



### Collaboration, Strong Student Success Advocates and Strategic Marketing Are Key Ideas to Move RIBN Forward in North Carolina

#### Summary of Ideas on How to Launch and Sustain a RIBN Collaborative

*By Attendees at Statewide RIBN Conference on April 11, 2013*

##### COLLABORATION

- Increase Practice partner involvement including cost sharing, increasing their involvement in selection of RIBN students, tracking retention of RIBN nurses, creating clinical sites; adjunct faculty for Year 4 of RIBN
- Expand conversations to leadership within practice facilities including Human Resources, Nurse Recruiters, Administrators
- Share faculty between community colleges and university settings
- Focus on partnership building; consider ways to change our views of rivalry
- Assist in defining regions and BSN and ADN partners – align data to regions
- Create local advisory councils to assist in bringing partners to the table to launch new collaboratives
- Begin work where groups already work and collaborate well together
- Look for employers who currently pay universities to come to institutions and offer course work to tap for RIBN support
- Seek more scholarship opportunities for RIBN students

##### STRONG STUDENT SUCCESS ADVOCATES (SSA)

- Partner with practice agencies to help cover the cost of the SSA
- Use SSAs to support retention
- Further thinking and analysis of the changing role of the SSA over time including incorporating RN and BSN coordinator role, functions as a role in admissions and facilitating information about scholarship opportunities

##### STRATEGIC MARKETING

- Develop materials and presentation to sell RIBN to Providers, share ideas and leverage relationships to begin the conversation about the benefits
- Use data and quantify the savings for practice provider in the areas of quality outcome benefits, Affordable Care Act and reimbursements for hospitals
- Address cost comparison of distance learning which is much less expensive by addressing quality of care, incorporate distance learning when creating cost benefits and other analysis
- Market RIBN as the traditional/preferred model for nursing education replacing current ADN program concept, market as a growing profession