A background image showing two hands shaking in a firm grip, symbolizing partnership and agreement. The hands are positioned centrally, with the fingers interlocked. The skin tone is light, and the lighting is soft, creating a professional and collaborative atmosphere.

# Partnership Strategies to Ensure a Quality Advanced Practice Nursing Workforce

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✓	No (potential) conflict of interests	
✗	1. Relations that could be relevant for the meeting	<company names>
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✗	5. Other relation	<company names>

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# Objectives

- Discuss the benefits and challenges of a collaborative partnership with an educational technology company (ETC) to expand NP workforce.
- Delineate the roles and responsibilities of the University and the ETC.
- Describe the strategies used to ensure quality and rigor in programming, instructional design, faculty development, academic practice partnerships, and recruitment and retention of students.

**University Mission Statement:**

Advancing the health and well-being of individuals and communities.

***Partnership***

**ETC Mission Statement:**

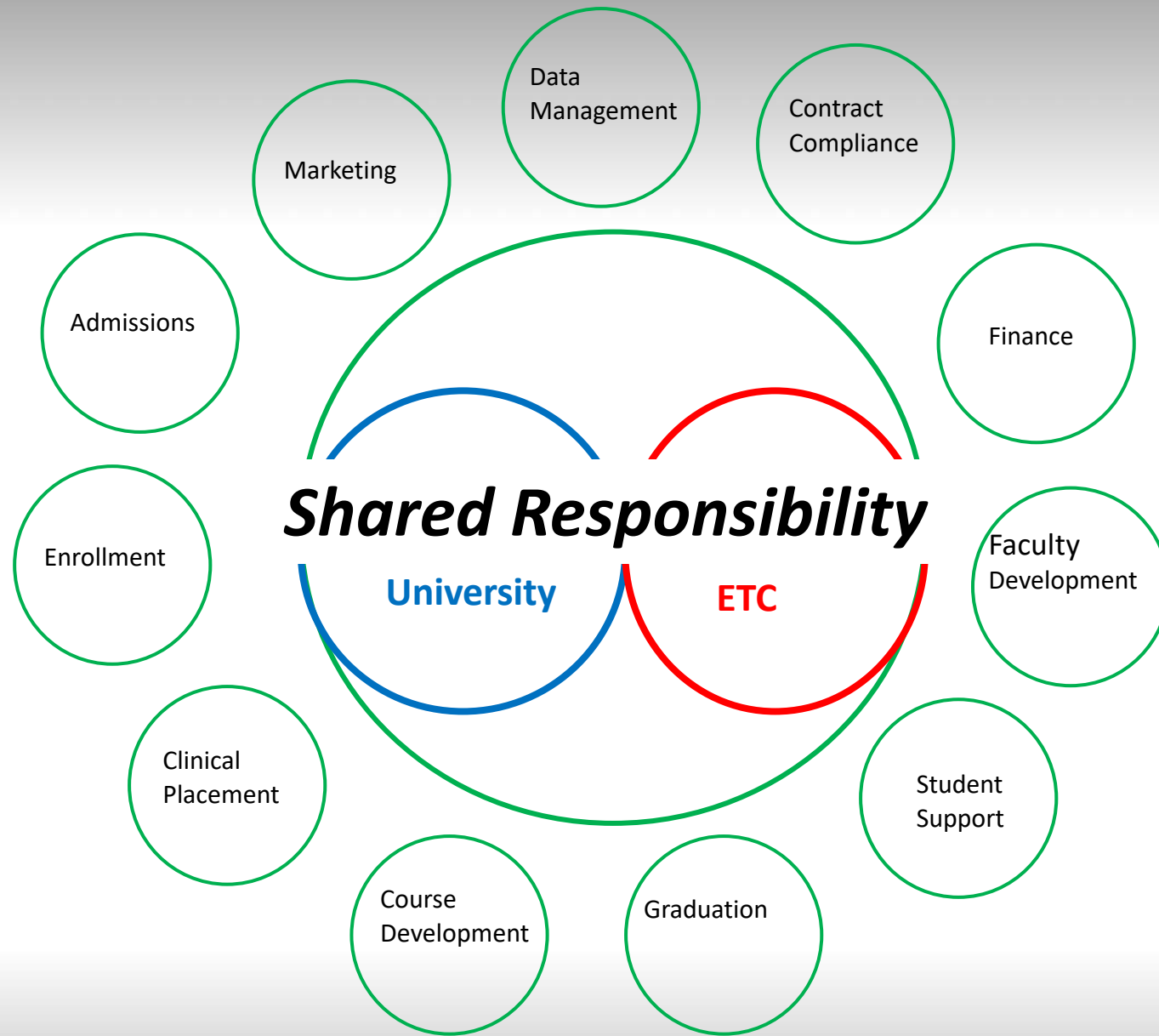
Delivering great student outcomes in order to transform the future of higher education for the better.

# ETC Partner Responsibilities

- Translate the current curriculum into an engaging, user-friendly online platform
- Provide faculty development regarding online teaching and learning
- Develop partnerships with clinical preceptors and agencies across the nation
- Create a nationwide marketing and recruitment effort
- Provide admission processing services
- Deliver technology support for students and faculty

# University Responsibilities

- Content expertise in preparation of materials
- Admission decisions
- Selection and approval of clinical sites and preceptors
- Protection of the University's brand and program quality
- Offering University services to virtual students
- Retaining total oversight of all marketing content and rollout plans
- Overseeing nonacademic business related to compliance issues, state authorization/regulation, and risk/legal issues





# University Benefits

- Gaining greater national visibility
- New opportunities for faculty scholarship
- Developing a nationwide network of students, faculty, and community partners
- Providing financial sustainability of the APRN programs
- Increase in diversity in the classroom

# University Challenges

- Sudden increase in enrollment
- Increase in number of faculty
- Providing virtual meeting space with webcam capabilities
- Challenges with state approval processes
- Creating sense of community and communication

# Strategies to Address Challenges: Programming, Admission, Retention

- University systems adaptation
- Marketing
- Student recruitment and admissions
- Retention



# Strategies to Address Challenges: Academic Practice Partnerships

- Developed collaborative process
- Site selection and approval process
- Site and preceptor evaluation



# Strategies to Address Challenges: Faculty Recruitment, Onboarding & Development

- Faculty recruiter
- 10 week faculty development course
- Mentorship program
- Faculty Engagement



# Lessons Learned

- Provide clarity of the university's values and expectations to the ETC
- Maintain University oversight of all aspects of the program including
  - marketing and admissions
  - program design
  - curriculum development
  - Course production
  - clinical placement
  - interactions with faculty and students to ensure quality programming
- A holistic admission process using an admission team and an evaluation rubric for faculty

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