

2013 Survey
Chief Nursing Officers
in North Carolina Hospitals



About the Survey

- Sponsored by NC Future of Nursing Action Coalition
- Developed by the BSN and Higher Degree Task Force
- Facilitated by the Foundation for Nursing Excellence (Survey Monkey)
- Emailed to 120 Chief Nursing Officers by the North Carolina Hospital Association. (sent July 2013, response deadline: August 2013)

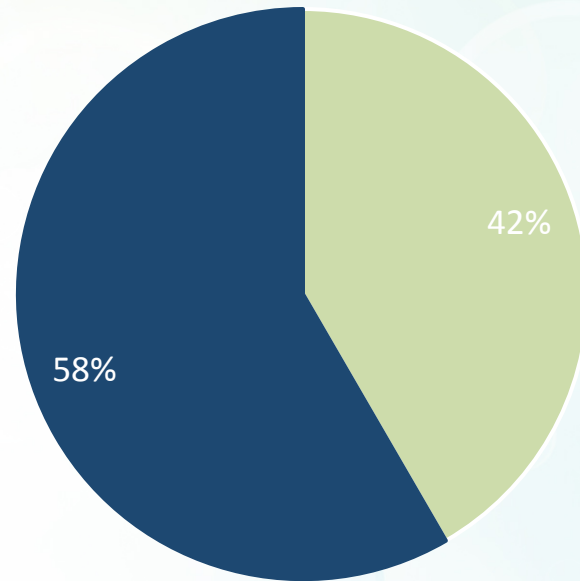
Goals of the Survey

- Provide a “snapshot” of BSN and higher degree prepared nurses employed by NC hospitals.
- Describe employer goals to increase the percentage of BSN and higher degree prepared nurses.
- Describe current strategies to increase BSN and higher degrees in NC workforce.
- Maximize response by using a survey that takes less than 5 minutes to complete.

Chief Nursing Officer,

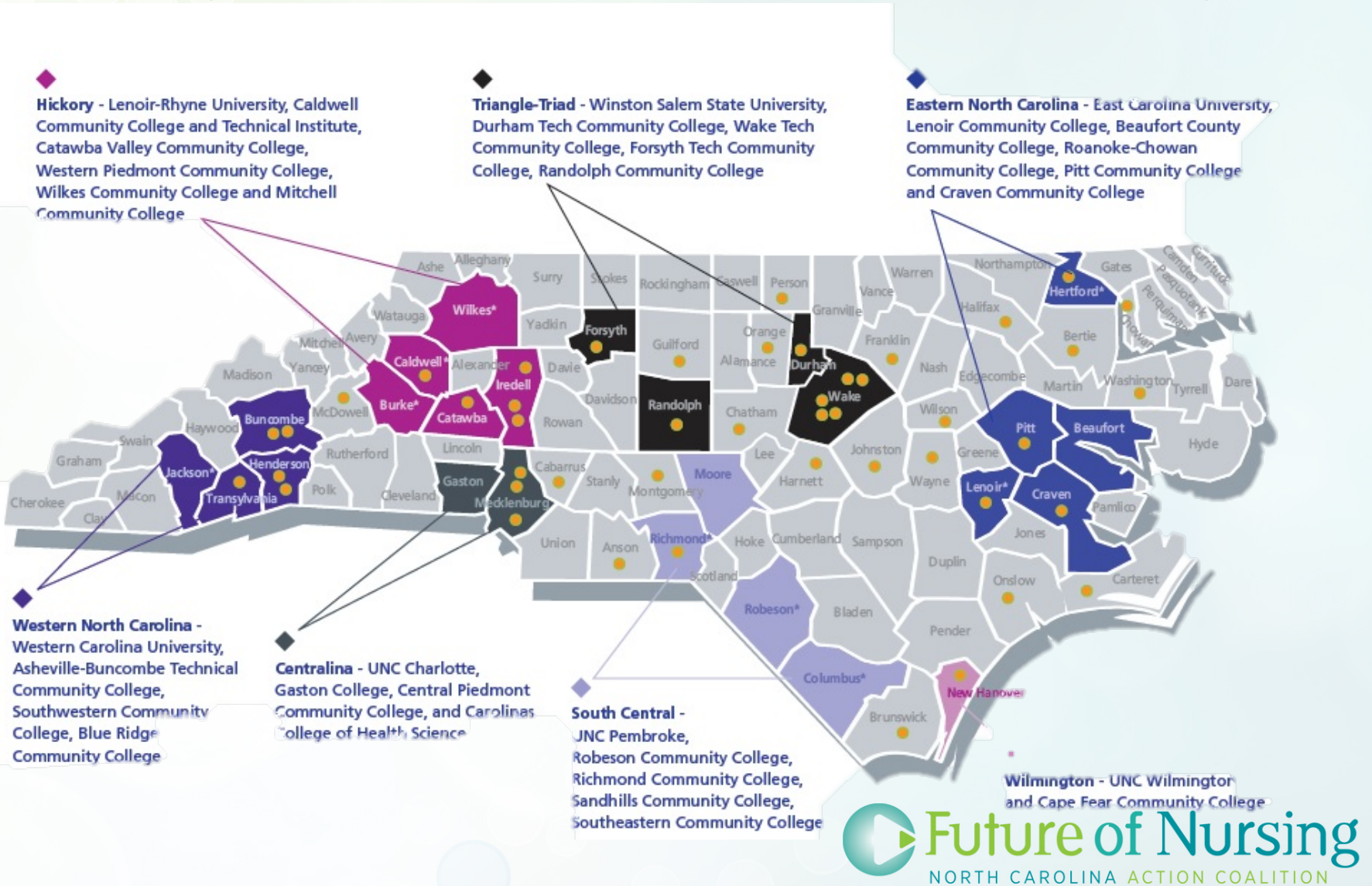
“The NC Future of Nursing Action Coalition asks you, as Chief Nursing Officer, to share information about how your organization is working to increase the number of nurses prepared at the BSN level and above. Your answers to a brief on-line survey will help us track programs that are put in place in NC in response to the Institute of Medicine’s Future of Nursing Report which emphasized the need for 80% BSN prepared workforce to address growing complexity of health care and patient care needs.”

Response Rate

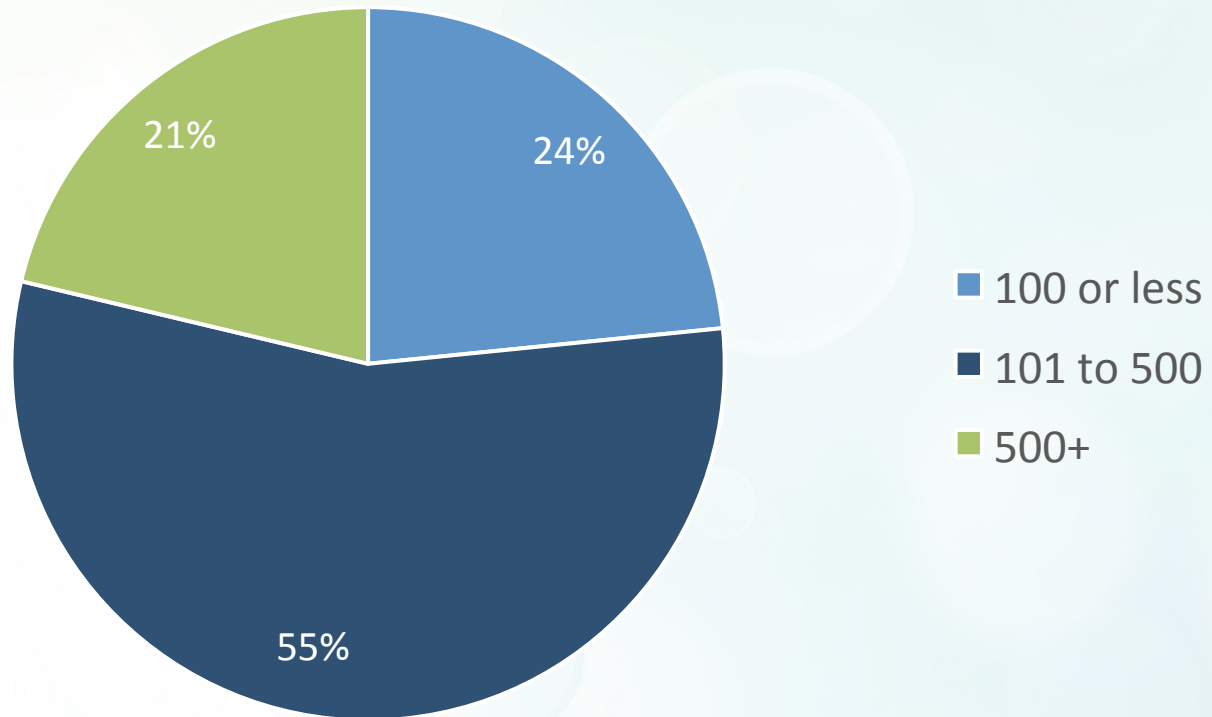


■ Responded ■ Not responded

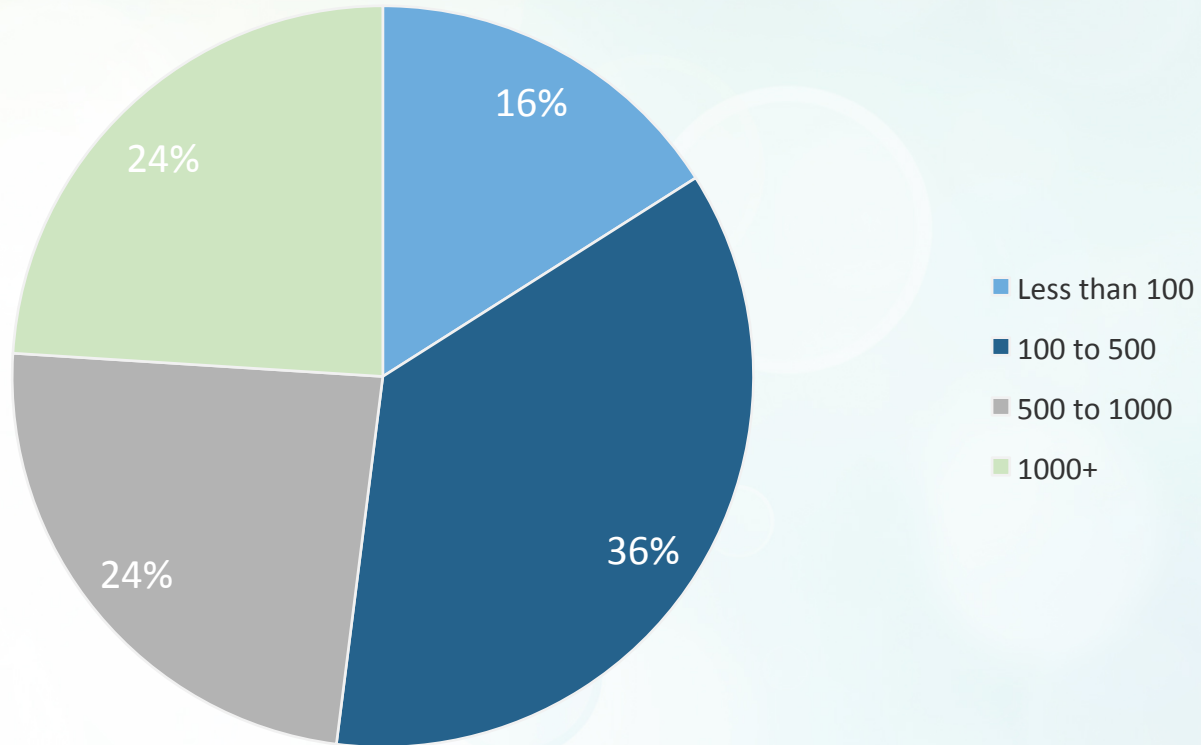
Respondents Plotted on RIBN Map



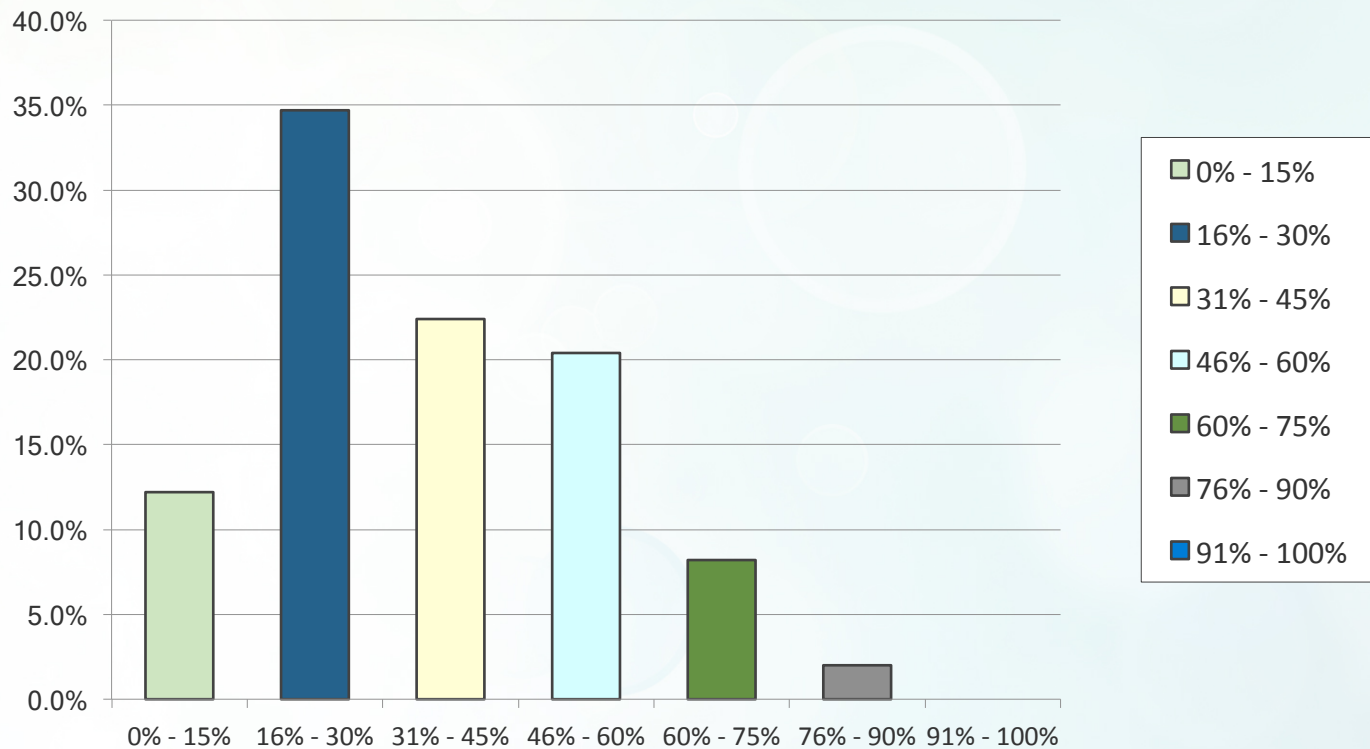
Respondents Broken Down by Hospital Bed Size



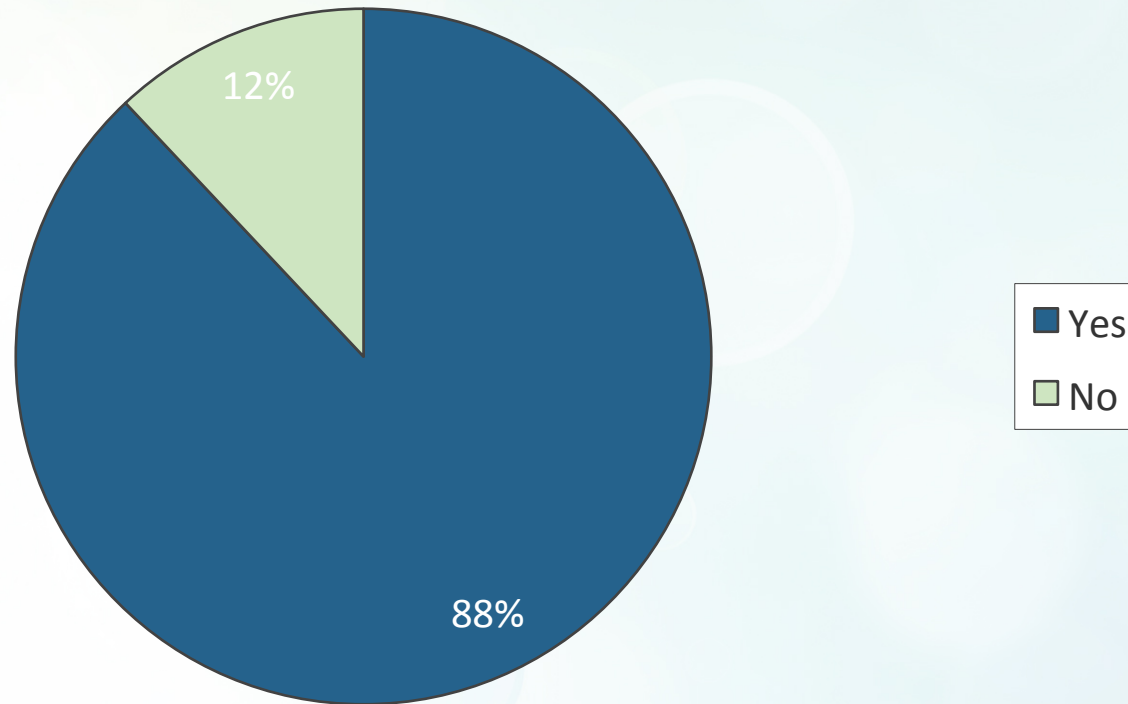
Number of Registered Nurses (RNs) Employed



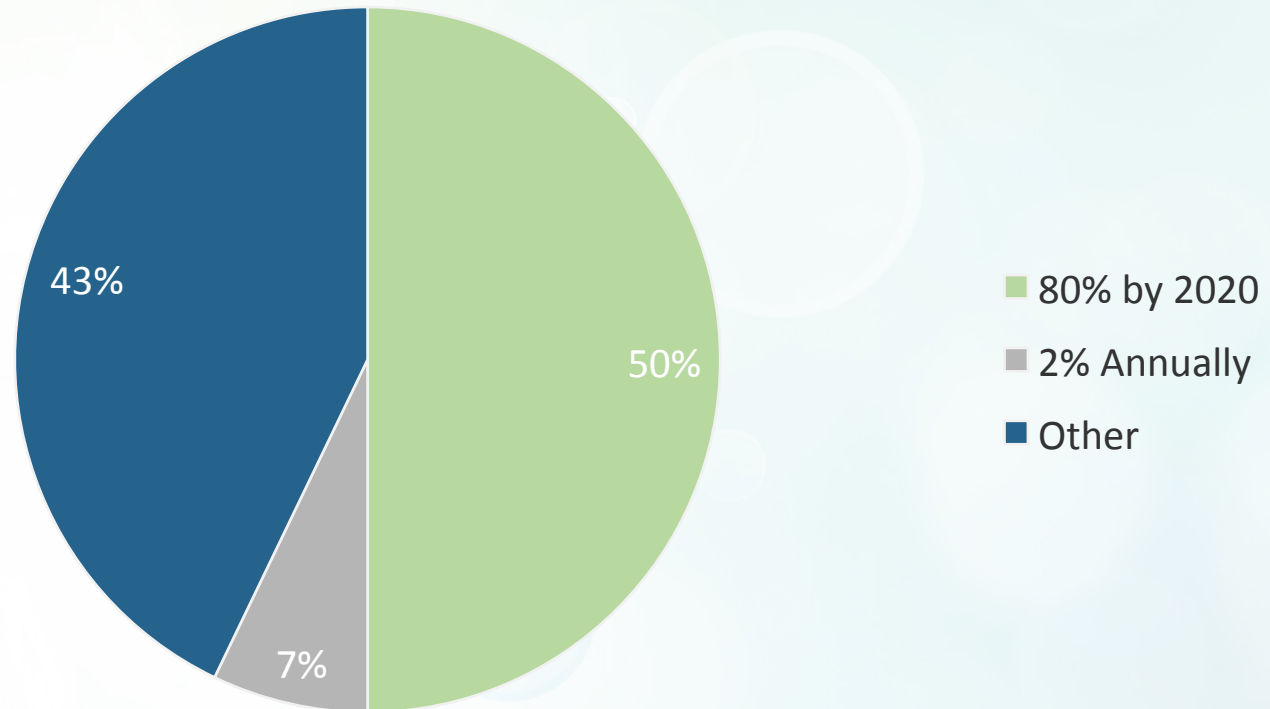
Estimate the percentage of RNs currently prepared at the BSN or higher level employed at your facility



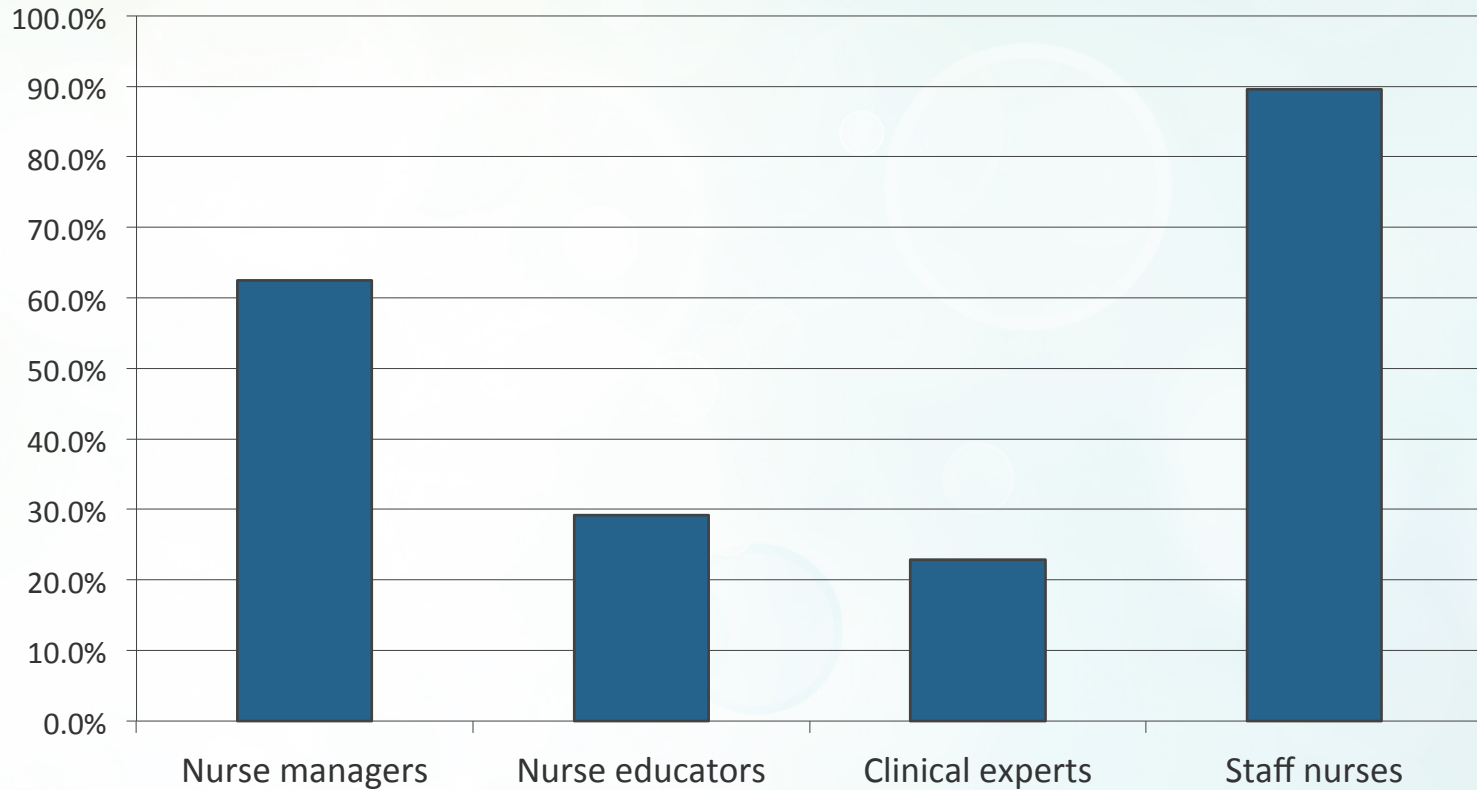
Does your facility have **goals** or plans in place to increase the percentage of BSN and higher prepared nurses?



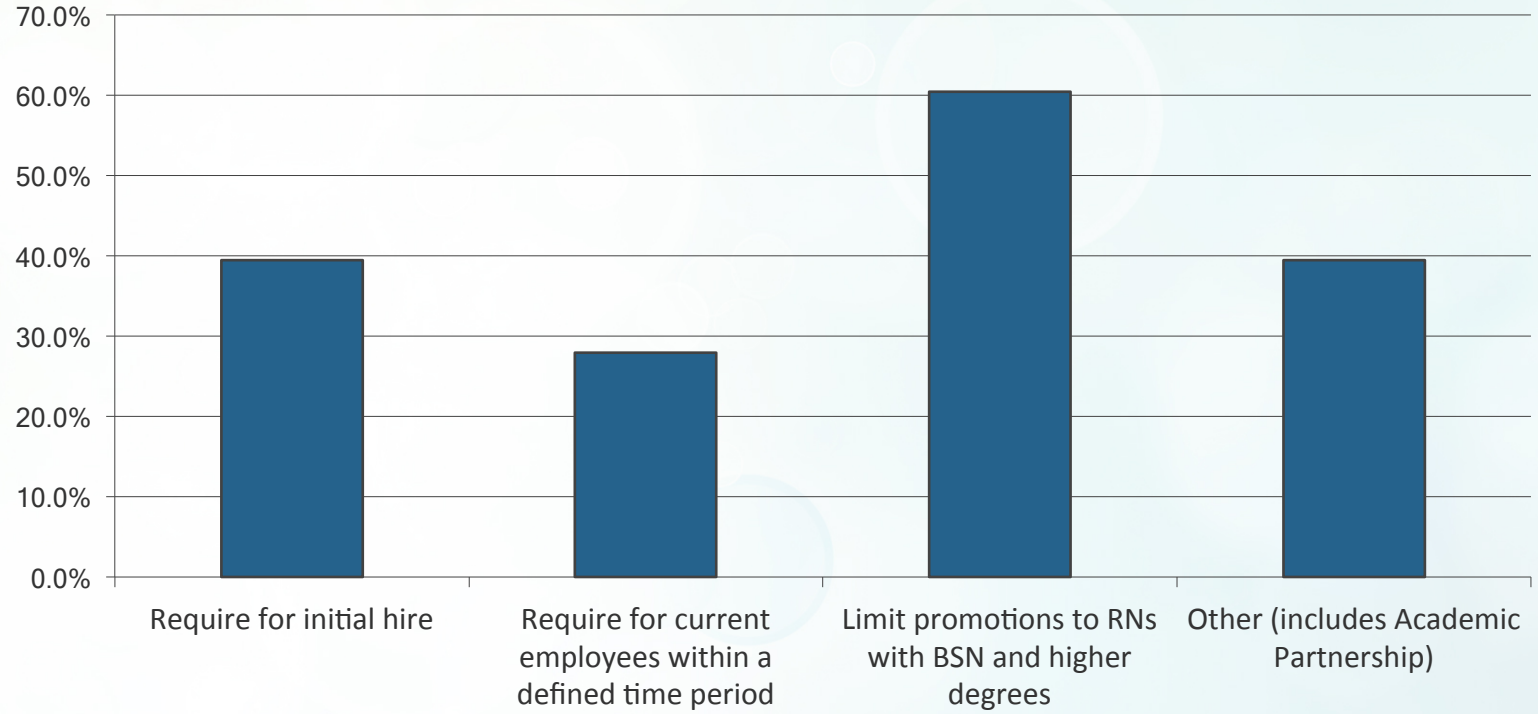
If yes,
Does your goal include a **specific percentage and target date?**



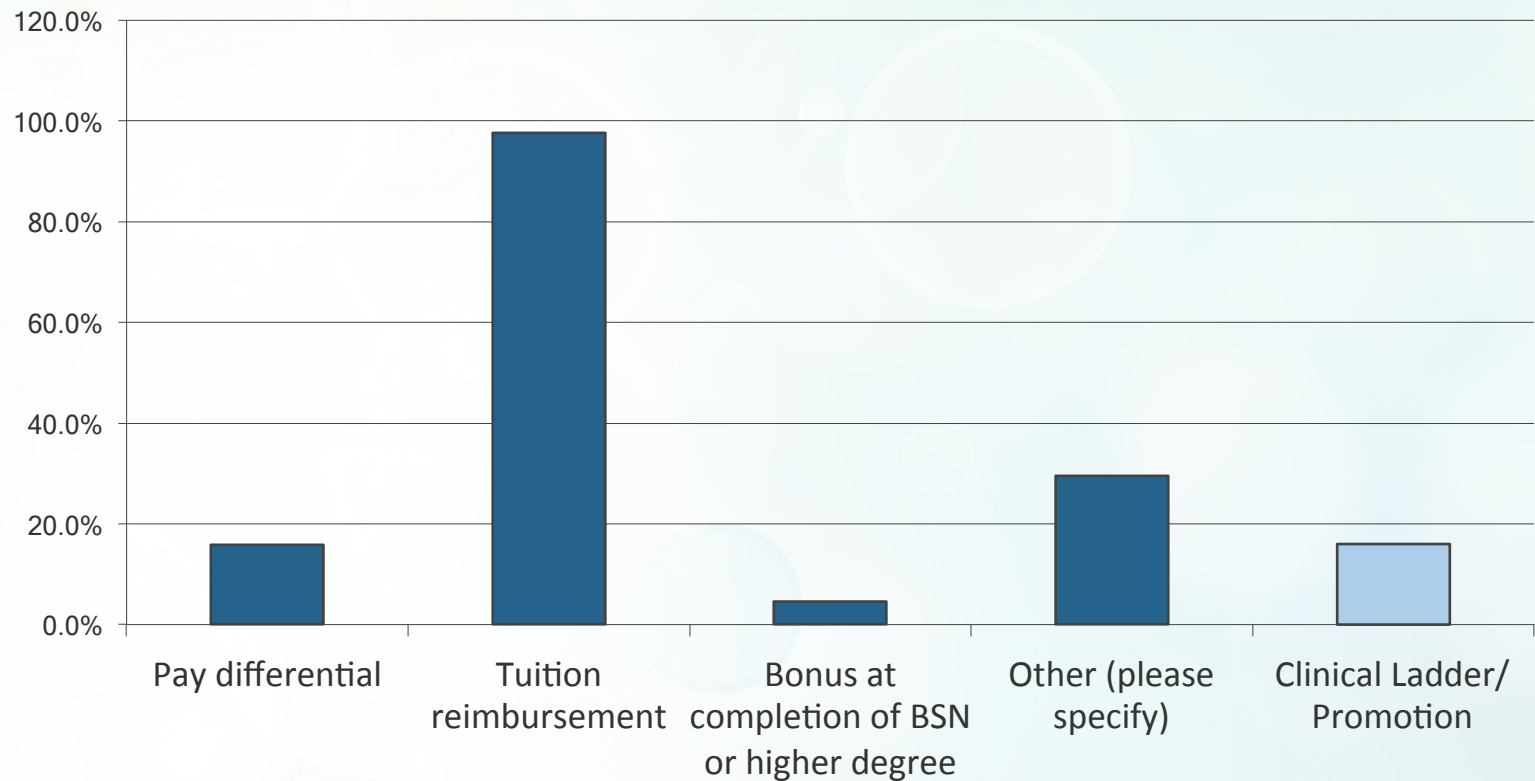
Are your efforts **targeted** at specific group(s) of nurses?
(Choose all that apply)



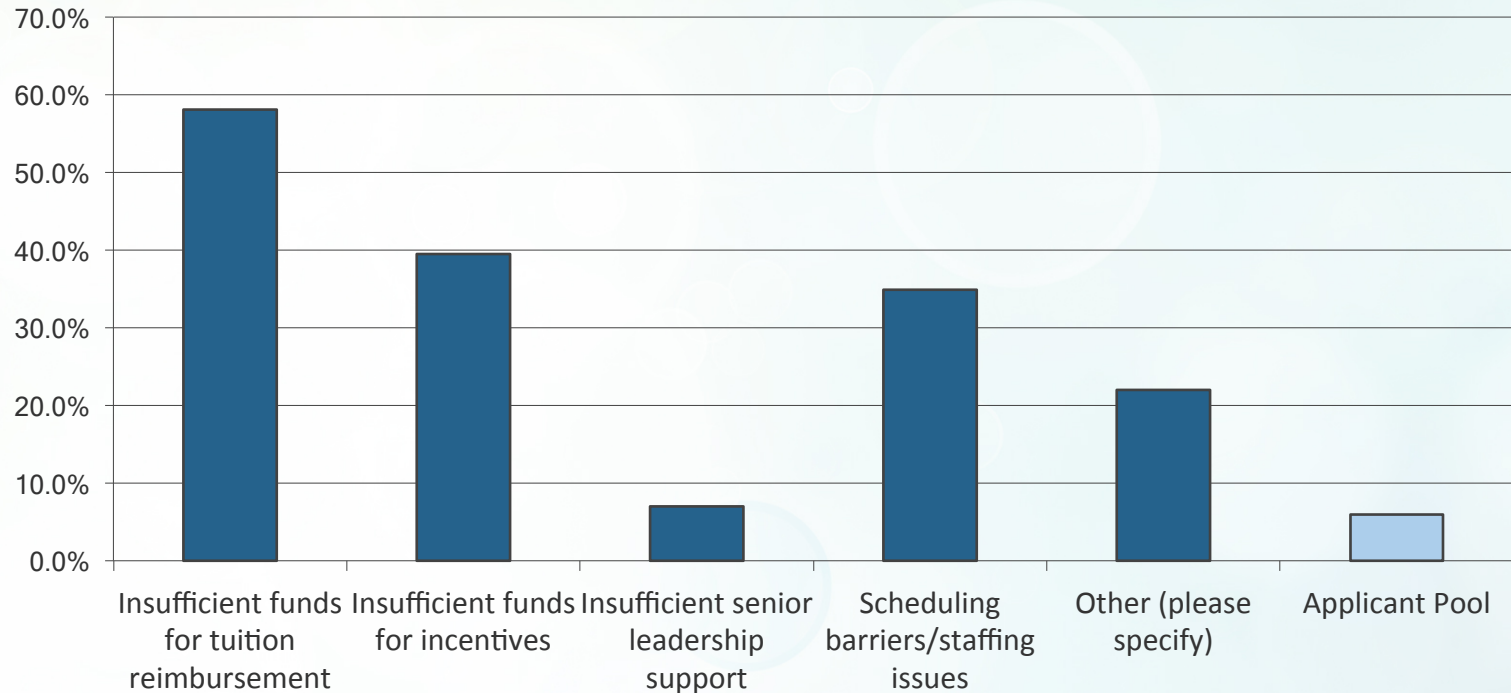
Which of the following **strategies** is your facility using to increase the number of BSN and higher prepared nurses? (Choose all that apply)



Indicate current **incentives** used to increase number of BSN and higher prepared nurses: (Choose all that apply)

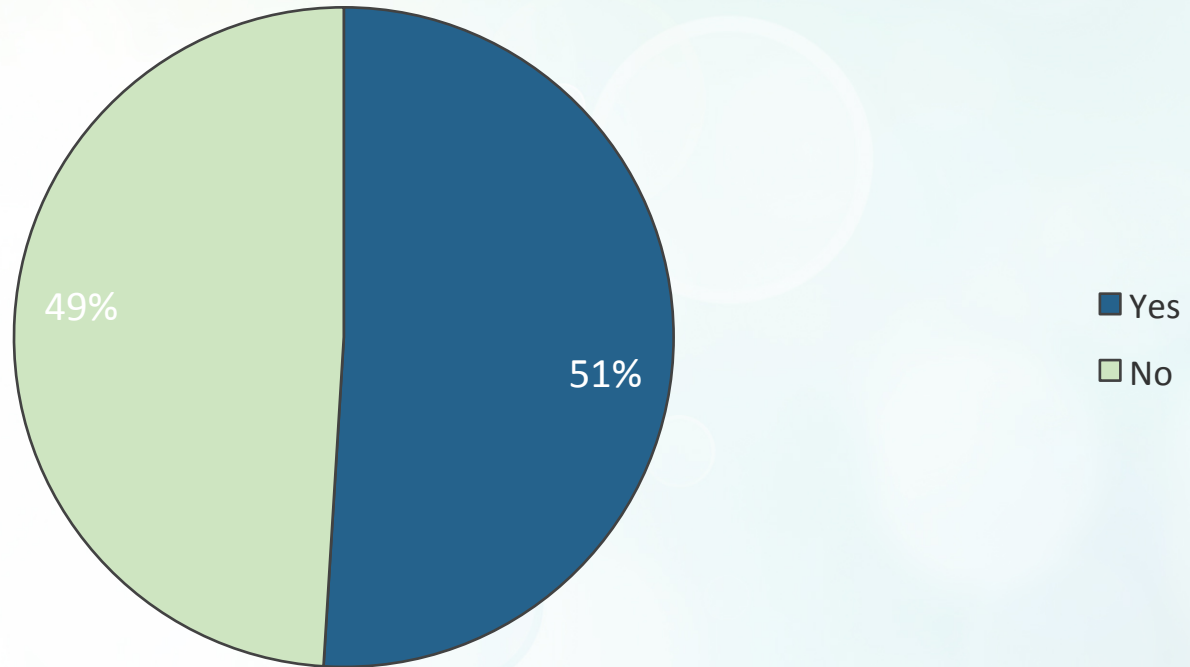


Indicate **organizational barriers** to increasing number of BSN and higher prepared nurses: (Choose all that apply)

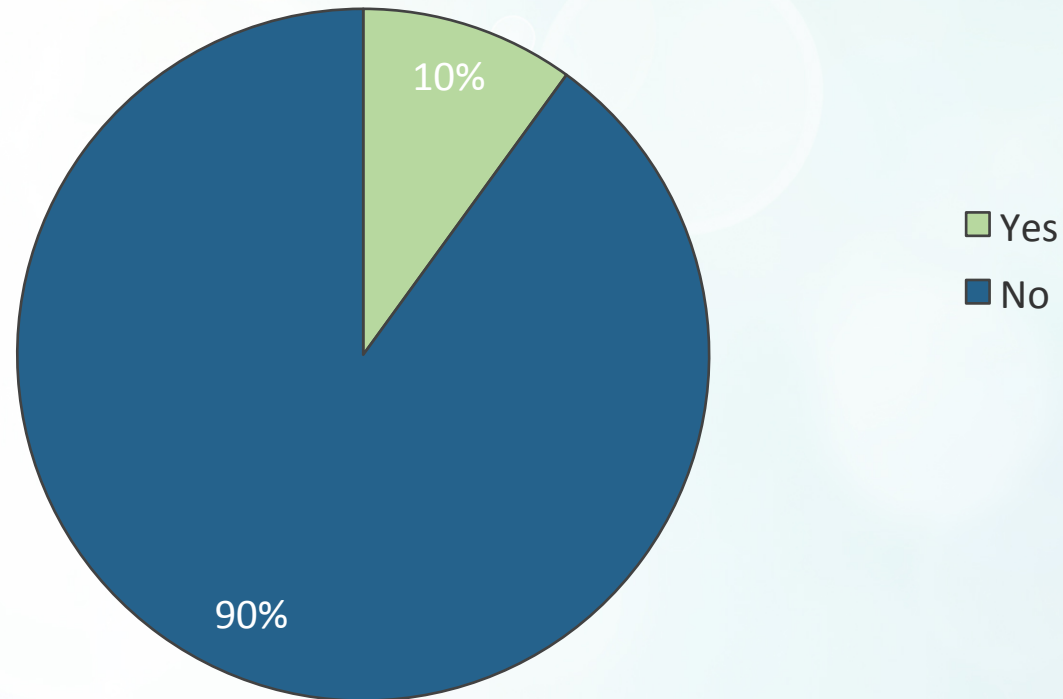


Does your facility or system currently have or is it pursuing
Magnet status?

(Choose best answer for facility and system if applicable)



Does your facility or system currently have or is it pursuing
Pathways to Excellence?
(Choose best answer for facility and system if applicable)



Final Thoughts

- One third of the respondents indicated that 16 to 30 percent of current RNs were BSN or higher degree prepared.
- Eighty eight percent of respondents indicated their institution had a plan to increase the percent of BSN prepared nurses.
- Eighty percent of respondents have targeted goals for increasing BSN prepared nurses.
- Ninety seven percent of respondents offer tuition reimbursement for nurses wishing to pursue a BSN.

Implications for Future Surveys

- Replicate the survey (snapshot) annually to monitor North Carolina trends.
- Add clinical ladders/promotion to question about incentives.
- Add Academic Partnerships to question about strategies used by hospitals.
- Employ strategies to increase percent of responses.
- Ensure all geographic areas are represented.