



Illinois Department of Financial and Professional Regulation
Division of Professional Regulation

BRUCE RAUNER
 Governor

BRYAN A. SCHNEIDER
 Secretary

JAY STEWART
 Director
 Division of Professional Regulation

MINUTES ADVISORY BOARD FOR THE ILLINOIS CENTER FOR NURSING MEETING

10:30 A.M., Wednesday, February 11, 2015

Location:

JR Thompson Center
 Division of Professional Regulation
 100 W. Randolph Street
 9th Floor, Room #9-039
 Chicago, Illinois

ATTENDANCE

ICN Board Members Present:

- Maureen Shekleton, Chair
- Julie Bracken
- Kathleen Delaney
- Donna Hartweg
- Corinne Haviley
- Carmen Hovanec
- Mary Lebold
- Donna Meyer
- Marsha Prater

Excused Absence: Janet Krejci

Deborah Terrell

Guests:

Chicago:

Jay Stewart, IL Department of Financial and Professional Regulation (IDFPR), Director Professional Regulation
 Michele Bromberg, IDFPR Nursing Coordinator

ICN Staff: Chicago: LBRoberts

Topic	Discussion	Action
Welcome Call to Order, Declaration of Quorum	Introductions: Illinois Center for Nursing (ICN) Board members and guests Chair M. Shekleton called meeting called to order at 10:30 am	Quorum present
Approval of Minutes	Approval Minutes: ICN Business Meeting 12/10/14: M/S/V: M. Prater move, C. Hovanec , second	Approved
Announcements	2/9/15 Letter from Gov Rauner's office to "Healthcare Transformation Stakeholders"; review provided by M. Bromberg. Information includes that the State of IL is applying for \$3 million State Innovation Model (SIM) test grant from the Centers for Medicare and Medicaid (CMS) Innovation Center. The triple aims of the grant: reduced healthcare costs, improved quality of care, and enhanced population health. This grant will continue to be led by	

	<p>the Governor's office in partnership with multiple state agencies.</p> <p>Jay Stewart, IDFPD Director, Division of Professional Regulation: general discussion of current transition in administration, ICN projects, need for ICN to continue to have adequate resources</p>	
Reorder agenda: Old Business – Strategic Planning	<p>Status of ICN Board Member terms and appointments:</p> <ul style="list-style-type: none"> • Corrections: C. Haviley, Will County, not Cook County • Specialty area not currently represented on the board: community health, expertise in matching healthcare models with data reimbursement, geographic area – southern Illinois • Review ICN Board members terms 	Contact J. Kreoger – update BON member info; Clarify reappointment request process
Old Business Overview of Day and Process	Chair M. Shekleton: the primary focus of this meeting is strategic planning beginning with a brief perspective of ICN activities and achievements 2014, updates from ICN BOD Workgroups, revisions and plans for 2015.	
ICN 2014 Perspective	D. Hartweg: 2014 was a year of transition, learning, connections within the state, a year of activity, strategic planning and activities by ICN BOD strategic planning workgroups, with a focus on allocation, procurement and resources. The ICN strategic plan model is flexible, designed to keep us on track. There is increased involvement with other state agencies, and coalitions, such as the Illinois Healthcare Action Coalition (IHAC). IHAC is in the second year of a State Improvement Grant from Robert Wood Johnson Foundation (RWJF); ICN is co-chair of IHAC. ICN continues to evolve as a data driven workforce leader.	
Break	1215pm – 1245pm	
Strategic Planning Reports	<p>ICN Manager's report, LBRoberts, (attached Appendix #A)</p> <p>General discussion: review of current environment was accomplished during discussion with Director Stewart.</p> <p>Documents: during updating and review, maintain common use of terms, such as action steps, not tactics.</p> <p>SBAR: (Situation Barriers Accomplishments Recommendations): update and reformat – use bullet points, change title to <i>2014 ICN Summary of Activities</i></p> <p>Data Workgroup: K. Delaney: the report has been revised/edited since the last ICN Board meeting, will be distributed and will request ICN BOD edits through the end of February. After that deadline, will arrange for printing, including 1 page with graphics. The report: data is presented in this fashion: tell what the question is, tell the response rate and provide food for thought. Needs an executive summary for the report.</p> <p>Next steps: use of report: is needed for the IHAC forums planned for 2015; deeper dive into question responses including, specialty categories, geographic distribution by "hot-mapping".</p> <p>Other: LPN report: on-line licensure renewal has ended, data collection has ended, approximately 20% of LPNs completed the</p>	<p>LBRoberts</p> <p>LBRoberts: finalize report, print report, draft 1 page highlights</p> <p>K. Delaney, executive summary</p>

	<p>survey; plan for an evaluation to use similar process as RN survey. Response to national reports or surveys (e.g.: HRSA nursing survey using a simulation model), develop a standard process: one person write short 3 paragraph report, distribute to ICN data workgroup/key people who review and return, an approximate 3 week process.</p> <p>Resources: revise format</p> <p>PR/Marketing Workgroup: C. Hovanec: ICN Brochure: target general audience: draft #1 reviewed, any additional edits to be completed by next week, first use 3/3/15 education day with state legislators. Revision of ICN website: the Workgroup reviewed all state workforce center website, (+/-) aspects listed along with summary narrative comments from ICN Board. ICN website has many positive aspects including ease of use, but should be updated, make more interactive. Recommendation: use of consultant with specific web-design expertise.</p> <p>Partnerships Workgroup: M. Shekleton: outreach continues with IHAC Collaboration Workgroup, which is currently working with the Small Business Advocacy Council; planning a collaboration forum, a project with Public Health Nurses. ICN to be involved.</p> <p>Policy Workgroup: IDFPFR review on hold during transition</p> <p>Education: D. Meyer present new model of transition RNs from associate degree programs through baccalaureate degree programs.</p> <p>Next steps: focus April ICN BOD meeting education transition of IL RNs, invite Illinois Community College Board/ICCB Lavonne Nelson</p>		LBRoberts to arrange printing
Public Comment	None		
Adjournment	Meeting adjourned at 2:45 pm, M/S/V: C. Hovanec move, C. Haviley second		Approved
Next meeting	Wednesday, April 8, 2015		
Appendix #A	Manager's Report		
Appendix #B	ICN Strategic Plan Annual Report		

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: <http://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.illinoisihac.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/>.



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Illinois Center for Nursing Strategic Planning Committee Minutes Format

Illinois Center for Nursing Manager's Report

Linda B. Roberts, MSN, RN, ICN Manager

February 11, 2015

Appendix #A***Minutes February 11, 2015

Item of Business	Time Allotted	Strategy	Discussion	Action	Responsible Party	Deadline
Old Business Data		Assessment of data needs LPN workforce survey		1/31/15 LPN workforce survey: voluntary data collection is completed through individual on-line licensure renewal. Survey includes national minimum data set.	LBRoberts	January 31, 2015
Old Business Data		Interpret data 2014 RN Workforce survey results		Data – first draft initial RN data evaluation report to be presented during the ICN BOD mtg 2/11/15.	LBRoberts, ICN Data Workgroup	February 11 2015
Old Business Data		Collect data Revise surveys Education Wkgrp		Continue to revise surveys with IHAC Education Workgroup: 1) RN-BSN programs; requirements for 2) clinical sites; 3) education programs	LBRoberts Jonas scholars	Spring 2015
Old Business Partnership		Build key strategic partnerships Invitational conference 9/29/14		Meeting evaluation and summary comments completed; follow-up with IHAC Collaboration Workgroup	LBRoberts	December 10, 2014
Old Business Partnership		Build key strategic partnerships STEM HSLE – Bruce Neimeyer/Assoc. Vice Chancellor Special Programs/ UIC		Continue to plan 1 hr webinar for school districts across the state: the Changing landscape of healthcare & its impact on various nursing educational pathways. Webinar host: UIC STEM: brief overview nursing; various educational pathways assoc with nursing; review what high school classes needed to prepare for nursing education. Potential presenters contacted. Project on hold per STEM HSLE mid-January 2015.	LBRoberts	On hold 2015

Old Business Partnership	Build key strategic partnerships	Liaison with ANA-IL, INF, potential PHN project	LBRoberts	Spring 2015
Old Business Partnership	Build key strategic partnerships	Transition in IL state government	LBRoberts, ICN Leaders	ongoing
Old Business Partnership	Build key strategic partnerships RWJF Event: 1/12-1/13-15	Robert Wood Johnson Foundation Volunteer Engagement invitational workshop of State Action Coalition Chairs held in Washington DC; IL Healthcare Action Coalition represented by IHAC Co-chairs	S Swart S Rangel	January 2015
Old Business Resources	Utilize existing state funds & seek additional non-state resources	1/12/15 Gov Rauner Executive Order #15-08: Address state's fiscal crisis; including freeze discretionary spending until 7/1/2015.	LBRoberts	7/1/15
Old Business Resources	Utilize existing state funds & seek additional non-state resources	IDPH – Center for Rural Health: administers nursing education scholarships funded by the IDFPR Nursing Dedicated Fund. IDPH Manager of Health Resources Section working with IDFPR Licensing and BON follow-up licensed individuals who have not completed repayment of scholarship.	LBRoberts, MBromberg	December 2014 - continues
Old Business PR/Marketing	Increase visibility and communicate value of ICN	Submit articles to <i>Nursing Voice</i> : LPN survey – status update, ICN event 10/30/14 ICN status update IHAC Education Workgroup update – projects done in collaboration with ICN staff	LBRoberts	January 2015 <i>Nursing Voice</i> : Next deadline: 04/15/15
Old Business PR/Marketing	Increase visibility and communicate value of ICN	ICN Brochure – general audience Draft of ICN brochure in compliance with State of IL branding standards – draft #1 completed, including making ICN logo more clear	LBRoberts; ICN PR Workgroup; IHAC SIP media staff	February 2015
Old Business PR/Marketing	Increase visibility and communicate value of ICN	Review ICN website, compare with other state workforce centers; collect comments each ICN BOD members	ICN PR Workgroup	

Minutes Appendix B: Illinois Center for Nursing (ICN) Strategic Plan Annual Report: February, 2014 – January, 2015

Central Challenge: Optimize ICN’s Influence as the leader for nursing workforce development that impacts quality healthcare policy, practice & education in an era of change

Areas of Focus: Data, Partnership, Resources and PR/Marketing

The purpose of this grid is to begin discussion during the 2015 (February 11 2015) ICN Board of Directors meeting which will focus on the ICN strategic plan, review, revision and readjustment of this plan for the next year.

The grid below is based on the ICN SP Map that has four columns:

1. Data (pg#1-2)
2. Partnership (pg#3-5)
3. Resources (pg#6 -8)
4. PR/Marketing (pg#9-11).

The grid below reflects ICN activities from 2/14 – 2/15. The grid includes action steps, target dates and responsible persons; the action steps and target dates (columns 2 and 3) include retrospective work completed this past year.

Strategic Objective #Data: Utilize data to plan and project workforce needs

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Assessment of data needs: conduct gap analysis	Conduct nursing survey with RN on-line licensure renewal Develop survey	January, 2014 Kathy Delaney January 2014 Data Workgroup, K. Delaney, LBRoberts	12 months: Survey completed and data ready for analysis by June 2014 <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: Survey evaluation complete and draft report ready for distribution by June 2015 <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Survey RNs licensed in IL with on-line licensure renewal	Survey RNs licensed in IL with on-line licensure renewal	Feb-MAY 2014 IDFPR Licensing Section,	<input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	
Advertise survey to IL RNs to promote participation	Advertise survey to IL RNs to promote participation	Feb-May 2014 IHAC Co-lead organizations, LBRoberts	<input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Create a repository for data	Work with data consultant on setting initial parameters for data repository	2015	12 months: Repository of data definition and parameters to be developed <input checked="" type="checkbox"/> Have not started <input type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Repository of data to be developed and completed by 2015 <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Interpret data to formulate recommendations for current education, practice and policy changes	Contract with data consultant while maintaining compliance with State of IL procurement standards	June 2014 Data Workgroup, LBRoberts	12 months: Data draft format to be developed <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: Provide initial report with data <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Collaborate with professional organizations and partners to initiate change	Review data with consultants to create outline for ICN Board	June 2014 Data Workgroup October 2014= initial meeting with consultant	12 months: Collaboration <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Collaborate initial survey evaluation - report <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Disseminate information and results		2015	12 months: Dissemination <input checked="" type="checkbox"/> Have not started <input type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Disseminate <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
		2015	12 months: Dissemination <input checked="" type="checkbox"/> Have not started <input type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Disseminate <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]

Strategic Objective #Partnership: Build key strategic partnerships to facilitate the work of the ICN

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Identify potential strategic partners and alliances	Utilize Partnership Workgroup to outline stakeholder meeting to be held Fall, 2014	Spring 2014 M. Shekleton Partnership Workgroup	12 months: Meeting <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: Follow-up <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
	Develop educational plan; determine approach to optimize number & diversity of participants @ invitational meeting	Summer 2014 Partnership Workgroup JUNE 2014 Partnership Workgroup, IHAC Collaboration Workgroup LBRoberts	12 months: Meeting <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	24 months: Evaluation future development <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
	Find & reserve meeting place, recruit speakers, panelists, participants Determine approach to optimize number & diversity of participants	June-September 2014 LBRoberts	12 months: Meeting <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: Follow-up <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
	Hold event 9/29/2014 "Building the Healthcare Workforce for the Future" 9/29/2014.	September 29, 2014	12 months: <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: Follow-up <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
<p>Determine and clarify the potential scope of collaboration based on mission and vision of the identified partner</p>	<p>Evaluate identified partner mission and vision and determine potential scope of collaboration</p>	<p>2015</p>	<p>12 months: Designate liaison <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete</p>	<p>18 months: Follow-up <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete</p>
<p>Designate liaison from the ICN Board to partner with the organization</p>		<p>2015</p>	<p>12 months: Designate liaison <input checked="" type="checkbox"/> Have not started <input type="checkbox"/> In progress <input type="checkbox"/> Complete</p>	<p>18 months: Follow-up <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete</p>

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Build and leverage key strategic partnerships to initiate change	Determine & target potential key strategic partnerships	2015	12 months: Build and leverage <input checked="" type="checkbox"/> Have not started <input type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Follow-up <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Collaborate with professional organizations and partners to initiate change	Co-partner with IHAC Collaboration Workgroup	2015	12 months: Collaborate <input checked="" type="checkbox"/> Have not started <input type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Follow-up <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete

Strategic Objective #Resources: Utilize existing state funds and seek additional non-state resources

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Create a system for assessing and reporting effective management of resources	Request information re: ICN budget allocation	February 2014 Deborah Terrell & Resources Workgroup	12 months: Create <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: <input checked="" type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
	Request information re: ICN budget allocation	D. Hartweg, Immediate past ICN Chair & LBRoberts, ICN Manager	12 months: Contact <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	
	Request additional information about ICN budget and the process of compliance for expenditures;	April 3, 2014 Deborah Terrell & Resources Workgroup	12 months: Meet <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	
	IDFPR Director Jay Stewart and Secretary Manny Flores	April 3, 2014 D. Hartweg, Immediate past ICN Chair & LBRoberts, ICN Manager	12 months: Meet <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	
	Determine process to obtain reimbursement of state resources	June, 2014 Deborah Terrell, Resources Workgroup & LBRoberts	12 months: Meet <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
<p>Action steps were completed. Unfortunately, their completion did not provide the foundation for the Resource Workgroup to compile a budget (FY2014-15).</p> <p>Moving forward the Resource Workgroup members will solicit budgetary needs from other special project ICN BOD Workgroups. The information received will enable the Resource Workgroup to determine the best approach to create a budget to achieve strategic priorities</p>		<p>August, 2014 Deborah Terrell & Resources Workgroup</p> <p>DECEMBER 2014 Deborah Terrell & Resources Workgroup</p>	<p>12 months: Meet</p> <p><input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete</p>	

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
<p>Create a system for assessing and reporting effective management of resources</p>	<p>Identify state agencies that ICN currently partners with on projects that are funded that support nursing education and workforce</p> <p>ICN Board Members hosted a workshop/informational meeting: <i>“Building the Healthcare Workforce for the Future”</i> on 9/29/2014. One of the outcomes of the meeting is a commitment to continue to dialogue with potential partners.</p>	<p>2014, 2015 Deborah Terrell & Resources Workgroup, LBRoberts</p> <p>2014 Deborah Terrell, Resources Workgroup & Partnership Workgroup</p>	<p>12 months: <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete</p>	<p>18 months: Establish <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete</p> <p>24 months: <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete</p>
<p>Collaborate with state agencies to ensure necessary funds to achieve needed workforce: Identify taskforce budgetary needs in anticipation of state funding.</p>	<p>Registered Professional Nurses' Survey completed May 31, 2014:</p> <p>Licensed Practical Nurses' Survey will be completed January 31, 2015.</p>	<p>2015 Deborah Terrell, Resources Workgroup & Data Workgroup</p>	<p>12 months: <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete</p>	
<p>Pursue and accept non-state resources provided by public and private partnerships to maximize workforce</p>	<p>Review past successful projects that have supported IL nursing agenda, including NCSBN TTP, RWJF SIP grant</p>		<p>12 months: <input checked="" type="checkbox"/> Have not started <input type="checkbox"/> In progress <input type="checkbox"/> Complete</p>	

Strategic Objective #PR/Marketing: Increase visibility and communicate value of the ICN

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Develop a comprehensive communication plan	Secure information, including review of websites from other state workforce centers,	January 2014 Carmen Hovanec & PR/Marketing Workgroup	12 months: <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: <input type="checkbox"/> May not meet <input checked="" type="checkbox"/> On target to meet <input type="checkbox"/> Complete
	IDFPR brochures - review brochures from other IDFPR divisions	Summer 2014 Carmen Hovanec & PR/Marketing Workgroup	12 months: <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input checked="" type="checkbox"/> Complete
Finalize communication plan with guidelines on implementation and usage	Revise brochure and prepare for printing after final input from ICN BOD meeting	Jan-February 2015 Carmen Hovanec, PR/Marketing Workgroup & ICN Staff	12 months: <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: <input type="checkbox"/> May not meet <input checked="" type="checkbox"/> On target to meet <input type="checkbox"/> Complete

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Identify key messages that reflect the value of ICN's roles, expertise, programs	Identify key messages from ICN strategic map and statute (NPA Section 75-5)	2014 Carmen Hovanec & PR/Marketing Workgroup	12 months: <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Establish <input type="checkbox"/> May not meet <input checked="" type="checkbox"/> On target to meet <input type="checkbox"/> Complete 24 months: <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Outline goals for the plan	Identify marketing projects: Articles Nursing Voice – quarterly publication to 170,000 IL RNs	2014 Carmen Hovanec, PR/Marketing Workgroup, LBRoberts	12 months: projects at least 3 article/publication <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Establish <input type="checkbox"/> May not meet <input checked="" type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Determine target audiences	Brand items distributed during 9/29/14 event: folders, popcorn, name badges 8/27/14 event: invitation, etc 10/30/14 event: poster, handouts, brochures, Create a brochure for the 1) general public 2) ?	2014 LBRoberts & IDFPR Admin Services 2015 Carmen Hovanec, PR/Marketing Workgroup, LBRoberts, IHAC media consultant	12 months: branding <input type="checkbox"/> Have not started <input type="checkbox"/> In progress <input checked="" type="checkbox"/> Complete	18 months: Establish <input type="checkbox"/> May not meet <input checked="" type="checkbox"/> On target to meet <input type="checkbox"/> Complete

Objectives	Action Steps	Target Date & Responsible Person	February '14 – January '15 Action Step Progress [Please Update]	Deliverable(s) Status (18 or 24 mo) [Please Update]
Determine needed resources		2014 PR/Marketing Workgroup, Resources Workgroup, LBRoberts	12 months: <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete	18 months: Determine <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete 24 months: <input type="checkbox"/> May not meet <input type="checkbox"/> On target to meet <input type="checkbox"/> Complete
Identify measures of success		2015 PR/Marketing Workgroup, ICN BOD	12 months: <input type="checkbox"/> Have not started <input checked="" type="checkbox"/> In progress <input type="checkbox"/> Complete	

Please note:

1. If you are concerned about the possibility of not meeting a deliverable, please explain the challenge and discuss any strategies you think would be helpful in getting back on track. We encourage and welcome you to contact the Chair or ICN Staff person.

Abbreviations:

Abbreviation	Definition
CCNA	Center to Champion Nursing In America
DCEO	Department of Commerce and Economic Opportunity
IBHE	Illinois Board of Higher Education
ICN	Illinois Center for Nursing
ICCB	Illinois Community College Board
IDES	Illinois Department of Employment Security
IDPH	Illinois Department of Public Health
IDFPR	Illinois Department of Financial and Professional Regulation
IHAC	Illinois Healthcare Action Coalition
INF	Illinois Nurses Foundation
IOM	Institute of Medicine
IONL	Illinois Organization of Nurse Leaders
ISAPN	Illinois Society of Advanced Practice Nurses

ISBE	Illinois State Board of Education
NCSBN	National Council State Boards of Nursing
RWJF	Robert Wood Johnson Foundation
SIP	State Implementation Grant

Please answer the following questions based on the work identified on the grid & completed over this past year: (this is repeated from first page)

- 1) What should ICN
 - a. Continue to do
 - b. Stop doing
 - c. Start to do
- 2) What do you think ICN's biggest impact is
- 3) What is frustrating, disappointed or did not hit the mark of the projects this past year
 - a. What do you perceive as the barrier
- 4) What do you believe you can commit and/or recommit to over the next year