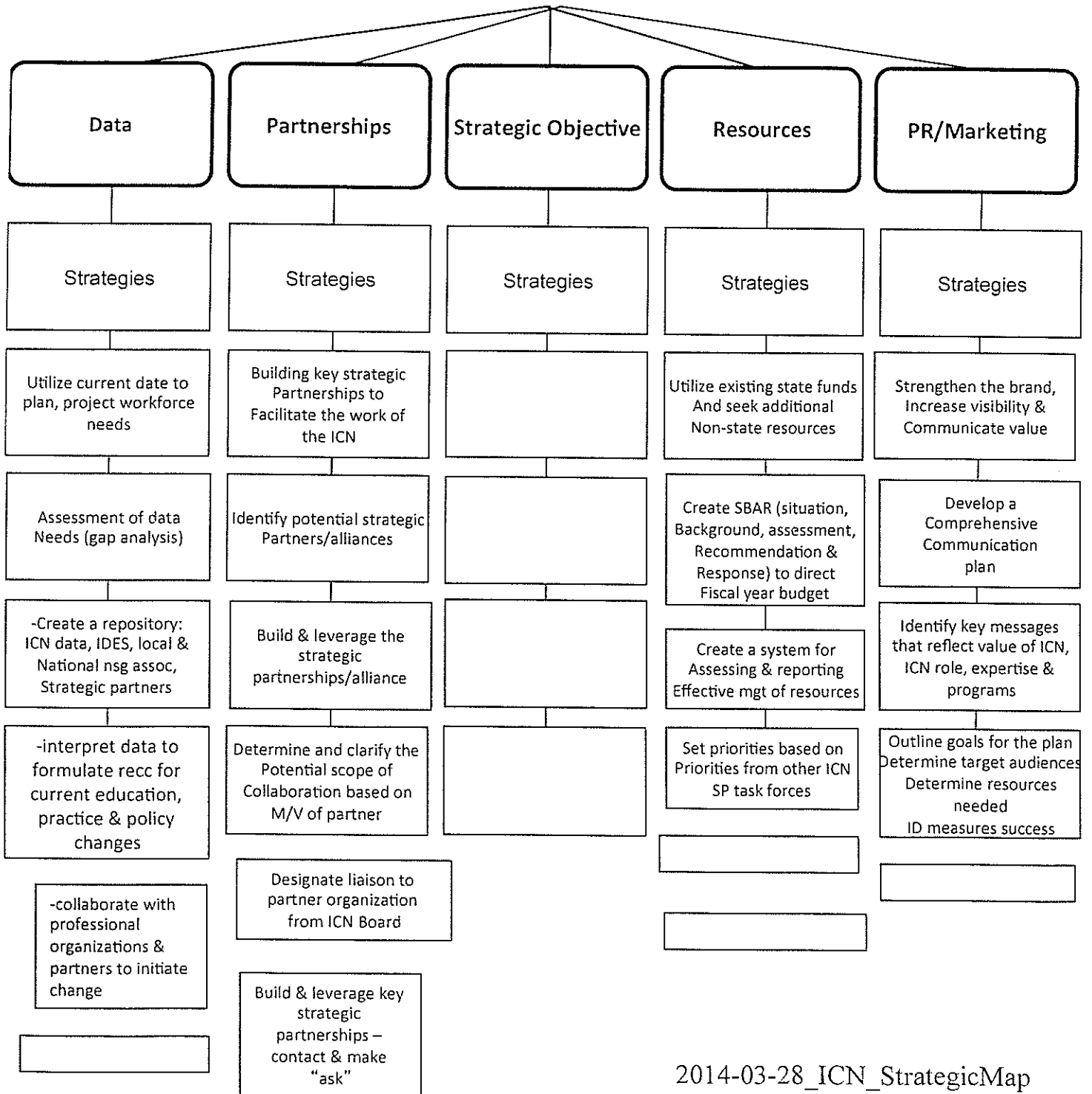
Members of the ICN Board of Directors:

Julie Bracken, Evergreen Park, IL; Kathleen Delaney, Evanston, IL; Corinne Haviley, Winfield, IL; Carmen C. Hovanec, Chicago, IL; Donna Hartweg, Bloomington, IL; Janet Krejci, Bloomington, IL; Mary Lebold, Chicago, IL; Donna Meyer, Edwardsville, IL; Marsha Prater, Springfield, IL; Maureen Shekleton, Glen Ellyn, IL; Deborah Terrell, Flossmoor, IL.

The Illinois State Healthcare Action Coalition was (IHAC) www.illinoishac.com convened to advance *The Future of Nursing: Campaign for Action™*, a collaboration created by the Robert Wood Johnson Foundation and the AARP Foundation <http://championnursing.org/>.

Strategic Map: Illinois Center for Nursing (4)

Optimize ICN's influence as the leader for nursing workforce development that impacts quality healthcare policy, practice & education in an era of change





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APPENDIX #B
THE ILLINOIS CENTER FOR NURSING ADVISORY BOARD MEETING
Thursday, April 5, 2014

Appendix #B	Notes from ICN Strategic Planning/Objective Workgroups Workgroup notes are in chronological order and are listed based on the date the meeting was held		
Partnership	February 26, 2014 March 26, 2014 April 2, 2014		
Data	March 13, 2014		
PR/Marketing	March 5, 2014 March 26, 2014		
Resources	February 26 and March 18, 2014		

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Illinois Center for Nursing Strategic Planning Partnership Workgroup/Task Force Meeting 2/26/14

Present: M. Shekleton, D. Meyer, M. Bromberg

Tasks 1 through 3 done. Participants will review & suggest changes/additions, etc. after receiving this email. We will schedule another meeting to address Tasks 4 & 5.

Taskforce Tasks

The following are the first tasks to complete prior to the April 3 ICN Board meeting. Any printed materials should be to Linda by April 1 for email distribution. Each chair will provide a verbal report during the ICN Board meeting.

1. Select chair – M. Shekleton
2. Review the strategic objective for your task force and recommend any wording changes – Completed – see below.
3. Review each strategy identified during the planning session and make recommendations for change: verify those to keep, delete and/or add – Completed – see below
4. Prioritize the strategies
 - a. Those to accomplish within next 12 months.
5. Identify additional human resources necessary to accomplish your work
 - a. Permanent Ad Hoc members to join your task force (from organizations, experts)
 - b. Expert resources – those who can contribute information (these can include voluntary contributors as well as those requiring remuneration for their time)

Strategic Objective

Building key strategic partnerships to facilitate the work of the ICN

- a) Identify potential strategic partners/alliances
 - a. Categories of partners:
 - i. Professional member of organizations – to include nursing & non-nursing, (ANA-IL, ICNO, ISAPN, IONL, IPHA, Pharmacists, Dentists)
 - ii. Educational institutions including community colleges, universities, proprietary schools, military, high school guidance counselors (Stem, HSLE) (some stakeholder want bridge education & business – not sure what this means)
 - iii. Service organizations, hospitals, community agencies, long term care, critical access hospitals
 - iv. State agencies (IDPH, IBHE, DECO, IDES)
 - v. Business communities (IL Business Roundtable, IL Workforce Investment Board, Chambers of Commerce, Insurance companies, groups that represent small business owners)

- vi. Educational boards (ICCB, IBHE)
 - vii. Healthcare plans (8 in Illinois)
 - viii. HMPRG
 - ix. IOM Chicago
 - x. Campaign for Better Healthcare
 - xi. Other consumer groups – (AARP, Rotary clubs, Kiwanis clubs)
- b) Determine and clarify the potential scope of collaboration based on the mission and vision of the identified partner
 - c) Designate liaison to partner organization from the ICN Advisory Board
 - d) Build and leverage key strategic partnerships – contact and make ask

Recorded by:

Maureen Shekleton, PhD, RN, DPNAP, FAAN

Abbreviations:

ICNO: Illinois Coalition of Nursing Organizations
 ISAPN: Illinois Society of Advanced Practice Nurses
 IONL: Illinois Organization of Nurse Leaders
 IPHA: Illinois Public Health Association
 HSLE: Health Science Learning Exchanges
 STEM: Science Technology Engineering and Math
 IDPH: Illinois Department of Public Health
 ICCB: Illinois Community College Board
 IBHE: Illinois Board of Higher Education
 ISBE: Illinois State Board of Education
 IDES: Illinois Department of Employment Security
 HMPRG: Health and Medicine Policy Research Group
 IOM: Institute of Medicine



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Illinois Center for Nursing Strategic Planning Partnership Workgroup Partnership Workgroup Meeting 3/26/14

Present: M. Shekleton, D. Meyer, M. Bromberg

2/26/14 Tasks 1 through 3 done.

3/26/14 Tasks 4 & 5 addressed.

Partnership Workgroup Tasks

The following are the first tasks to complete prior to the April 3 ICN Board meeting. Any printed materials should be to LBRoberts by April 1 for email distribution. Each Strategic Planning Workgroup Chair will provide a verbal report during the ICN Board meeting.

4. Prioritize the strategies
 - a. Those to accomplish within next 12 months.
 - a. Request DECO identify contacts in business community
 - b. Educate those professional org partners not already engaged (Pharm, Dentists and IPHA) and other groups about ICN – priority area for outreach is community based agencies.
 - c. Survey educational programs re occupational health/community content in curriculum as a priority for education in preparation for community and occupational health roles
5. Identify additional human resources necessary to accomplish your work
 - a. Permanent Ad Hoc members to join your work groups (from organizations, experts): Request budget allocation for a part-time staff person to assist with outreach to organizations and segments of the business community
 - b. Expert resources – those who can contribute information (these can include voluntary contributors as well as those requiring remuneration for their time – J. Rodriguez from the Department of Commerce and Economic Opportunity (DCEO) for business contacts
 - c. Other resource being requested is a block of time at each meeting to invite an identified partner to dialogue with the ICN Board of Directors

Strategic Objective

Building key strategic partnerships to facilitate the work of the ICN (today's revisions are underlined)

- a) Identify potential strategic partners/alliances
 - a. Categories of partners:

- i. Professional member of organizations – to include nursing & non-nursing, (ANA-IL, ICNO, ISAPN, IONL, IPHA, Pharmacists, Dentists)
 - ii. Educational institutions including community colleges, universities, proprietary schools, military, high school guidance counselors (STEM, HSLE) (some stakeholders want to bridge education and business – transition education/business)
 - iii. Service organizations, hospitals, community agencies, long term care, critical access hospitals
 - iv. State agencies (IDPH, IBHE, DECO, IDES) Merge with #vi Determine what they need from ICN
 - v. Business communities (IL Business Roundtable, IL Workforce Investment Board, Chambers of Commerce, Insurance companies, groups that represent small business owners) Need to develop business case for using nurses to decrease healthcare costs through occupational and community based prevention and care
 - vi. Educational boards (ICCB, IBHE)Move to iv Develop closer working relationship with ICCB – they are on WIB
 - vii. Healthcare plans (8 in Illinois) Identify contacts
 - viii. HMPRG
 - ix. IOM Chicago
 - x. Campaign for Better Healthcare
 - xi. Other consumer groups – (AARP, Rotary clubs, Kiwanis clubs)
- b) Determine and clarify the potential scope of collaboration based on the mission and vision of the identified partner
 - c) Designate liaison to partner organization from the ICN Advisory Board
 - d) Build and leverage key strategic partnerships – contact and make ask

Recorded by:

Maureen Shekleton, PhD, RN, DPNAP, FAAN

Abbreviations:

DCEO: Department of Commerce and Economic Opportunity

HSLE: Health Science Learning Exchanges

HMPRG: Health and Medicine Policy Research Group

ICNO: Illinois Coalition of Nursing Organizations

ISAPN: Illinois Society of Advanced Practice Nurses

IONL: Illinois Organization of Nurse Leaders

IPHA: Illinois Public Health Association

IDPH: Illinois Department of Public Health

ICCB: Illinois Community College Board

IBHE: Illinois Board of Higher Education

ISBE: Illinois State Board of Education

IDES: Illinois Department of Employment Security

IOM: Institute of Medicine

IWIB: Illinois Workforce Investment Board

STEM: Science Technology Engineering and Math



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Illinois Center for Nursing Strategic Planning Workgroup FINAL REPORT

Partnership Meeting 2/26/14

Partnership Meeting 3/26/14

Partnership Meeting 4/2/14 (Bold type)

Present: M. Shekleton, D. Meyer, M. Bromberg

2/26/14 Tasks 1 through 3 done; 3/26/14 Tasks 4 and 5 addressed.

4/2/14 Reviewed and edited for clarity, **Changes in bold.**

Partnership Workgroup Tasks

The following are the first tasks to complete prior to the April 3, 2014 ICN Board meeting. Any printed materials should be to LBRoberts by April 1 for email distribution. Each ICN Strategic Planning Workgroup chair will provide a verbal report during the ICN Board meeting.

4. Prioritize the strategies
 - a. Those to accomplish within next 12 months.
 - a. Request DECO id contacts in business community
 - b. Educate those professional org partners not already engaged (Pharmacy, Dentists and Illinois Public Health Association/IPHA) and other groups about ICN – priority area for outreach is community based agencies.
 - c. Survey educational programs re occupational health/community content in curriculum as a priority for education is preparation for community and occupational health roles
5. Identify additional human and financial resources necessary to accomplish your work
 - a. Permanent Ad Hoc members to join your task force (from organizations, experts) Request budget allocation for a pt time staff person to assist with outreach to orgs and segments of the business community
 - b. Expert resources – those who can contribute information (these can include voluntary contributors as well as those requiring remuneration for their time – J. Rodriguez from Department of Commerce and Economic Opportunity (DCEO) for business contacts
 - c. Other resource being requested is a block of time at each meeting to invite an identified partner to dialogue with ICN Board of Directors
 - d. **Hold summit of potential partners/stakeholders to educate about Institute Of Medicine (IOM) report and State Action Coalition (AC) work and identify potential collaboration areas related to Illinois healthcare workforce needs**

Strategic Objective

Building key strategic partnerships to facilitate the work of the ICN

- a) Identify potential strategic partners/alliances

- a. Categories of partners:
 - i. Professional member of organizations – to include nursing & non-nursing, (ANA-IL, ICNO, ISAPN, IONL, IPHA, Pharmacists, Dentists)
 - ii. Educational institutions including community colleges, universities, proprietary schools, military, high school guidance counselors (Stem, HSLE) (some stakeholder want bridge education & business – not sure what this means)
 - iii. Service organizations, hospitals, community agencies, long term care, critical access hospitals
 - iv. State agencies (IDPH, IBHE, DECO, IDES) Merge with vi Determine what they need from ICN
 - v. Business communities (IL Business Roundtable, IL Workforce Investment Board, Chambers of Commerce, Insurance companies, groups that represent small business owners) Need to develop business case for using nurses to decrease healthcare costs through occupational and community based prevention and care
 - vi. Educational boards (ICCB, IBHE) Move to iv Develop closer working relationship with ICCB – they are on IWIB
 - vii. Healthcare plans (8 in Illinois) Identify contacts
 - viii. HMPRG – **Marge Schaps**
 - ix. IOM Chicago – **Identify nurse members**
 - x. Campaign for Better Healthcare – **Jim Duffett**
 - xi. Other consumer groups – (AARP, Rotary clubs, Kiwanis clubs)
- b) Determine and clarify the potential scope of collaboration based on the mission and vision of the identified partner
- c) Designate liaison to partner organization from the ICN Advisory Board
- d) Build & leverage key strategic partnerships – contact and make ask
Partnerships may develop and play out within the context of ICN's role as a co-leader of the IHAC

Recorded by:

Maureen Shekleton, PhD, RN, DPNAP, FAAN

Abbreviations:

CBHC: Campaign for Better Healthcare
 DCEO: Department of Commerce and Economic Opportunity
 ICNO: Illinois Coalition of Nursing Organizations
 ISAPN: Illinois Society of Advanced Practice Nurses
 IONL: Illinois Organization of Nurse Leaders
 IPHA: Illinois Public Health Association
 HSLE: Health Science Learning Exchanges
 STEM: Science Technology Engineering and Math
 IDPH: Illinois Department of Public Health
 ICCB: Illinois Community College Board
 IBHE: Illinois Board of Higher Education
 ISBE: Illinois State Board of Education
 IDES: Illinois Department of Employment Security
 HMPRG: Health and Medicine Policy Research Group
 IHAC: Illinois Healthcare Action Coalition
 IOM: Institute of Medicine



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Illinois Center for Nursing Strategic Planning: Data Workgroup Meeting

Meeting Purpose	Establish structure and focus for ICN data task force.
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Date	Time	Location	Note Taker
March 13, 2014	10-11:00 AM	Per conference call	K Delaney

Attendees

	Kathy Delaney	
	Corrine Haviley	
	Julie Bracken	

Agenda Item	Discussion	Action
1. Reviewed charge	<p>Group discussed charge to group Minor word changes made so charge is action oriented</p> <p>a. Assessment: gap analysis of what data we have, who has it, how do we get it; also need for example graduation data: positions post-graduation; is some data in other government projects such as SHIP ICC (State Health Improvement Plan Implementation Coordination Council), (the question is always is it timely and shared)</p> <p>b. Create a repository: ICN data, Illinois Department of Employment Security (IDES), local and national nursing association, strategic partners</p> <p>c. Interpret data to formulate recommendations for current education, practice and policy changes</p> <p>d. Collaborate with professional organizations and partners to initiate change</p>	<p>Charge accepted Will focus on first charge: Gap analysis for this month</p>

	e. Disseminate information, results	
2. Deliverables for April ICN meeting	<p>For April meeting we will focus on:</p> <p>Data we have (Broad Categories) Data we anticipate for Illinois (Advanced Practice Nurse Survey) Data we anticipate from National (APN Survey) What we can use from National Data that has state by state designation</p> <p>Discussed initial organization of Table one and added categories to table</p>	<p>Kathy Delaney will add information to Table One:</p> <p>Table one: Current sources of state and national workforce data by RN category (See attachment for table one outline)</p>
3. Review List of Strategic Partners	Began a list of strategic partners	With help of ICN will flush out this list at April Meeting
4. Reviewed the web site National Forum for State Workforce Centers	<p>Reviewed web site</p> <p>Discussed information available on web site</p>	<p>Julie Bracken to review the state work force centers as indexed on this site and work on Table two : State workforce centers and workforce data reports posted on web (N=30)</p>
5. Discussion of other data sources	Noted tab of other data sources on the National Forum web site	Corinne will investigate data possibilities on these suggested resources. Fill them in in Table three Other Sources of RN Data (national scope)
7. Chair of task group	Discussed options	Kathy Delaney will chair
8. Next steps		<ol style="list-style-type: none"> 1. Investigate membership in the National Forum of State Nursing Workforce Centers 2. Continue to fill in gap analysis K. Delaney will fill in Table one 3. J. Bracken will start table of the 30 state nursing workforce centers and if they have on web site a state workforce report 4. C. Haviley will investigate the agencies listed on the National Forum under "related links" to see what they might have to offer 5. Discuss at April ICN Meeting the structure of repository of data: <p>Look at other states and see how if anyone has such a link and how it is structured</p>



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ILLINOIS CENTER FOR NURSING
PUBLIC RELATIONS/MARKETING WORKGROUP MEETING

LOCATION: Conference Call

Date: March 5th, 2014
 Present: Carmen Hovanec, Mary Lebold and Marsha Prater
 Absent: N/A
 Excused: N/A
 Convened by: Mary Lebold
 Meeting called to order: 1:30PM

AGENDA		DISCUSSION	ACTION
Selection of PR/Marketing Chairman		Time requirement and availability of members to chair task force. Carmen Hovanec volunteered with the condition that when recruiting members to this workgroup, a co-chair be identified.	Chairman selected
Review of Strategic Objectives	Goal(s)	To strengthen the brand, increase the visibility and communicate the value of the Illinois Center for Nursing (ICN).	Goal revised
Branding (Logo)			Pending: Logo revision

	<p>Reviewed current website logo and process for revision. Branding to have a clear and distinct message.</p> <p>1st impression should be: who we are. It should have a "WOW" effect and be modern and energetic.</p> <p>Recommendation that logo be revised.</p> <p>Need to determine process and next steps with the State of Illinois.</p>	
<p>February 6th ICN BOD Meeting - Review Identified Strategies</p> <p>Comprehensive Communication Plan</p> <p>Stakeholders</p> <p>Increase ICN presence at Workforce Events Round Table</p> <p>Barriers</p>	<p>The need for Marketing Plan that includes branding, key messages, social media.</p> <p>Marsha Prater to seek recommendations and bring components to the group. Components to assist in structuring the plan.</p> <p>What ICN is about; what the messages should be.</p> <p>Deferred. Focus on Marketing Plan and then identify stakeholders that promote/disseminate information.</p> <p>Discussion deferred</p> <p>Discussion deferred</p> <p>ICN is a state entity. Policies and Procedures as we move forward in promoting ICN.</p> <p>Need clarification/information on process to revise logo, website, social media, etc.</p> <p>C. Hovanec to contact LBRoberts for procurement process when seeking a</p>	<p>Pending: Marketing Plan</p> <p>Pending: Stakeholders</p> <p>Pending: ICN Sponsored Events</p> <p>Pending: Round Table</p> <p>Pending: Policies and procedures in seeking/hiring a PR/Marketing Firm.</p> <p>Inquiry to ICN staff/LBRoberts:</p> <p>1. What is the process if ICN should seek a consulting and/or contracting a</p>

	consulting/contracting a PR/Marketing Firm.	PR/Marketing Firm? LR Response: Would require an Request for Proposals (RFP), the process includes a written proposal, the RFP must remain open for a period of time, this is approximately a 2-3 months and includes multiple approvals. Printing: LBRoberts believes the printing is done by Central Management Services (CMS). The ICN Board may be able to create a brochure, but it must be approved by IDFPR Public Relations (PR). 2. What is the process to place information on the ICN Website? LBRoberts: Information provided is sent to the IT department to place on the website. Pending: Chairman Role and Responsibilities
Clarify Role of Workgroup Chairman	Role and responsibility of the chairman. Identify other roles and responsibilities of the other tasks forces. Needs further discussion with the rest of the ICN Advisory Board Members. Creation of charter. Need to review previous marketing materials.	Pending: Policy and Procedure on creating a brochure to market ICN
Do we have to use internal design for brochures?	What has been used in the past? Any press releases, presentations, marketing, etc.? M. Lebold remembers a power point	Inquiry to LBRoberts: 1. Has ICN used any marketing materials/brochures in the past? LBRoberts: Not that I am aware of, other

	<p>presentation created for ICN.</p> <p>The process to create and distribute marketing materials.</p> <p>C. Hovanec to contact LBRoberts for any marketing materials/brochures used in the past.</p>	<p>department brochures collected and distributed to all ICN Board members</p> <p>-all press release and updates are on the ICN website</p> <p>-marketing materials, the process includes approval by IDFPR PR department</p> <p>2. ICN Power Point Presentation was created approximately three years ago, also included information about IOM report and state action coalitions.</p>
<p>Prioritize Strategies (To Be Accomplished within the next twelve (12) Months)</p>	<p>Strategic Priorities:</p> <ol style="list-style-type: none"> 1st Investigate the components of a marketing plan 2nd Define the key marketing message 3rd Determine stakeholders and venue for collaboration 4th Evaluate logo and strategies/process for revisions 5th Identify marketing resources and process to utilize 	<p>Strategic Priorities identified</p>
<p>Identify Additional Resources</p>		
<p>Human Resources (Organizations)</p>	<p>Deferred</p>	<p>Pending: Discussion deferred</p>
<p>Expert Resources</p>	<p>Deferred</p>	<p>Pending: Discussion deferred</p>
<p>Timeline</p>	<p>Deferred</p>	<p>Pending: Discussion deferred</p>

Meeting Adjourned: 2:07pm
Next Conference Call Meeting: March 26th, 2014 at 0900
Minutes Submitted Respectably by: Carmen C. Hovanec MSN, RN



Illinois Department of Financial and Professional Regulation
Division of Professional Regulation

PAT QUINN
 Governor

MANUEL FLORES
 Acting Secretary
JAY STEWART
 Director
 Division of Professional Regulation

ILLINOIS CENTER FOR NURSING
PUBLIC RELATIONS/MARKETING WORKGROUP MEETING

LOCATION: Conference Call

Date: March 26TH, 2014
 Present: Carmen Hovanec, Mary Lebold and Marsha Prater
 Absent: N/A
 Excused: N/A
 Chaired by: Carmen Hovanec
 Meeting called to order: 09:08am

AGENDA	DISCUSSION	ACTION
Approval of Minutes	Minutes approved with the following revisions: Goal(s): Change brand to image.	March 5 th , 2014 approved
PR/Marketing/Communication Plan	Summary of key components: 1. Outline goals for the plan 2. Determine targeted audiences 3. Create key messages 4. Identify tactics/channels to use to reach audiences with messages 5. Determine resources needed 6. Assign responsible parties	Pending: Implementation of plan

<p>Barriers</p>	<p>7. Determine timeline 8. Identify measures of success of the plan (if possible)</p> <p>Challenges moving forward identified.</p> <p>The need for external expert experience/professional help. Efficient venues to drive activities.</p> <p>How do we get this help?</p> <p>Procurement process vs. In-Kind and/or Pro Bono Marketing Consulting Work.</p> <p>Information provided by LBRoberts regarding the State of Illinois Procurement Process. Lengthy!</p> <p>How do we access ICN financial resources to accomplish strategic priorities?</p> <p>Is it worth pursuing the RFP to promote ICN?</p> <p>What is the process for In-Kind/Pro Bono work/Non-paid advising? Utilization of Graduate Student?</p> <p>IHAC, IONL, Foundation. Can these organizations provide us with directions on the challenges? Who assisted with their marketing? Who maintains the website and social media?</p> <p>Chairman to reach out to Sharon Canariato, ED (IONL) and Susan Swart ED (ANA-Illinois) for advise on their organization marketing</p>	<p>Pending: Implementation PR/Marketing/Communication Plan</p>
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	<p>process.</p> <p>Further input from ICN Advisory Board Members. Recommendations from the rest of the SP workgroups. Advising from the Resources Workgroup.</p>	
<p>Role of Task Force Chairman</p>	<p>Role and responsibility of the chairman. Identify other roles and responsibilities of the other tasks forces.</p>	<p>Pending: Chairman Role and Responsibilities</p>
<p>ICN Marketing Materials</p>	<p>Power point presentation provided by LBRoberts.</p> <p>Discussion of a past presentation made at College of Du Page regarding ICN.</p> <p>Decision made to move forward with new marketing documents and not seek previous materials used.</p>	<p>Informational</p>

Meeting Adjourned: 09:35a
Next Conference Call Meeting: TBD
Minutes Submitted Respectably by: Carmen C. Hovanec MSN, RN



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Illinois Center for Nursing Strategic Planning Resources Workgroup Meeting: March 18, 2014

Attendees: D. Terrell (Chair), J. Krejci, D. Hartweg, LBRoberts

- 0) Notes from previous meeting on 2/26/14 clarified, see below (D. Terrell)
- 1) IDFPR/Illinois Center for Nursing (ICN) budgetary process update (LBRoberts)
 - Budget is based on fiscal year June 30-July 1
 - Indirect costs are not deducted from annual budgetary allocation, currently \$500,000
 - In order to advance over the next year, we will need ___ in order to meet those needs
 - Create a budget with priorities that are objective, measurable, to be approved by ICN BOD
 - We are now poised to move forward, will be part of discussion with M. Flores, J. Stewart on 4/3/14 – please advise in next steps for moving forward
 - A SBAR (Situation, Background, Assessment, Recommendation & Response) one page draft document is being created. This is a snapshot utilizing broad strokes: the impact ICN has had and the impact ICN will have with maintenance of adequate funding. What is reasonable for ICN to plan, request for budget
- 2) Potential addition of Ad-Hoc task force members, recommendation is to only utilize them episodically, an efficient use of their time that is issue specific
- 3) Other ICN Strategic Planning workgroups – D. Hartweg will send email to request the Chairs submit potential projects with suggested costs for FY2014 and FY2015; also request prioritization of projects. The ICN full budget and priorities are to be reviewed and approved by the ICN BOD on 4/3/14.
- 4) D. Hartweg will include in Chair's report on 4/3/14: status of funding of nursing scholarships, initiatives
- 5) Items for next month ICN BOD meeting?
 - Put in minutes responsible party: add who agreed to do what before next meeting/responsible party
 - Minutes from Task Forces – where are they captured? Attached to next ICN BOD minutes? Separate area?

Next Meeting ICN Resource Task Force: Wednesday, April 9, 2014 3-4:30pm

Illinois Center for Nursing Strategic Planning Resources Workgroup February 26, 2014 Notes – Revised

Attendees: D. Terrell (Chair), J. Krejci, D. Hartweg, LBRoberts

Strategic objective: elect chair: Deb Terrell = Chairperson

Central Challenge: Optimize ICN's influence as the leader for nursing workforce development that impacts quality health care policy, practice and education in an era of change.

Strategic Objectives: Utilize existing state funds and seek additional non-state resources.

Strategies for utilization of funds

- 1) Create a budget to achieve strategic priorities
- 2) Create a system for assessing and reporting effective management of resources
- 3) Collaborate with state agencies to ensure necessary funds to achieve needed workforce
- 4) Pursue and accept non-state resources provided by public and private partnerships to maximize workforce

General discussion:

There is a line item in the Illinois Department of Financial and Professional Regulation (IDFPR) department budget for the Illinois Center for Nursing (ICN)

Budget is based on a fiscal year: July 1 – June 30.

Largest part of budget: developing partnerships

Create or align budget to meet strategic map, communicate to legislature, priorities to meet statute

Clarify outcomes which is why need budget

Align budget with strategic priorities

Create a system to report impact and outcomes related to outcomes and initiatives

use of term assessing shows/means we are using data

Next time agenda to include:

Organizational strategies must be looked at across all four Strategic Planning work groups/task forces

Ad- Hoc members, discuss.

Next meeting: Tuesday March 18, 2pm CT, Conference call