

# Oregon Action Coalition

Meeting Minutes

February 13, 2015



Oregon Action Coalition  
ADVANCING HEALTH IN OREGON

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## I. Introductions/attendance:

Susan Bakewell-Sachs, Jana Bitton, Dana Bjarnason, Janna Boren, Edward Brewington, Gladys Campbell, Jake Creviston, Tom Engle, Jordan Ferris, Emily Goerke, Elaine Keavney, Jessica Lenar, Renee Menkens (phone), Leslie Ray, Carol Thorn, Judy Ulibarri, Christine Woolsey

Tom Engle reviewed the agenda, and the January minutes were accepted as written.

## II. Membership

Jake, Susan, Emily and Renee's membership terms have expired, but all have agreed to extend their terms on the Steering Committee. Dana moved to accept their membership. Gladys seconded. Motion approved.

The OAC charter required a Membership Committee. The Membership Committee will identify vacancies in the Steering Committee, and keep track of expiring terms. Edward has agreed to chair the committee. Dana, Susan and Gladys volunteered to serve on the committee.

## III. Organizational Mapping

Susan, Tom and Jana met via phone and examined the list of nursing organizations and other organizations in the state that may be doing work around IOM recommendations. ONLC and OCHIN were added to the list. The group will start by contacting the nursing organizations, and then further prioritize to those coalitions with cross nursing organization members. Susan has drafted an initial letter. Potentially could collect information via survey.

Janna expressed interest in joining the Organization Mapping group.

## IV. Financial Report

The OAC currently has \$2,160 in revenue. The process for spending money is as follows: If the workgroups would like to spend money, the chairs of the workgroup will talk to the co-leads about expenditures, and the co-leads will manage the budget.

Leslie recommended members of the steering committee contribute money to support the work of the OAC. The Membership Committee will consider this process as part of their work.

The Oregon Center for Nursing is the fiscal agent for the OAC. Donations made to the OAC must be made out to OCN for processing. OCN will designate those gifts for OAC use only. Donations are tax deductible.

#### **V. BSN Update: Academic Progression RWJ Meeting**

Elaine gave an update of the Academic Progression meeting she attended in Houston. She reported a sense of urgency from RWJF about academic progression. Oregon moved from 47% to 51% in three years, but at the present rate, Oregon won't make the 80% BSN by 2020 goal.

A theme of the Academic Progression meeting was emergent models for education progression. Many states are using the Oregon OCNE program as a model. No one wants to create a "national model," but perhaps a national template. At the meeting, they discussed foundational coursework, providing incentives to discourage nurses from sitting for the NCLEX at the end of their ADN program, and make it easy and affordable for nurses/students to continue their education.

There was a high recommendation to increase diversity of nursing faculty. Diversity comes from community colleges. People need to finish their education in their communities, and this is why they take online programs. Some underserved populations do not have academic structure to succeed and get to the baccalaureate level. How do we support them?

Oregon education progression information: 407 community college students transferred to OHSU and graduated to BS. 169 transferred students in progress at OHSU. 70% are completing through online, so they can stay in their communities. 20% have a Baccalaureate in something other than nursing, and 3% have a Masters.

OCNE is so valued in the country, and maybe it could be better. As an example, in 2002 Clackamas Community College had 7% of their students go on for their BSN, and there was a gap in education. Now, 76% of CCC students move on right away to a Bachelor degree. Not all go to OHSU, and it is not completely related to OCNE. The market is really driving this.

We need to address diversity from multiple perspectives. We have to address funding models for nursing programs.

Education workgroup current projects:

- Developing a FAQ for students.
- Resource document for potential students.
- Video of a testimonial. Nurses who did the progression and got their BSN degree. Videographer can provide a QR code that people could scan and see the video.
- Do a live open-house for people to ask questions of nurse educators.

- Career fair. Etc.

## **VI. RWJ Volunteer Engagement Conference**

Janna and Jake reported on the RWJ Volunteer Engagement Conference they attended in Washington D.C.

Major themes from the conference:

- Jake shared a graphic on the Volunteer Engagement Cycle
- Take a look at volunteers from the “Grass-Tops” perspective, instead of grass-roots. Who are the critical volunteers needed to move the work forward?
- Social networking and communication is vital
- Volunteers don't need to be bodies. Can be organizations.
- Need to have a plan of how to utilize volunteers so they feel engaged and involved
- Need to show an organized presence (website, CFA website)
- Need to appreciate each other as volunteers

Janna and Jake will create a volunteer engagement strategic plan on how to use volunteers. Judy Ulibarri would like to assist with the plan. Report out on Volunteer plan May 8 meeting.

## **VII. Leadership Update**

Gladys updated the group on the Leadership Workgroup activities. There is a national coalition of Nurses on Boards. Tamara Rose and Jennifer Feeney (Jonas Scholars) and Gladys on the Nurses on Boards #5 group. Tamara and Jennifer attended the last meeting.

The Leadership Workgroup is continuing to work on the tactics identified in the charter.

## **VIII. Communication Update**

Dana updated the group on the following Communication Workgroup activities:

- Website: biographies and photos have been collected and are about ready to post. Dana will email completed information to Jana to post to the OCN website. Janna suggested OAC have its own website to improve branding. Janna expressed interest joining the Communications Workgroup.
- Poster: Jake presented a sample poster. 6'x4' would cost about \$100. More editing needed. Jana to assist Jake.

- Banner: The Campaign for Action provided a potential banner with a simple design that can include the OAC logo. Jake to identify pricing.
- Legislative Day: OAC has tables reserved for Monday, March 9<sup>th</sup> at the Capitol building in Salem. This is an opportunity for the OAC to share information about its work to state legislators and the public. Jake and Cindy Warburton have met about this event. Christy Cowgill is also involved.
- Member application: Dana presented a sample membership application
- PowerPoint Presentation: Jana has combined PowerPoint information on the OAC from Sarah Frazier's (VA) and Emily Goerke's (ORANA) presentations. The draft was shared with the group. The PowerPoint will be recorded and shared on the OAC page. It can also be used by members of the Steering Committee who may give presentations on the OAC. Jana to edit and submit to the Communications Workgroup.
- Elevator Speech: Judy presented three potential elevator speeches for the group to use. The group discussed how to make the elevator speech communicated the OAC's activities in one to two sentences. Judy to revise and report back to the Communication Workgroup.

#### **IX. Announcements and Other**

OCN will be holding its Annual Conference on Thursday, March 19 at the Oregon Zoo. This conference will focus on inter-professional communications and relations. The OAC has a complimentary vendor table available to distribute information.

#### **X. Adjournment**

Next meeting: Friday, March 13 at 10am.

*Respectfully submitted, Jana R. Bitton, MPA, Oregon Center for Nursing*