

# Economic Development Incentive Grant 2013-14 Annual Report

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## Directions

Please submit the annual report as a **Word document via email** to cloew@uwsa.edu (no hard copies please). The annual report is due by **Friday, July 18, 2014 at noon**. The following information must be provided:

|  |   |
|--|---|
| <b>Institution Name(s):</b> UW-Eau Claire, UW-Madison, UW-Milwaukee, UW-Oshkosh  | <b>Project Title: Nurses for Wisconsin</b><br>Identifying, Recruiting, and Retaining Nurse Educators in Wisconsin |
| <b>Principal Investigator:</b> Dr. Linda Young<br><b>Email:</b> younglk@uwec.edu | <b>Person submitting Report:</b> Dr. Linda Young<br><b>Contact Phone #:</b> 715-836-4904                          |
| <b>Grant Award Amount:</b> \$3,218,703   | <b>Report Date:</b> July 18, 2014   |
| <b>Grant Funding Spent (to date):</b> \$203,461                                  | <b>Date project began:</b> December 1, 2013<br><b>Date project ends (projected):</b> June 30, 2015                |

## I. Status Report

The purpose of the project is threefold: 1) increase the number of nursing faculty available across the UW System, 2) support nursing enrollments, and 3) mitigate projections for unprecedented shortage of registered nurses in the state.

Project highlights from December, 2013-July 1, 2014 include developing and implementing a marketing plan to inform the public and nurses about the availability of the program. The brand *Nurses for Wisconsin: Learn, Teach, Lead*. proposed by UW-Eau Claire communications staff and adopted by the nursing program deans has been used to generate numerous news releases and articles. Over seventy-five state and national media outlets have covered the *Nurses for Wisconsin* story. A *Nurses for Wisconsin* website <http://www.uwec.edu/nursesforwisconsin/> was prepared to promote the project. It is hoped that the brand and website will also serve future collaborative initiatives to support UW System nursing programs. Project coordinator, Dr. L. Elaine Wendt was hired to direct, monitor and assess project activities. Liaisons from each campus work with Dr. Wendt to implement the project within their institution. In addition, numerous campus representatives from financial aid, accounting, bursar and legal offices worked together with UW System staff to craft legal and financial documents to support both the loan forgiveness and fellowship program. Throughout this reporting period the deans have been meeting via phone conference several times a month.

Upon launch of the website and initial news releases the program received over one hundred and fifty phone and e-mail inquiries that resulted in sixty-six applications for fellowships or faculty loan forgiveness. The majority of inquiries were from within the state. Pre-doctoral fellowship awards exceeded the program goals. It is expected that postdoctoral fellowships and loan forgiveness will be more fully utilized during 2014-2015 year of the grant. Persons representing the *Nurses for Wisconsin* project have attended a number of nursing and professional conference where student and faculty recruitment occurred. With a cadre of doctoral candidates expected in the spring of 2015, the UW System nursing programs will be situated to fill open faculty positions and begin determining program expansion feasibility.

The first of two summits will be held October 9-10, 2014 at UW-Eau Claire with a focus on preparing fellows and new faculty to take on the role of academician. Teaching skills and fulfilling the professorial role will be highlighted, thus beginning a mentoring process that will aid retention of these individuals as faculty. The

second conference will be held at UW-Madison and emphasize developing strategies to build the future nursing workforce through collaboration between UW System nursing programs and healthcare leaders across the state, as well as continue to identify cross-campus efficiencies.

## II. Updated Goals/Performance Metrics and Assessment Plans

No changes have been made in the activities of the grant. The number of fellows has been decreased slightly because after careful consideration the participating deans projected that the amount of money awarded to a predoctoral fellow needed to be increased to \$43,000 to make the project fellowships competitive with graduate fellowships offered by other agencies.

## III. Project/Program Budget and Expenditures

Please provide a report of project/program expenditures detailed by category and source of funds.

| <b>UW System Incentive Grant - Linda Young</b>  |   |   |   |
|---|---|---|---|
| <b>Project Budget - 11/15/2013 to 06/30/2015</b>  |   |   |   |
|   | <b>Year 1<br/>(11/15/2013 -<br/>06/30/2014)</b> | <b>Actual<br/>(11/15/2013 -<br/>06/30/2014)</b> | <b>Year 2<br/>(07/01/2014 -<br/>06/30/2015)</b> |
| <b>Salaries and Wages</b>   |   |   |   |
| Project Coordinator (LTE position)  | 13,395  | 25,578  | 26,790  |
| <b>Employee Benefits</b>  |   |   |   |
| Project Coordinator<br><i>Fringe benefits are calculated at standard<br/>university rates: Faculty/Academic Staff at<br/>12% LTE; 41% Faculty/Academic Staff; 3% students</i> | 1,605   | 3,688   | 3,210   |
| <b>Materials and Supplies</b>   |   |   |   |
| Education Summits (Fall 2014: 50 participants x \$300 each; Spring 2015: 100 participants x \$300 each)   |   |   | 45,000  |
| Marketing   | 38,703  | 22,219  |   |
| <b>Fellowships</b>  |   |   |   |
| Pre-doctoral Fellowships (Year 1: None; Year 2: 12 PhD x \$35,000 and 18 DNP x \$30,000)  |   | 151,976   | 960,000   |
| Post-doctoral Fellowships (Year 1: 4 Post-doc @ \$90,000; Year 2: 3 Post-doc @ \$90,000)  | 360,000   |   | 270,000   |
| <b>Loan Forgiveness</b>   |   |   |   |
| Repayment on student loans (Year 1: 18 faculty x \$50,000 each; Year 2: 12 faculty x \$50,000 each)   | 900,000   |   | 600,000   |
| <b>TOTAL</b>  | <b>1,313,703</b>                                | <b>203,461</b>                                  | <b>1,905,000</b>                                |
| <b>AWARDED</b>  | <b>3,218,703</b>                                |   |   |
| <b>7/17/2014</b>  |   |   |   |
| <i>Indirect Cost Base and Rate = not requested</i>  |   |   |   |
| <i>Activity Code = 02 (Instruction)</i>   |   |   |   |

#### **IV. Changes**

There have been no other changes in the grant activities thus far in the grant cycle.

If you have any questions, please do not hesitate to contact me at [cloew@uwsa.edu](mailto:cloew@uwsa.edu) or (608) 262-5850.