

The Western Massachusetts

Nursing Collaborative

Advancing Nursing Addressing Critical Needs

Strategic Plan Activities and Outcomes 2016-2019

Strategic Goals



Established in 2006, the Western Massachusetts Nursing Collaborative (WMNC) is a coalition of nurse leaders from academia, healthcare service organizations, and professional associations in Western Massachusetts focused on the critical role the nursing workforce plays in the delivery of quality patient care. The WMNC is working to ensure Western Mass has an adequate supply of high quality, diverse nurses to meet the healthcare needs in our region.

The WMNC is a recipient of the 2019 Janet Madigan Advocacy Award from the Organization of Nurse Leaders (ONL)

Find more information on the Western Massachusetts Nursing Collaborative and Healthcare Workforce Partnership of Western Massachusetts at

westernmasshealthcareers.org/



GOAL 1: Increase the diversity of the nursing workforce by increasing employment of nurses of diverse backgrounds and preparing students of diverse backgrounds for the rigors of nursing programs.

Programs and Activities

- **Identified consistent diversity metrics** in collaboration with the Department of Higher Education for nursing student population.
- In collaboration with the Department of Higher Education, **collected diversity and demographic data for nursing faculty and students** who are enrolled in nursing programs through the Centralized Clinical Placement system.
- **Developed and implemented a student enrollment and retention tracking tool** to measure the number of diverse students who enroll, successfully complete or transfer into another health related field or different course of study within the same institution.
- **Sponsor and Coordinated healthcare careers forums with guidance counselors from regional high schools** in 2016, 2018, 2019:
 - Representation from ten (10) colleges, twenty-eight (28) high schools representing 11 cities and towns, two (2) workforce boards, regional employers, and community-based organizations
 - Facilitated new partnerships and strengthened existing relationships between secondary and post-secondary schools
 - Created and updated articulation agreements between schools
 - Examined best practices of health science career pathway programs
 - Disseminated information on nursing career opportunities
 - Educated students on the rigors of health programs at the post-secondary level, and:
 - Provided an overview of the available certificate and degree programs in the region

- *Delivered presentations on the academic competencies for healthcare programs and nursing school requirements*
- **Increased marketing of nursing career opportunities to diverse communities** at annual RN Educational Advancement Information Sessions
 - *Participation from seven (7) employers facilities and ten (10) colleges and universities*
 - *Disseminated planning tools and funding resources to RNs interested in pursuing an advanced nursing degree*
- **Introduced and educated middle school students on healthcare careers in healthcare by utilizing Career Exploration Tours.**
 - *Thirteen (13) post-secondary and healthcare providers arranged tours of emergency rooms, ICUs, and simulation labs visited local facilities*
 - *Two hundred and thirty (230) 8th grade students from four (4) cities (Chicopee, Holyoke, Springfield and Westfield)*
 - *Students observed, engaged with and learned from healthcare practitioners in the healthcare practice setting.*

Key Outcomes:

- **Increased middle school and high school students and guidance counselors awareness of nursing school requirements**
- **Middle school and high school guidance counselors have the information and access to resources to support diverse students interested in pursuing a degree in nursing.**
- **Increased incumbent nurses and other health professionals knowledge of available advanced degree nursing programs, enrollment requirements and financial resources**



GOAL 2: Ensure nurses have the competencies and full scope of practice to meet the health needs of the community by increasing hiring in high demand settings, providing nurses with competencies to lead and improve patient-centered care transitions, and integrating high priority competencies into educational programs.

Programs and Activities

- **Partnered with the Massachusetts Association of Public Health Nurses (MAPHN) – Western MA Chapter to host Semi-Annual Public Health Nursing Clinical Conference for nursing students**
 - *Approximately 300 public health and student nurses participated in the semi-annual Public Health Nursing Clinical Conference since its 2017 inception*
 - *Included representation and participation from public health nurses from Springfield, Chicopee, Holyoke, Agawam, Southwick and Westfield health departments*
 - *Participation from senior level nursing students at American International College, Bay Path University’s RN to BSN program, Elms College, Springfield Technical Community College, UMass, Amherst, and Westfield State University*
 - *Presented on the history and impact Public Health Nurses*
 - *Presented on the opioid epidemic in Massachusetts*
 - *Patient surveillance and disease control simulation: Hepatitis A Vaccination Clinic*
- **Reconvened faculty and healthcare service partners to evaluate the need to update the Care Transitions Education Project (CTEP) in collaboration with the Pioneer Valley Interprofessional Education Collaborative**
- **Assessed the utilization and integration of the Care Transitions Education Project (CTEP) curriculum**
 - *Greenfield Community College, Holyoke Medical Center, Springfield Technical Community College and American International College are implementing some aspects of the CTEP curriculum.*

- *Springfield Technical Community College teaches some components of the CTEP curriculum in the issues and trends class in the last semester of the senior year. All senior students participate in a care transitions simulation.*
- *American International College focused on quality improvement projects related to the CTEP curriculum.*
- *Elms College implemented some aspects of the curriculum in the gerontology courses with CTEP mutating into interprofessional education.*
- *Mercy Medical Center is utilizing the educational materials for the CHF and COPD patients that were developed as a part of their quality improvement project. These materials were used in the inpatient, home care and long-term care settings. Most of the patient education is now done through home care.*
- *The Department of Community Navigation at Holyoke Medical Center, which is the care management for complex patients, was built on the CTEP framework. Since 2012, Holyoke Medical Center has educated over 200 nurses across the continuum, and a smaller number of community health workers, pharmacists, social workers and respiratory therapists. The activities in the curriculum are used at department meetings, and during the Cross Continuum Meetings.*

Key Outcomes:

- **CTEP training implemented on an ongoing basis by service partners.**
- **CTEP curriculum integrated into schools of nursing curriculum.**
- **Interprofessional Education (IPE) competencies integrated into continuing education and academic curriculum.**



<p>GOAL 3: Increase the number of nurses with advanced degrees by promoting accelerated educational pathways, supporting nurses in Nurse Practitioner (NP) programs, and increasing knowledge of financing options.</p>	
<p>Programs and Activities</p>	
<ul style="list-style-type: none"> • Disseminated nurse practitioner survey to healthcare service organizations and academia to quantify regional need for Nurse Practitioners • Developed clinical placement process for Nurse Practitioner students • Promoted specialty certification for incumbent nurses at the annual Healthcare Career Education Information Sessions held at service provider sites • Proposed strategies to recognize and support existing preceptors in their role as mentors and coaches of new nurses <ul style="list-style-type: none"> ○ <i>The preceptor serving in this capacity for 500+ hours will receive a College of Nursing plaque in recognition of time donated to the school of nursing and the profession.</i> ○ <i>The following credentialing and certifying bodies award continuing education credit (CEU) for precepting new students</i> 	<ul style="list-style-type: none"> ▪ <i>American Nurses Credentialing Center (ANCC) - 120 hours as a preceptor in which you provided direct clinical supervision/teaching to APRN, medical, physician assistant, or pharmacy students in an academic program related to your certification specialty; or a minimum of 120 hours of clinical supervision related to your certification specialty in a formal fellowship, residency, or internship program at the same practice level or higher</i> ▪ <i>American Association of Nurse Practitioners (AANP)</i> <ul style="list-style-type: none"> ○ <i>Preceptors will be recognized annually by the healthcare service organization and school of nursing</i> <p>Key Outcomes:</p> <ul style="list-style-type: none"> • Developed regional collaborative strategies to address clinical placements for NPs.

<p>GOAL 4: Increase the supply and diversity of nursing faculty in Western Massachusetts by motivating nurses to explore faculty roles, utilizing innovative compensation strategies, and increasing recruitment and retention.</p>	
<p>Programs and Activities</p>	
<ul style="list-style-type: none"> • Promoted the Department of Higher Education Clinical Faculty Registry through the National Association of Hispanic Nurses Western Massachusetts Chapter Gala and in the 2018 Healthcare News resources guide 	<ul style="list-style-type: none"> • Promoted the delivery of professional development for adjunct faculty and preceptor training programs <p>Key Outcomes:</p> <p>Activities to achieve desired outcomes are ongoing and will be documented upon completion.</p>

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<p>GOAL 5: Increase retention in all healthcare settings by utilizing evidence-based retention programs and increasing access to professional advancement opportunities.</p>	
<p>Programs and Activities</p>	
<ul style="list-style-type: none"> ○ Convened a meeting with long-term care facility administrators to discuss strategies on: <ul style="list-style-type: none"> ○ <i>Promoting standardized geriatric competencies in the nursing curriculum</i> ○ <i>Creating more geriatric focused student nurse employment and clinical opportunities</i> 	<ul style="list-style-type: none"> ● Promoted specialty certifications for incumbent nurses at the annual Healthcare Career Education Information Sessions held at service provider sites. <p>Key Outcomes:</p> <p>Activities to achieve desired outcomes are ongoing and will be documented upon completion.</p>

<p>GOAL 6: Sustain the growth and development of the Partnership to implement its goals by including more cross-continuum partners and associations, leveraging partner co-investment securing funding from the public and private sector, and aligning with national and state-wide nursing organizations.</p>	
<p>Programs and Activities</p>	
<ul style="list-style-type: none"> ● Expanded the collaborative beyond academic and healthcare service partners by including members representing diverse nurses associations to advise on all collaborative activities. <ul style="list-style-type: none"> ○ <i>Behavioral Health Network</i> ○ <i>National Association of Hispanic Nurses Western MA Chapter</i> ○ <i>Western MA Black Nurses Association</i> ● Reeducated the WMNC and Centralized Clinical Placement users on the value, purpose and mechanics of the Centralized Clinical Placement (CCP) system. ● Evaluated and implemented methods for utilizing all clinical placement opportunities for students <ul style="list-style-type: none"> ○ <i>Informed Department of Higher Education of the usability of the CCP system and methods to increase effectiveness and streamline trainings for new users; such as user guide and demonstration tool, and webinars. These tools will,</i> <ul style="list-style-type: none"> ▪ <i>Allow more users to receive/view the information because they are able to access the materials at a time that is convenient to them.</i> ▪ <i>Give users the ability to refresh their memory on some of the features on the CCP system as many times as necessary.</i> 	<ul style="list-style-type: none"> ▪ <i>Give users the ability to view information relevant to their specific work tasks.</i> ● Re-designed and updated the regional health careers website, which, <ul style="list-style-type: none"> ○ <i>Provides information on educational resources and supports that will assist students, parents, job seekers, etc. to make good career and educational choices.</i> ○ <i>Provides updated and relevant information on healthcare career pathways and health care programs credit transfer options in Western Massachusetts</i> ○ <i>Shares incumbent healthcare professionals career pathway stories</i> ● Participated in the Organization of Nurse Leaders (ONL) Nursing Summit <p>Key Outcomes:</p> <ul style="list-style-type: none"> ○ Broader more diverse partners regularly attend and contribute to the goals and program of the WMNC ○ Strategic goals and activities supported by all partners

Western MA Nursing Collaborative Members (December 2019):

Collaborative Chairs

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