

The Western Massachusetts

Nursing Collaborative

Advancing Nursing  *Addressing Critical Needs*

Activities and Outcomes



WESTERN MASSACHUSETTS NURSING COLABORATIVE (WMNC)
Strategic Plan Activities and Accomplishments Report

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 Massachusetts 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

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GOAL 1: Increase nursing retention in all healthcare settings.	
Programs and Activities	
<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> • Supported local and statewide efforts to extend the Graduate Nursing Practice COVID-19 Executive Order No.24 	<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>

GOAL 2: Ensure nurses have the competencies and full scope of practice to meet the health needs of the community.	
Programs and Activities	
<ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> ○ <i>Approximately 300 public health and student nurses participated in the semi-annual Public Health Nursing Clinical Conference since its 2017 inception.</i> ○ <i>Included representation and participation from public health nurses from Springfield, Chicopee, Holyoke, Agawam, Southwick and Westfield health departments.</i> ○ <i>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.</i> ○ <i>Presented on the history and impact Public Health Nurses.</i> ○ <i>Presented on the opioid epidemic in Massachusetts.</i> ○ <i>Patient surveillance and disease control simulation: Hepatitis A Vaccination Clinic,</i> • Increased meetings frequency in 2020 to: <ul style="list-style-type: none"> ○ <i>Provide a forum for WMNC education and agency members to discuss current crisis that is affecting student clinical placements and staffing challenges.</i> ○ <i>Provide a forum for brainstorming ideas for alternate approaches for student clinical</i> 	<p><i>clinical experiences to meet educational and accreditation requirements.</i></p> <ul style="list-style-type: none"> ○ <i>Explore strategies to support educational and agency needs for both staffing and student clinical placements.</i> ○ <i>Document alternative clinical experiences currently or previously utilized by nursing programs and distribute the list to all members.</i> ○ <i>Explore clinical placement models for future utilization to support student learning and workforce development.</i> <ul style="list-style-type: none"> • Annually assess new graduate nurses' performance by surveying employer partners. • Participate in interprofessional simulations and activities delivered by the Pioneer Valley Interprofessional Education Collaborative. • Maintain standardized clinical placement requirements consistently for the past 12 year. • Developed a list of unique advantages for clinical experiences in long-term care to entice more students towards LTC clinical experiences. <p>Key Outcomes:</p> <ul style="list-style-type: none"> ○ Interprofessional Education (IPE) competencies integrated into continuing education and academic curriculum.

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GOAL 3: Increase the diversity of the nursing workforce in western Massachusetts.	
Programs and Activities	
<ul style="list-style-type: none"> • Developed standardized nursing 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 enrolled in nursing programs through the Centralized Clinical Placement system. • Support the annual conferences of the Western Massachusetts Black Nurses Association and National Association of Hispanic Nurses-Western Massachusetts Chapter. • 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 counselors from regional high schools in 2016, 2018, 2019: <ul style="list-style-type: none"> ○ 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: <ul style="list-style-type: none"> ▪ Provided an overview of the available certificate and degree programs in the region. 	<ul style="list-style-type: none"> ▪ <i>Delivered presentations on the academic competencies for healthcare programs and nursing school requirements.</i> • Increased marketing of nursing career opportunities to diverse communities at annual RN Educational Advancement Information Sessions. <ul style="list-style-type: none"> ○ <i>Participation from seven (7) employers facilities and ten (10) colleges and universities.</i> ○ <i>Disseminated planning tools and funding resources to RNs interested in pursuing an advanced nursing degree.</i> • Introduced and educated middle school students on healthcare careers in healthcare by utilizing Career Exploration Tours. <ul style="list-style-type: none"> ○ <i>Thirteen (13) post-secondary and healthcare providers arranged tours of emergency rooms, ICUs, and simulation labs visited local facilities.</i> ○ <i>Two hundred and thirty (230) 8th grade students from four (4) cities (Chicopee, Holyoke, Springfield and Westfield).</i> ○ <i>Students observed, engaged with and learned from healthcare practitioners in the healthcare practice setting.</i> <p>Key Outcomes:</p> <ul style="list-style-type: none"> ○ Increased middle school and high school students and counselors' awareness of nursing school requirements. ○ Provided 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.

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GOAL 4: Increase the number of nurses with advanced degrees.	
Programs and Activities	
<ul style="list-style-type: none"> • 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> ○ <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.

GOAL 5: Increase the supply and diversity of nursing faculty in western Massachusetts.	
Programs and Activities	
<ul style="list-style-type: none"> • Promoted the Department of Higher Education Clinical Faculty Registry. 	<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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GOAL 6: Sustain the growth and development of the Partnership to implement its goals.	
Programs and Activities	
<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"> ○ Behavioral Health Network ○ Springfield Department of Health and Human Services ○ Western MA Black Nurses Association • Propose a process to improve and maintain communication with long-term care partners. • Reeducated the WMNC and Centralized Clinical Placement users on the value, purpose and mechanics of the Centralized Clinical Placement (CCP) system. • 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. 	<ul style="list-style-type: none"> • Update and maintain the regional health careers website, which, <ul style="list-style-type: none"> ○ Provides information on educational resources and supports that will assist students, parents, job seekers, etc. to make good career and educational choices. ○ Provides updated and relevant information on healthcare career pathways and health care programs credit transfer options in Western Massachusetts. ○ Shares incumbent healthcare professionals career pathway stories. <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.

Career Pathway Stories from Nurses

Select the Nurses Occupation to Lean More about Her Journey

Patient Care Associate to Doctor of Nursing Practice	Director of Professional Practice Education	Nursing Faculty	Nurse Educator
Surgical Technician to Nurse Manager	Nurse Educator, Assistant Professor	Registered Nurse (PhD in Nursing)	Assistant Clinical Professor/ Nurse/Certified Wound Care Nurse
Nursing Faculty/Neonatal NP/Lactation Consultant	WIC Nutritionist	Assistant Clinical Professor/ Nurse midwife	Assistant Dean/Professor

Members share personal career advancement stories to increase the local communities' knowledge of pathways in nursing. The interactive tool is featured on <https://westernmasshealthcareers.org/>.

