

Overview

The Michigan Nursing Career Guide is an online resource for nurses and individuals who want to enter or advance in the nursing profession. This report presents a review of the Guide's career planning tool kit, nursing education database, career coaching modules, and interprofessional collaboration and education module.

The purpose of this effort is to meet *The Future of Nursing's* goal of 80% of RN's prepared at the bachelor's level. According to the Michigan Center for Nursing's 2013 Survey of Nurses, only 44% of RN's held a BSN.

The goal of these tools is to build a nursing workforce to support a new generation of nurses in Michigan ready to meet the demands health care transformation will make on the nursing profession by preparing nurses for academic and professional advancement.

This report represents the beginning of a continuous loop of evaluation and improvement. Over the next six months, revisions will be made based on this initial round of feedback; additional feedback will also be requested from other prospective users and the tools will be revised.

Methodology

Evaluations were compiled from in-person discussions via a focus group format, written feedback from academic and clinical nursing leaders, and quantitative data collected electronically from staff and student nurses across the state.

Focus group nurses represented management leaders from medical/surgical floors, critical care, obstetrics, administration, research, and education.

Additionally, anonymous quantitative evaluations gathered electronically represent six different zip codes from four different organizations. These nurses were affiliated with major health systems (Oakwood Health System, Henry Ford Health System, Beaumont Health System), state government, and schools.

Individuals represented were from zip codes including the City of Detroit, Sterling Heights, Royal Oak, Bay City, and Niles. These communities represent a wide range of locations from urban (Detroit and Bay City), suburban (Sterling Heights and Royal Oak), and rural (Niles).

These results were analyzed using the "[Net Promoter Score](#)" system of categorizing results. A total of 15 nurses responded to the quantitative survey and we received qualitative feedback from an additional seven nurses, for a total of 22 respondents.

Results

Full results are available in appendix A and B.

Quantitative Measures

Overall, survey respondents found the Guide to be very useful, and would strongly recommend these resources to a colleague. The average response to the “How likely are you to recommend the career guide to a friend” was 8.3, with a Net Promoter Score (NPS)ⁱ of 60.

Users were asked to rate “How useful” each component is on a 0 to 10 scale.

Component	Average Response
Career Coaching	7.3
Career Planning	7.1
Education Database	7.5
Interprofessional Collaboration	5.8 ⁱⁱ

Group Feedback

There were several common responses shared in both the focus group participants and electronic feedback that includes the importance of gathering all of this information in one place.

Many of the nurse leaders wished they had these resources available during the beginning of their nursing journey. In addition, respondents recommended increasing the rigor of some of the courses in order to offer CE contact hour opportunities.

The focus group also offered several suggestions for improvement, particularly in the areas of navigation through the website, simplicity in the presentation of material, and new methods to help nurses use the tools.

Several of these suggestions included ensuring the modules could be completed in less than five minutes. They suggested adding a brief overview to each tool that would expedite use and facilitate navigation and ease of use by summarizing the content and clearly stating each tool’s purpose and objectives. Reviewers felt it was unclear what they were supposed to accomplish.

Recommendations for new content included information on the value of nursing professional organizations and specialty certifications, especially for recent graduates. There were also strong feelings about adding content for individuals returning to nursing after an absence from the profession or for those who are considering nursing as second or later-life career choice.

Additionally, many nurses strongly recommended developing a career guide or academic progression checklist, which is printable, providing a tangible record of progress without needing to remember a username or password.

Discussion

Several important lessons about the design and implementation of this project surfaced during this evaluation process.

While each tool within the Guide was recognized as valuable in parts, collectively, they lack cohesion.

In the original State Implementation Program proposal, each tool was considered important areas of concentration for promoting nursing advancement, but how they would all fit together seamlessly was not considered in sufficient detail and requires further exploration.

As work continues on the Guide, the project team will examine several approaches to make these disconnected elements more useful for Michigan nurses.

Next Steps

Immediate action items include:

1. Improving and streamlining content, making all modules more succinct
2. Creating a FAQ , downloadable checklists and summaries for each resource
3. Adding additional information to nursing education database providing information on clinical hour requirements, post-graduate certification
4. Develop additional content on the importance of joining professional organizations
5. User interface improvements to streamline navigation

Appendix A

Focus Group Responses

Henry Ford Hospital – July 17, 2014

Access

Comments:

- Not intuitive
- Too many links
- “too much fluff”
- Remove link from the right side of page – use that space otherwise
- Navigation concerns: How do online education opportunities synchronize with clinical rotations?
How do the Career Guide products synchronize with each other?
- Great site. Looking forward to seeing further improvement
- Easy to access; somewhat cumbersome to navigate
- It was not concise or easy to navigate based on goals

Suggestions:

- Include: a table of contents and an introductory page
- Use FAQ sheets to introduce information
- Provide a 1-page “What you need to do to get from A to Z “
EXAMPLE: “I am interested in pursuing a career in nursing, what do I need to do?”
- Distill some of the information provided on SON websites that include not only educational requirements but licensing requirements as well
- Add definitions of the different levels of nursing AD, BSN, etc. and the requirements for each one
- Add academic progression for CNAs
- How to consider your professional career to meet your personal needs”
EXAMPLE: Nurse with physical or life-span limitations (hearing; age; career change)
(FYI: at HFHS they call this “a conditional work program”)
- A checklist that is printable and provides links to information and/or requirements

Content

Comments:

Most of the participants liked the tools, but wanted to see them more systematically connected.

They found the material valuable and useful (especially to the new nurse or nursing student), but not cohesive.

Career Planning Guide

- Provide CEUs for modules (MI CEU requirement: pain management)
- Add a page on certification (what is required for each degree)

NOTE: How to prepare for the NCLEX was discussed. A suggestion to include information regarding this level of academic preparation was suggested

- Add pages for involvement in professional organizations/associations

NOTE: Unlike MDs nurses are not required to belong to professional organizations, but several participants felt this involvement was of value and that our website could explain and promote that value.

Education Program Database

- Add graduate-level information to
- Include addresses of SONs

SUGGESTION: a map of Michigan with a dot for each SON (dots can be linked to demographics)

Career Coaching Module

- How to select a coach and how to be a coach: more clearly defined and presented

NOTE: The module explains characteristics of a good coach. They would like to see more information on how to get there.

Interprofessional Education Module

I have nothing specific to this module. Other comments and suggestions apply.

General Comments and Suggestions

Rename: Professional Growth and Development Guide

Overall, the Michigan Nursing Career Guide was well received. The idea of a central repository for educational and professional advancement material was of value to this audience.

Appendix B

Quantitative Results

Key:

Q1: "How easy was it to access the material on the Nursing Career Guide?" (0-5 scale)

Q2: "How often would you use this resource?" (All following use 0-10 scale)

Q3: "How useful is the CAREER COACHING modules?"

Q4: "How useful is the CAREER PLANNING toolkit?"

Q5: "Did you find the NURSING EDUCATION database useful?"

Q6: "Did you find the INTERPROFESSIONAL COLLABORATION module useful?"

Q7: "Overall, how likely are you to recommend the Nursing Career Guide, as a whole, to a colleague?"

Q1	Q2	Q3	Q4	Q5	Q6	Q7	
3	6	6	6	6	7	0	9
4	8	7	9	8	0	8	
4	8	10	10	10	10	10	
4	9	5	8	5	5	10	
4	9	8	8	8	8	9	
2	4	4	2	4	2	3	
3	8	10	10	8	4	10	
4	9	0	0	0	0	0	
5	9	10	10	10	10	10	
5	7	7	2	8	6	8	
5	6	6	6	6	6	9	
5	10	10	10	10	10	10	
4	9	9	9	9	9	9	
5	8	9	9	9	9	10	
5	8	8	8	10	8	10	
4.1	7.9	7.3	7.1	7.5	5.8	8.3	

ⁱ Net Promoter Score is a common metric used to determine customer satisfaction across many industries, particularly in consumer-facing technology applications. Users are asked a "How likely are you to recommend..." and responses are calculated on an 11 point (0 to 10) Likert scale. The percentage of responses from 0 to 6 is subtracted from the percentage of responses indicating 9 and 10. An NPS of 50 is considered extremely strong.

ⁱⁱ This lower score was a result of many individuals indicating they did not complete the course, which we scored for this purpose as a 0.