Partnership Strategies to Ensure a Quality Advanced Practice Nursing Workforce

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We wish to acknowledge

• The work presented today took place at Georgetown University, School of Nursing and Health Studies in Washington, DC

• Our professional colleagues and co-authors
  • Melody Wilkinson, DNP, FNP-BC, FAANP
  • Kelley M. Anderson, PhD, FNP
  • Marianne Lyons, MSN, RN
  • Mary Bondmass PhD, RN
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.

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
References


