

The Nursing Recruitment and Development Coach: Creating a Culture of Well-being in Academic Nursing

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1



National Problem

National faculty shortage = 8.8%

Factors contributing to shortage:

- Wave of faculty retirements
- Higher compensate in clinical roles
- MSN/Doctoral programs not producing enough nurse educators

Faculty shortages lead to:

- Poor morale and a cycle of recruitment and retention issues
- Flattening of enrollment in nursing programs
- Chasm between supply and demand of nursing workforce

(AACN, 2022)

2

Our Problem

- High faculty vacancy rate
- Lacked strategic recruitment and retention plan
- Inefficient interview and hiring process
- Low faculty morale – overwhelmed, retention issues



3

Pause and Reflect



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4



Moving Toward a Solution

Focus Groups

- Need for Culture Change – Focus on Well-being
- Mentor Model vs. Coaching Model
- \$\$ for New Position



A New Opportunity for a New You!



Innovative Solution: Recruitment and Development Coach

- Member of the academic leadership team
- Strategizes with HR, MarCom, and Leadership on recruitment and retention
- Creating and sustaining relationships with all faculty
- Supporting transition from clinician to educator
- Provides feedback on progress – continuous improvement process



7



What a Difference a Year Makes!

- 13 full time, newly hired educators onboarded and retained
- 37 clinical adjuncts hired
- Proactive approach to faculty recruitment
- Ongoing nursing faculty development based as specific needs
- Improving student and faculty satisfaction

8



“She is a very caring teacher. She goes above and beyond to make sure that all of her students understand the content. She uses many different ways to teach to reach all of the learning styles of her students. She is simply the best.”

– Nursing Student



“Being able to try new strategies. It’s exciting to offer new clinical options for students, preparing for practice.”

– Nursing Faculty Member

“I feel like I’ve found my home here at PA College. I have tremendous peers who share in my passion to educate. I enjoy the teamwork.”

– Nursing Faculty Member

Lessons Learned

- Strategic recruitment campaign and routine follow up
- Analyze finances and seek innovative solutions to problems
- Standardize the interview and hiring process
- Pay attention to the new hire orientation – generic HR + new role
- Continuous and consistent presence of the Coach
- Experienced faculty need a Coach too
- Supports the well-being of the faculty
- Student experience is positively influenced by quality educators and innovative teaching strategies supported by this model

11

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12

Questions?

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