

**Nursing National Advisory Board  
Crown Council Report 2017**

**Members**

Cheryl Olson - Chair  
Heidi Meyer – Campus  
Facilitator  
Ana Bartz  
Logan Becker  
Cindy Gustafson  
Tricia Haapoja  
Rose Jost

Joan Krikava  
Gordon Mansergh  
Karen Mathias  
Paula Mesken  
Joyce Miller  
Jamie Newland  
Kasey Paulus

Margaret Dexheimer  
Pharris  
Jeanne Karp-Oelfke  
Claudia Stickman  
Ann Yolitz  
Barb Zust

**Nursing Strategic Planning**

The college recently adopted the ACTS strategic plan. One goal in the ACTS plan is to explore the possibilities of creating graduate or certificate programs. Athletic training will be a pilot as they need to change the program to master level in order for it to continue. The focus of the Nursing NAB for the next 18 months will be to explore possible certificate or graduate programs connected to nursing that could be pursued.

**Nursing Department Update**

- 62 students in the major, which is capped due to faculty and class size
- With the departure of the Education Department from Mattson Hall, the Nursing Department has the opportunity to reimagine the use of space in the building
- A proposal has been created to convert four offices into hospital rooms for simulation.

**Nursing Department SWOT Discussion**

Strengths

- Nursing is top 3 majors of interest among Gustavus prospective students
- High quality graduates, strong reputation in the industry
- 100% employment rate
- Faculty/student ratio – close and supportive relationships with faculty
- Nursing and liberal arts is more unique in the industry
- Holistic learning environment – the Gustavus community
- Department research expectation – graduates are well prepared for grad school
- Strong clinical partners
- Opportunities to provide students with rural health care experiences

Weaknesses

- Small faculty size
- Tough to find new long-term faculty
- Expensive program

- No define specialty, Don't tell story of graduates well
- Physical space in Mattson Hall currently has limitations
- Current Gustavus curriculum is siloed
- Gustavus is not located in the Twin Cities - Travel time for students

### Opportunities

- Mental health demand in industry
- Research or specialty clinical experience could be a niche
- Developing non-hospital clinical sites
- Ambulatory care – increase of needs in the industry
- Partnership with Bethany or Luther colleges River's Edge Hospital expansion – needs help with staffing
- National nursing shortage; Nursing as a gateway to other health related career opportunities.

### Threats

- Guaranteed admission at other schools
- High cost of higher education
- Liberal arts is not understood and appreciated by many prospective students/families
- Minnesota State University – new facilities and programs

### **Environmental Scan - What is in demand?**

- Continue Education Units
  - Much of these offerings can be found online
  - There are specific requirements so can be hard to implement with current faculty.
  - Return on investment is small for CEUs
- Nursing Education master's – need to research demand
- Dual NP/MBA or organizational leadership masters – need to research demand
- Entry level masters – St. Kates and the U of M have more applicants than positions
- Certificates or masters for mental health
  - Industry needs trained workers with mental health
  - No programs around to get training
  - Jobs are available for these workers

### **Future Work**

- Need to create a model for faculty/student ratios and costs
- Employer evaluation of Gustavus grads
- Make a competitive profile/market assessment
- Create an elevator speech for department

### **Spring Meeting**

The spring meeting will be on campus that will include NAB members doing practice job interviewing with the senior nursing majors.