



Wyoming Workforce Development Council
Wyoming Department of Workforce Services



**Wyoming Center for
Nursing & Health Care
Partnerships**

Wyoming's Industry Partnership Approach

A highly-skilled, globally competitive workforce is essential to Wyoming's future economic development and the ability of its industries to compete in the global marketplace. To ensure this capacity, the Wyoming Department of Workforce Services and the Wyoming Workforce Development Council supports the industry partnership approach. Industry Partnerships bring together employers, employees, economic development, and training entities around the common purpose of improving the competitiveness of a sector by addressing development recruitment and retention challenges. The Wyoming Workforce Development Council's intent in supporting industry partnerships is to concentrate attention and resources on particular sectors that provide good wages and benefits, have the greatest potential for economic growth and/or which face serious challenges to employee growth or retention.

Key Elements of an industry partnership include:

- Focusing intensely on specific industries over a sustained period of time, customizing solutions for multiple employers within a region;
- Aiming to strengthen economic growth and industry competitiveness, thereby benefiting individuals by creating new pathways into and through the industries that lead to higher wage jobs; and
- Working to promote systemic change that achieve benefits for the industries, workers, community and the state.

Effective industry partnerships, led by an intermediary, can accomplish one or more of the following:

- Identify the training needs of businesses, including skill gaps critical to competitiveness and innovation;
- Help educational and training institutions to align curriculum and programs to industry demand, particularly for higher skill occupations;
- Facilitate bringing employers together to address the challenges of connecting youth to careers;
- Identification of barriers to entry level employment for workers and strategies to remediate those barriers;
- Develop career ladders and lattices within and across companies, enabling workers to improve their skills to advance into higher skill, higher wage jobs;
- Develop new industry credentials that give companies confidence in the skills of new hires and workers more mobility and earning potential across firms; and
- Promote communication networks between firms, managers and workers to promote innovation, potential economies of scale and best practices.

The Wyoming Workforce Development Council and the Department of Workforce Services has invested in partnerships in the following sectors: energy, healthcare, hospitality, manufacturing, technology and oil & gas.

Partnership Scope and Goal - Strengthen the Nursing Workforce in Wyoming

The dramatic and chronic nursing workforce shortage facing the nation is no surprise. What is surprising is the kind of impact a committed group of stakeholders can do in the face of this issue, and the Wyoming Center for Nursing and Health Care Partnerships is one of Wyoming's best examples. Initially started from conversations in 2004 at a summit about nursing workforce issues, the partnership has grown into a tight-knit but extensive stakeholder group undertaking many extensive efforts to improve the state's nursing workforce.

The Mission

Strengthen the nursing workforce through ongoing collaboration, communication and consensus building to meet the health needs of the people of Wyoming.

The overall goal of this industry partnership is improving nursing workforce development, recruitment and retention in the state of Wyoming through a collaborative industry partnership, including hospitals and long-term care facilities employers, nursing educational programs, nursing and other professional organizations, state organizations, and workforce service and economic development officials. Wyoming Center for Nursing and Health Care Partnerships in its current format has been in existence since early 2009.



The activities of the Wyoming Center for Nursing and Health Care Partnerships include exploring ways to redesign nursing education in Wyoming, developing and implementing a media campaign targeting junior high school students and enhancing leadership development for nurses. This collaboration of key stakeholders, including employers, educational programs, economic development and workforce services, can effect systemic change in educational and health care organizations, streamlining educational development and enhancing nursing workforce environments in Wyoming. The Wyoming Center for Nursing and Health Care Partnerships' three overall goals include specific deliverables:

1. Enhance educational capacity for nursing in the state of Wyoming through alignment and articulation of educational programs and employers needs.
 - a. Two statewide nursing education summits
 - b. Education capacity pilot projects
 - c. Educational capacity surveys of nurse educators, nurses clinicians in direct patient care and clinical facilities
 - d. Educational capacity systematic literature review
 - e. Educational capacity statewide master plan
2. Foster interest in nursing as a professional career to ensure a constant and sufficient supply of qualified nurses.
 - a. Junior high school media contest
 - b. Campaign portal
 - c. Finalized statewide media campaign
3. Provide leadership development in nursing to enhance recruitment and retention of nurses in hospital, long-term care, ambulatory and public health settings.

- a. Offering of Wyoming Nurse Leadership Institute
- b. Web-based modules
- c. Offering of Wyoming Nurse Leadership Institute as a certificate program through the University of Wyoming Outreach School



Table 14: Why Would You Leave Nursing All Together?

	Public Health Nursing	Ambulatory Care	Hospitals and Long-Term Care Facilities
Feel overworked	19.1%	28.4%	32.3%
Feel burned out from nursing	37.4%	27.7%	31.7%
Feel unsupported as a nurse	22.9%	20.0%	28.6%
Concerned with the quality of care	19.8%	20.7%	25.6%
Better salary available outside nursing	20.6%	21.6%	16.9%
Better management support	13.0%	11.5%	18.9%
Better advancement opportunities available outside nursing	9.2%	6.6%	6.4%
Concerned with delegation to unlicensed assistive personnel	15.3%	16.9%	8.7%
Seek more challenging work	3.1%	4.7%	3.5%
Concerned with injury to patients	3.8%	8.5%	8.9%
I need more autonomy	3.1%	4.9%	6.3%
I need more respect	13.0%	17.6%	20.8%
I plan to retire	37.4%	24.2%	23.5%
Better work schedules available outside nursing	8.4%	12.4%	19.8%
Concerned with injury to self	6.9%	8.2%	10.6%

Industry Employers

Campbell County Memorial Hospital
Ivinson Memorial Hospital*
Pioneer Manor, (Gillette, Wyoming)*
Powell Valley Health Care
Westview Health Care Center
Wyoming Medical Center*

Education and Training Entities

Area Health Education Center
Fay W. Whitney School of Nursing (Convener)*
Nurse Educators of Wyoming*
University of Wyoming College of Health Sciences
University of Wyoming Outreach School
Nightingale Center for Nursing Scholarship

Economic Development

Wyoming Business Council*

Workforce Services

Wyoming Department of Workforce Services*

Foundations

Wyoming Community Foundation and Tate Foundation

Professional Organizations

Sigma Theta Tau International - Alpha Pi Chapter
Wyoming Council of Advanced Practice Nurses
Wyoming Hospital Association*
Wyoming Medical Society
Wyoming Nurses Association*
Wyoming School Nurses Association

State Agencies

Wyoming State Board of Nursing
Wyoming Department of Employment
Wyoming Department of Health, Division of Community and Public Health, Public Health Nursing Section
Wyoming Department of Health, Office of Rural Health

Advocacy Group

AARP

* Financial Contributors

The Fay W. Whitney School of Nursing serves as the convener for the partnership (sometimes referred to as the Center).

Need for the Industry Partnership

A shortage of nurses to provide competent, safe nursing care to the U.S. population is expected to intensify in the approaching decades unless immediate remedial action is implemented. Wyoming is also predicted to experience a shortage of nurses. In 2008, the Wyoming Department of Employment, Research and Planning released a series of studies and reports about the nursing workforce under the auspices of the Wyoming Health Care Commission. The data were startling. The reports became

KEY POINTS

- Wyoming was operating in a deficit situation (more nurses exiting health care than entering) by fourth quarter 2005.
- Wages appeared as the most frequently mentioned topic among all age groups except the oldest (age 65+). Issues with management appeared as the second most frequently referenced topic overall, as well as among each age group, again, with the exception of the 65+ group.
- Several variables significantly correlated to nurses' stated intent to leave: salary satisfaction, professional development satisfaction, interpersonal interactions satisfaction, age, and the extent RNs felt tied (or bound) to their communities.
- Substantial numbers of comments regarding workload, paperwork, corporate issues, and quality of new nurses were found, even though the related factors were not statistically significant predictors of a nurse's stated intent to leave her or his employer.
- Nurses who attended high school out of state were more likely to be older than nurses who went to high school in Wyoming. This observation could be taken into account as retention strategies are developed.

widely read and referenced by educators, industry members, workforce services and health care professionals themselves. The reports had become a touchstone for the industry, and served as a galvanizing force for many efforts, including the Wyoming Center for Nursing and Health Care Partnerships.

“ The Wyoming Center for Nursing and Health Care Partnerships is focused on strengthening the nursing workforce through ongoing collaboration, communication and consensus building to meet the health care needs of the people of Wyoming. We continue to develop the partnership by focusing on education, nursing leadership, recruitment and retention and developing awareness of nursing as a career option. ~ Matthew Sholty, Wyoming Center for Nursing and Health Care Partnerships Office Associate ”

Some key data from the *Nurses in Demand: A Statement of the Problem* report:

- Approximately 6,000 licensed nurses in Wyoming in 2006
- Projected shortage of 3,307 nurses in 2014
- Average nurse age is 46, with 40 percent over the age of 50

For more information from these reports see doe.state.wy.us/lmi/nursing.htm.

The first major goal area for the Wyoming Center for Nursing and Health Care Partnerships — increasing education capacity — is borne from research that documents many barriers to increasing that capacity. First, there is a growing and concerning faculty shortage which limits the number of students schools of nursing can accept into their programs. The average age of a nursing faculty member in the U.S. is now 54 years and nursing faculty typically retire around age 62.5 years. According to a survey by the National League of Nursing and the Carnegie Foundation, half of current nursing faculty members are expected to retire in the next ten years. Second, insufficient number and inefficient use of clinical sites in hospitals, long-term care facilities and other health care organizations, compound the faculty shortage both nationally and for the state of Wyoming. Competition for some clinical sites is a problem, while other sites are underused because of a variety of factors, including size, preparation of nursing staff and location.

Wyoming Center for Nursing and Health Care Partnerships' second major strategy focus — fostering interest in the career-again reflects the need to teach more nurses to replace the incoming wave of retirement. The pipeline into nursing has diminished dramatically in the last several decades from the huge wave of women entering nursing during the 1960's and 1970's. To address the shortage, recruitment into nursing of people with a variety of backgrounds that are currently underrepresented in nursing, such as men and persons of colors, is absolutely critical.

Nursing leadership development is Wyoming Center for Nursing and Health Care Partnerships' third major focus area. Dissatisfaction with the work environment has been a major cause of turnover in nursing. Leadership style and behaviors are associated with staff nurse job satisfaction and intent to stay and organizational commitment in both the U.S. and in other countries. It is frequently said that an employee does not leave an organization; rather he or she leaves because of a manager/supervisor. According to the Wyoming Department of Employment study, satisfaction with salary, interpersonal relations and professional development opportunities are strongly correlated to intent to stay/leave current nursing positions for Wyoming nurses.

Not only can leadership development have an impact on individual nurses, but also the nursing team. Leadership development can reduce turnover in nurse managers. In addition, leadership development can help the nurse leader to feel more effective in communication, performance and leadership while benefiting the nursing team through more effective communication, empowerment and job clarity. Consequently, leadership development in nursing to enhance the nursing workforce environment is critical.



Partnership Building and Employer Engagement - Growing a Strong Partnership

The Wyoming Center for Nursing and Health Care Partnerships has created partnerships among businesses, employers, workers and industry associations in a collaborative structure that supports the sharing of information, ideas and challenges common to nursing. The industry partnership project allowed the Wyoming Center for Nursing and Health Care Partnerships to enhance its approach to working with employers. With the Wyoming Center for Nursing and Health Care Partnerships being a neutral party for all members of the nursing workforce to facilitate discussions, more hospitals have been willing to work with the center on nursing issues.

The various members of the nursing industry partnership began addressing nursing shortages in Wyoming beginning in 2004, when the Wyoming Nurses Association and the University of Wyoming Fay W. Whitney School of Nursing sponsored an annual Nursing Summit focusing on nursing workforce issues in the state. Outcomes of this annual summit include funding the Wyoming Center for Nursing and Health Care Partnerships through a grant from the Robert Wood Johnson Foundation in 2008 and development of the industry partnership with funding from the Wyoming Workforce Development Council in 2009 as relationships among key partners evolved.

The Wyoming Center for Nursing and Health Care Partnerships has incorporated employers into its activities from the beginning. First, employers are represented on the advisory board for the center and one of the co-chairs of the advisory board is a nurse leader in a hospital in the state. The role of the advisory board is to provide broad oversight to the center in the areas of strategic visioning, visibility, programming and long-term sustainability. Second, the Wyoming Center for Nursing and Health Care Partnerships has co-sponsored, with the Wyoming Nurses Association and the Fay W. Whitney School of Nursing, an annual nursing summit in connection with the annual Wyoming Nurses Association meeting in September. This has provided a

Figure 2: Projections of Registered Nurses Working in Hospitals, 2004-2014 (Excludes Vacancies or Replacement Need)

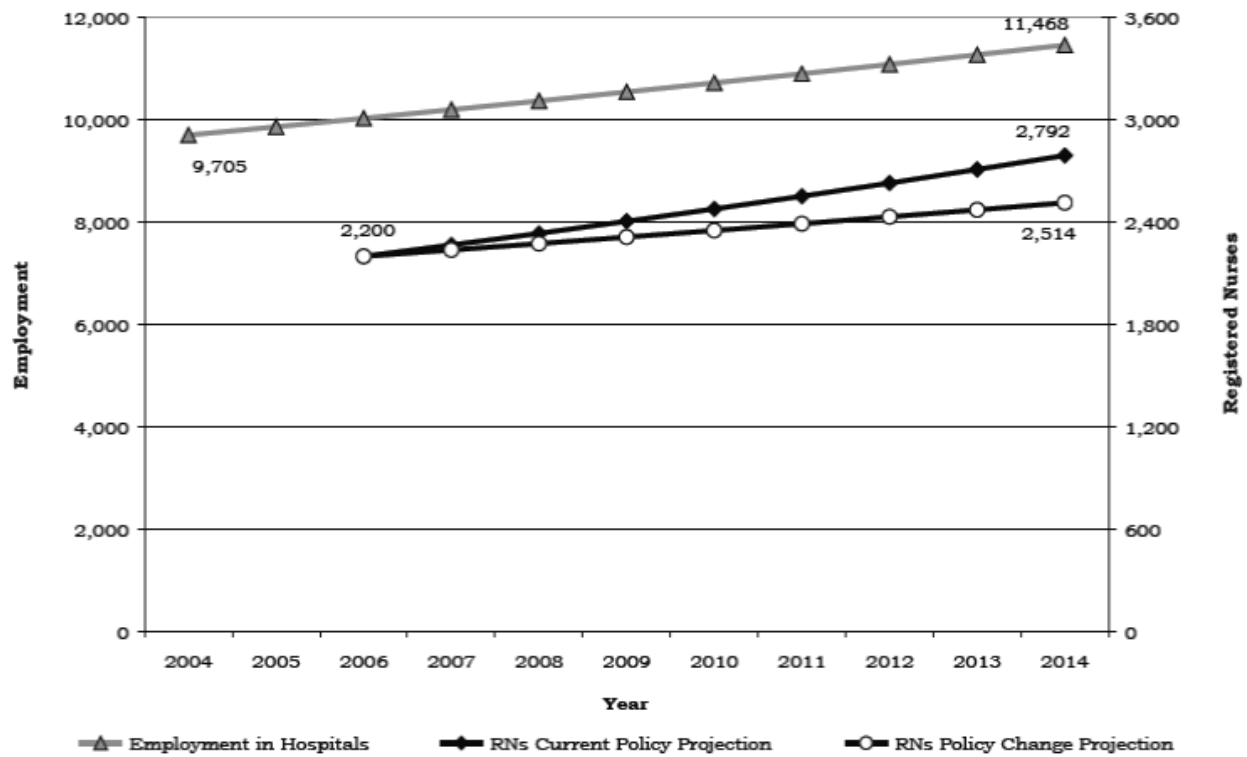
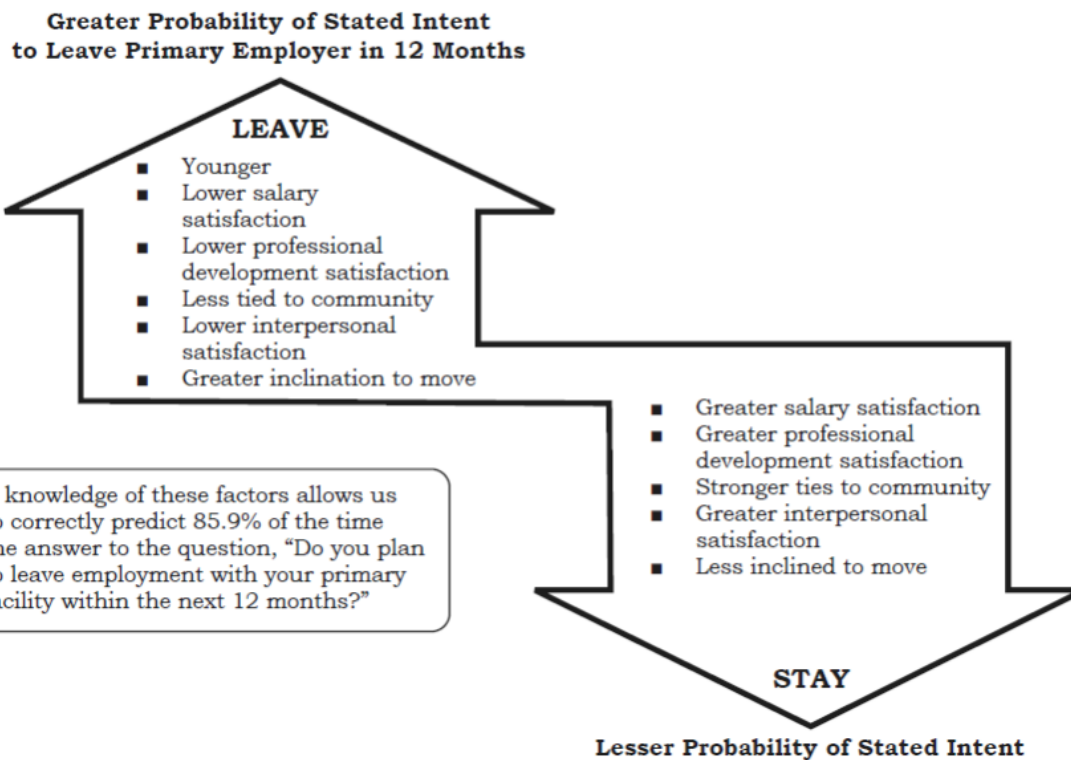


Figure 1: Probability of Respondents' Stated Intent to Leave Primary Employer Within 12 Months and Correlated Factors



wonderful forum for nurses, employers, educators and others to provide input about nursing issues critical to the state. Finally, as part of the industry partnership project, the Wyoming Center for Nursing and Health Care Partnerships undertook surveys of clinical facilities and nurse clinicians to better understand their capacity for education of nursing students.

The in-kind contributions to date have been too many to list. Each of the members provides time off or other compensation for advisory board members to attend the advisory board meetings. The advisory board members also assist with looking over grant applications, publications, and other printed materials to ensure that everyone's voice is represented in Wyoming Center for Nursing and Health Care Partnerships correspondence. The advisory board members are also actively talking about the Wyoming Center for Nursing and Health Care Partnerships to legislators and leaders in Wyoming.

One of the partnerships that has changed over the duration of the grant has been the association with the Area Health Education Center. Area Health Education Center is a statewide organization also focused on promoting careers in health care in Wyoming. A new director was appointed for Area Health Education Center and she was interested in establishing a statewide advisory board. The advisory board for the Wyoming Center for Nursing and Health Care Partnerships represented the organizations and individuals Area Health Education Center was looking at recruiting for its own advisory board. Moreover, the Wyoming Center for Nursing and Health Care Partnerships and Area Health Education Center share many goals and projects related to workforce development for the state of Wyoming. To avoid duplication of effort and services, and to leverage synergies, the Wyoming Center for Nursing and Health Care Partnerships advisory board voted to be the advisory board for Area Health Education Center and this is developing into an effective partnership.

“Members of the industry partnership have a true passion for improving nursing in Wyoming. All of the partners go above and beyond to make sure all of the partnership's projects are the best they can be. It is hard to put into words the energy that can be felt at board meetings and the willingness of all members to do what is necessary to improve and enhance the nursing workforce in Wyoming.”
~ Dr. Mary Burman, Dean, Fay W. Whitney School of Nursing

Participant Support - from 7th Graders to Senior Leadership

One of the core goals of the Wyoming Center for Nursing and Health Care Partnerships is educational transformation. To that end, the industry partnership undertook an extensive survey process of nurse clinicians and clinical facilities to better understand educational capacity in nursing. Perceiving that clinical experience during nursing education was a bottleneck to creating increased capacity to educate future nurses, Wyoming Center for Nursing and Health Care Partnerships wanted to more deeply investigate capacity for additional clinical placements. The nurse clinician survey focused on nurse clinicians' role in nursing education as preceptors (mentors for nursing students) and their perceptions of capacity to work with more nursing students. To create a sample for the survey, the industry partnership sent a survey to all of the nurses in Wyoming who had allowed for 3rd party contact when filling out their nursing license renewal form. The second related survey's purpose was to document the facility's perception of their capacity to educate additional nurses. The survey of clinical facilities was sent to 26 Wyoming hospitals. **The results of both surveys indicate that nurse clinicians and nurse administrators of clinical facilities feel that there is a greater capacity to be involved in nursing education.** The survey results will be available at wynursing.org.

The second major area of work for Wyoming Center for Nursing and Health Care Partnerships is career awareness. One aspect of this effort was that Wyoming Center for Nursing and Health Care Partnerships designed a media contest open to all 7th and 8th graders in Wyoming to promote nursing as a career choice. Contestants had to design a radio advertisement and poster. Wyoming Center for Nursing and Health Care Partnerships and media partner Warehouse Twenty-One, along with online voting, selected the winning design. As the prize winner, Tongue River Middle school students traveled to the media partner's site to record the advertisement and worked with a graphic designer to create the final poster. To raise awareness, two copies of the poster were sent to every middle school in the state and over 2,000 radio spots were broadcasted.

As described in the deliverables under the industry partnership's goals and scope, Wyoming Center for Nursing and Health Care Partnerships employs various strategies to increase nursing retention through leadership development. Since 2009, the center has co-sponsored with the Wyoming Nurses Association the Wyoming Nurse Leadership Institute. The Wyoming Nurse Leadership Institute brings nurses together from across multiple sectors in health care to provide a network for development, communication and mentoring that has lasting value and aggregates development costs for multiple employers in hospitals, public health, long-term care facilities and education. This year-long program gives nurses

the tools they need to be successful when advancing to leadership positions. The Wyoming Nurse Leadership Institute utilizes a cohort model, with participants traveling around the state four weekends a year for intensive onsite learning at various locations. The weekend sessions were coupled with online modules offered through the outreach school at the University of Wyoming. Wyoming Nurses Association created the curriculum based on nursing professionals' and employers' input, and employers donate the weekend facility usage. The typical participant is a mid-career level professional. Like most of the programs the center runs, this effort is subject to extensive evaluation for effectiveness. The Wyoming Statistical Analysis Center is evaluating the outcomes of Wyoming Nurse Leadership Institute and the program continues to be refined each year to better meet participant needs.

“ We continue to need nurses, new nurses, well prepared and experienced nurses; and at the same time must find the support and benefits to keep our seasoned nurses interested in working. Therefore an individualized training program for nurses becomes a high priority for our facility. ”
 ~ Jeanine Niemoller, Advisory Board Member

Leveraged Resources - From Seed Funding to Sustainability

Industry partnerships benefit from the ability to aggregate and leverage financial resources to effectively implement solutions. They can make scarce resources go further, and third party evaluations of the strategy have documented return on investment for both business and workers.

The Robert Woods Johnson Foundation has been a long term and significant investor in Wyoming Center for Nursing and Health Care Partnerships, beginning with a Partners Investing in Nursing Grant for over \$200,000 in 2008. That investment allowed for:

- Development of the Wyoming Center for Nursing and Health Care Partnerships;
- Development of the broad-based advisory board/partnership;
- Five pilot projects focused on recruitment and retention, with a special emphasis on long-term care;
- Nursing summits with the Wyoming Nurses Association; and
- Creation of a website.

Funding from the Wyoming Workforce Development Council generated the capacity for complementary efforts:

Table 16: Primary Reason You Chose to Work in Public Health

Reason	n	% of total
Autonomy	12	8.8%
Opportunities to use skills	4	2.9%
Work schedule	45	33.1%
Job security	0	0.0%
Desire to "make a difference"	16	11.8%
Feeling the work is important	23	16.9%
Wages	2	1.5%
Benefits	1	0.7%
Opportunities to learn new skills	3	2.2%
Interaction with other nurses	2	1.5%
Varied work	10	7.4%
Other	5	3.7%
Multiple answers	8	5.9%
Skip	5	3.7%
Total	136	100.0%

- Educational Transformation
 - For Exchange of Ideas Summits
 - Surveys
 - Literature Review
 - Pilot Projects
- Awareness Campaign Focused on Nursing as a Career
- Leadership Development

At a Wyoming Center for Nursing and Health Care Partnerships advisory board retreat in 2009, a three-year strategic plan was developed which guides the Board's work now and for the next 2-3 years. The plan focuses on three different areas:

- Visibility: The Center developed a comprehensive communication plan for promoting and celebrating the efforts of the Wyoming Center for Nursing and Health Care Partnerships project, and for informing stakeholders (e.g., students, nursing faculty, hospital and long term care facilities, nursing leaders, other health care professional groups, clients, community partners) about Wyoming Center for Nursing and Health Care Partnerships activities.
- Structure and funding: The board is exploring long-term funding of the center as well as exploring long-term options for the center's organization and structure (e.g., whether the center should be a stand-alone organization or part of a larger organization).
- Programming: The center has focused on specific projects related to educational redesign, leadership development and recruitment into nursing.

To sustain the work of the Wyoming Center for Nursing and Health Care Partnerships, the advisory board has established a plan to diversify funding, which includes member fees,

BE A NURSE. SAVE A LIFE.

Be A Work of Heart



Wyoming Center for Nursing &
Health Care Partnerships

WYOMING NEEDS NURSES

Everyday nurses in Wyoming are getting older, and the average age is 45 and rising. As nurses retire, they are not being replaced fast enough to meet demand. Within ten years Wyoming's need for nurses will be greater than ever. If you enjoy helping other and excel in math and science... consider a career in nursing. Be a nurse, save a life – be a work of HEART!!! For more information go to WYNursing.org!

CAMPAIGN CONCEPT AND ARTWORK

Concepted and created by
Tongue River Middle School Students.
(winners of the WY Nursing
Campaign Competition)

grants, nurse licensure fees and foundation support. In the short-term, the center has applied for another Robert Wood Johnson Partners Investing in Nursing grant through the Wyoming Community Foundation. If funded, the grant would support educational redesign initiatives and leadership development for three more years.

The board has also established membership fees for clinical facilities and other stakeholders. In collaboration with the Wyoming Hospital Association, a letter was sent to all hospitals in Wyoming asking for financial support through a graded membership fee structure. Some hospitals have already signed up to support the center and others are considering support.

The board is also working with the Wyoming State Board of Nursing to develop a process in which a small portion of nurse licensure fees could be used to support the work of the Center.

Finally, the center has maintained its strong relationship with the Wyoming Community Foundation, which has supported the center through the Robert Wood Johnson Foundation Partners Investing in Nursing grant. Other foundation support is being pursued to continue the work of the Wyoming Center for Nursing and Health Care Partnerships.

Systems Change: Big Impact

The biggest outcome of this industry partnership has been the increased collaboration of a broad-based partnership. The Wyoming Center for Nursing and Health Care Partnerships has been able to bring to the table a variety of key stakeholders to address significant nursing workforce issues for the state. This has not happened in the past and the advisory board is committed to continuing this collaboration. This collaboration of key stakeholders, including employers, educational programs and economic development and workforce services, can effect systematic change in educational and health care organizations, streamlining educational development and enhancing nursing workforce environments in Wyoming.

As noted previously, the advisory board for the Wyoming Center for Nursing and Health Care Partnerships has developed a strategic plan for long-term sustainability of the center. The center is committed to continuing its efforts in nursing leadership development and transformation of nursing education. The advisory board will continue to meet quarterly and will address ongoing needs for sustainability, visibility and programming.

Contact Information

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The Wyoming Center for Nursing and Health Care Partnerships would like to recognize Carol Macnee. Carol wrote the grant to get the center started, but wasn't able to see her work come to fruition. She will be missed and her efforts will continue on.



Key Points

- ▶ The highest vacancy rate for registered nurses was in hospitals (6.1%).
- ▶ Hospitals also had the highest vacancy rate of the three health care subsectors (12.4%).
- ▶ Nursing & residential care vacancies were open 26.1 weeks on average, the highest of any health care subsector.
- ▶ Asking nurses which benefits are most important to them may help firms identify changes they can make to improve recruitment and retention.

“ The Council’s support of industry partnerships is designed to concentrate attention and resources on particular sectors that provide good wages and benefits, have the greatest potential for economic growth and which face serious challenges to growth or retention. The Council has invested over \$380,000 in these partnerships which ultimately benefit Wyoming businesses and workers by ensuring that jobs that pay good wages and provide benefits are available now and into the future. ”
 ~ Joan Evans, Wyoming Department of Workforce Services Director

A Special Thank You

We would like to thank the Sector Solutions Policy Workgroup for their initial efforts of what would eventually develop into the foundation of our industry partnership solutions projects:

- Dr. James Rose, Wyoming Community College Commission
- Teri Wigert, Department of Education
- Wendy Tyson, Department of Employment
- Buck McVeigh, Economic Analysis Division at the Wyoming Department of A&I
- Joan Evans, Director of the Department of Workforce Services
- Don Collins, Chief Executive Officer for Western Research Institute
- Dr. John Jackson, University of Wyoming
- Dave Scriven, Former Chairman of the Wyoming Workforce Development Council
- Ben Avery, Wyoming Business Council
- Jeremiah Rieman, Former Department of Workforce Services Policy Analyst
- Pamela Downing, Climb Wyoming
- Tobi Wickham, Department of Workforce Services
- Rob Black, Department of Workforce Services
- Brad Westby, Department of Workforce Services

We would also like to thank the Corporation for a Skilled Workforce. With their exceptional customer service and professional skill-set, they facilitated three working academies for our industry partnership solutions teams and gave the teams the necessary background and START Toolkit to move forward in the development of each of their re-focused plans.

WhYNursing Media Campaign - Press Release, March 2011

The Wyoming Center for Nursing and Health Care Partnerships has selected winners for the WhYNursing.org media campaign contest. Mrs. Shannon Moline’s language arts class at the Tongue River Middle School (TRMS) in Ranchester, WY was selected as the grand champion winner. TRMS competed against 29 entries across the state, and their ideas will be featured in a statewide media campaign aimed at improving knowledge and interest in nursing as a career. Burlington Junior High and Wright Junior/Senior High School were chosen as runner-up winners. Little Snake River Valley was recognized as an honorable mention.

Wyoming 7th and 8th grade students were challenged to create a poster and radio advertisement promoting nursing as a career. The entries were ranked by votes submitted on the WhYNursing.org website by Wyoming Center for Nursing and Health Care Partnerships board members, Warehouse Twenty-One, a full service marketing firm in Cheyenne, and Wyoming residents. Three winning teams were selected for \$800 in school supplies for the sponsoring teacher and \$25 gift cards for each student team member. The grand champion team (TRMS) also received a trip to Warehouse Twenty-One to work with and develop their nursing campaign idea.

The print and radio advertisements have been finalized with Warehouse Twenty-One and will be distributed across the state from mid-March to the end of May, showcasing the winning team’s campaign. Watch for it in your community!

For more information you can contact the Wyoming Center for Nursing and Health Care Partnerships at www.wynursing.org, 307-766-6715 or msholty@uwyo.edu.

“ The industry partnership solutions teams, with the guidance of the many employers in Wyoming that helped drive the partnership, has accomplished many exciting workforce development projects with the initial seed funding provided from the Wyoming Workforce Development Council. The Wyoming Workforce Development Council is proud to have sponsored projects that will produce a highly-skilled, globally competitive workforce for Wyoming’s future economic development and assisted with the ability of Wyoming’s industries to compete in the global marketplace. ”
 ~ Jon Conrad, Wyoming Workforce Development Council



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wyowdc.org