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Board Chair, Nurses On Boards Coalition
School Nurses: Why Should We “Get on Board”

Indiana Association of School Nurses Conference
November 6-7, 2018
Indianapolis, IN
“Some questions have no good answer...one such question is why the participation of nurses on hospital and health agency governing boards is the exception, rather than the rule.”

- John Lumpkin, MD, PPH  
Senior VP-Programs  
Robert Wood Johnson Foundation
The Future of Nursing: Leading Change, Advancing Health
The Future of Nursing: Leading Change, Advancing Health

“IOM Recommendation #7
Prepare and enable nurses to lead change to advance health.

“Nurses, nursing education programs, and nursing associations should prepare the nursing workforce to assume leadership positions across all levels, while public, private, and governmental health care decision makers should ensure that leadership positions are available to and filled by nurses.”
“The IOM Report imagines a world where all nurses could become lifelong learners, practice to the full extent of their education and training and serve as full partners in providing care and promoting health on the front lines as well as in the boardroom.”

–Susan B. Hassmiller, Robert Wood Johnson Foundation
So……Why Nurses?

All boards benefit from the unique perspective of nurses to achieve the goals of improved health and efficient and effective health care systems at the local, state and national level.
Nurses Bring a Special Set of Skills

- Leadership
- Quality and process improvement
- Communications
- Human resources
- Strategic planning
- Finance
- Teamwork…and many others
Required Board Competencies

- Mission Driven
- Financial Knowledge
- Communication
  - Emotional Intelligence, Relationship Building, Social Etiquette
- Cultural Awareness/Competence
  - Diversity and Inclusion, Organizational Culture
- Leadership
  - Strategic/Global Thinker, Visionary
A Call to Action

April 2014
Organizations were invited by the Future of Nursing: Campaign for Action to attend a meeting in DC in April of 2014 where the concept was discussed.

July 2014
In July 2014 the group met for the second time to begin working out what a Coalition such as this might “look like.” At this meeting, a Steering Committee of the larger group was formed.

October 2014
The Steering Committee met to outline a draft strategy.

November 2014
November of 2014 the Steering Committee reported back, a vote was taken and the Nurses on Boards Coalition was formed.
Result !!!

Nurses on Boards Coalition
10K Nurses by 2020
Nurses on Boards Founding Coalition Member Organizations

- AARP
- American Academy of Nursing
- American Assembly for Men in Nursing
- American Association of Colleges of Nursing
- American Association of Nurse Anesthetists
- American Association of Nurse Practitioners
- American Nurses Association
- American Nurses Foundation
- American Organization of Nurse Executives
- Asian American/Pacific Islander Nurses Association
- Association of Public Health Nurses
- Center to Champion Nursing in America
- National Forum of State Nursing Workforce Centers
- Jonas Center for Nursing and Veterans Healthcare
- National Alaska Native American Indian Nurses Association, Inc.
- National Association of Hispanic Nurses
- National Black Nurses Association
- National League for Nursing
- National Organization for Associate Degree Nursing
- National Student Nurses Association
- Robert Wood Johnson Foundation
- Sigma Theta Tau International
The mission of the NOBC is to improve the health of communities and the nation through the service of nurses on boards and other governing bodies.
Key Strategy

10,000 nurses on boards by 2020

NOBC focuses on the impact of nurses on boards
NOBC Strategic Imperatives 2017 - 2019

MISSION: To improve the health of communities and the nation through the service of nurses on boards

- Facilitate board placements
- Create a dynamic organization focused on transformative growth
- Promote collaboration among states and national organizations to integrate strategies
- Demonstrate the impact of nurses on boards
- Develop member synergy strategy and value
Where We Are Today

• 10,945 Nurses have registered in the NOBC database to date
• 5,337 Nurses currently serve on boards that count towards the 10,000
• 6,565 Nurses want to serve on a board but do not yet do so
• 2,182 Nurses who are currently serving on a board would like to serve on an additional board

As of October, 2018
NOBC Website

To improve the health of communities and the nation through the service of nurses on boards and other bodies

FIND RESOURCES
FIND A NURSE
Welcome to the Nurses on Boards Coalition website

Our goal is to improve the health of communities and the nation through the service of nurses on boards and other bodies. All boards benefit from the unique perspective of nurses to achieve the goals of improved health and efficient and effective health care systems at the local, state and national levels.

On this website you will find many resources that are designed to assist nurses in building leadership skills. We also invite organizations to engage with nurses through our site and invite them to become a part of their board.

We hope that you will take advantage of these resources and help us in our journey to improve the health of those across the nation!

Thank you!

10,000 Nurses on Boards by 2020

- 169 in the last 90 Days
- 4,666 counted to date

For purposes of measuring our progress in order to have an even greater and far-reaching impact, board and governance roles where nurses already have a significant presence within the nursing profession are not counted toward the goal. NOBC is measuring progress and impact beyond our profession and extending into communities across our nation to improve health.

Do you serve on a board?

[YES! Be Counted] [NO, But I Want to Serve]
NOBC Website Resources

• NOBC Overview Documents
• Educational Offerings
• Board Readiness Tools
• Mock Board Meeting Video
• Links to Member and Partner Organizations
• Nurse Stories of Board Service
• And so much more . . .
Board Work Requirements
- Fiduciary Responsibility
- Strategic Direction
- Human Resource Accountability
- Generative Communication

Self Leadership
- Effective Communication & Conflict Management
- Life Long Learning/Information Seeking
- Personal/Professional Accountability
- Principles of Governance
- Personal Style Preferences
- Achievement Orientation
- Relationship Building

Civic/Professional Leadership
- Legal Regulatory, Regional Policy Leadership
- Innovative Thinking
- Political Prowess
- National, Regional &/or Community Perspective

Organizational Leadership
- Mission Driven
- Financial Acumen
- Complexity Management
- Change Management
- Mergers & Acquisition
- Knowledge of Regulatory Compliance
- Self Assessment
- Knowledge Related to CEO Oversight
- Human Resource Knowledge

Board Competencies
Board Core Competencies
Prepared By: Nurses on Boards Coalition Board Preparation Work Group

Mission driven

**Definition:** The ability to be committed to advancing the organization’s mission; and integrating the mission as a framework for decisions about the organization’s direction.

**Attributes:** advocacy, caring

Financial knowledge:

**Definition:** The ability to review and interpret the financial condition of an organization by review of 4 financial statements: (1) Statement of Financial Position (Balance Sheet); (2) Operating Statement (Income Statement); (3) Statement of Changes in Assets (Statement of Changes in Equity); (4) Statement of Changes in Cash Flow. In addition, knowledge of audits and tax requirements is integral.

**Reference/Resource:**


Communication:

**Definition:** Each board member must be able to communicate effectively, professionally, calmly, confidently and collegially, both internally and externally. Facts need to be sound, opinions scarce. Demonstrating effective listening and comfort with both inquiry and challenge are key to effective communication.

**Reference/Resource:**

**Attributes:** emotional intelligence, relationship building, social etiquette

Social Etiquette encompasses various aspects of leadership including preparation, courtesy, professional appearance, respectfulness, and the ability to engage in meaningful dialogue utilizing proper grammar, conversation skills and conflict resolution techniques. Social etiquette is essential in order to serve as an effective and engaging leader and board member.

**Reference/Resource:**
BOARD READINESS MODEL
FROM NOVICE TO EXPERT

COMPLEXITY LEVELS OF
BOARDS/APPOINTMENTS

Corporate Governance
Boards at the Professional
Association or Healthcare
System Level and Political
/Regulatory or Policy
Appointments

Organizational Governance
Boards

Advisory and
Community Boards

COMPELTENESS
BY LEVEL

Path to Board Readiness

EXPERT
- High level influence
- Innovative Thinker
- Political astuteness
- Legal/Regulatory and Policy
Knowledge and Skill
- Leadership in Governance/Management
- Generative Communicative Skills
- Community, Regional and/or
National orientation
- Governance Knowledge and Skill
- Knowledge of how influence is
Acquired and Applied
- Knowledge and Skill in Advocacy

Civic and Professional
Leadership

Self-Leadership

Organizational
Management and Leadership

ARENAS OF
PERFORMANCE

Team Leadership
- Building effective relationships
- Knowledge of Marketing, Mergers,
and Acquisitions
- Knowledge and effective application
of Full knowledge and Personal
Style Preferences
- Skill and effective application of
Self-Assessment and Self-regulation
- Knowledge of Regulatory
Compliance and Relevance to
Organizational Types
- Knowledge of Customer Satisfaction
Principles
- Aligned Skill and ability in
Conflict Management
- Advanced Meeting Management and
Team Leadership Principles

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Team Leadership Principles

Achievement Orientation
- Lifelong Learning/Information
Seeking
- Emotional intelligence
- Knowledge and Skill in
Relationship Building
- Effective Communication
- Conflict Management knowledge
and Skill
- Personal/Professional
Accountability
- Demonstrated ability to Give and
Receive feedback

Basic knowledge of Principles of
Governance and Management
- Personal Style Preferences
- Coaching
- Understanding of Reflective
Practices
- Understanding of Mindfulness
Practices
- Understanding the power of
systems Thinking and Mental
Modeling
- Basic understanding of Political
Context and landscape

Nursing on Boards Coalition
10K Nurses by 2020
Which Board is Right for Me?

- Profit
- Nonprofit
Questions to Ask Yourself

- Am I committed to the mission of the organization?
- Can I contribute the time necessary to be an effective board member?
- Am I comfortable with the approach and tone of the organization’s fundraising efforts?
- Can I contribute financial support consistent with expectations?
- Can I place the organization’s purposes and interests above my own professional interests when making decisions as a board member?
Preparing Your Bio
Your Board Bio

- Keep it short (1 page in length)
- Include:
  - Focus on your experience
    - Customize to organizational needs/focus
    - Don’t make it more complicated than needed
    - Don’t assume people will understand acronyms
  - Brief overview of clinical expertise, if pertinent
  - Brief overview of education
  - Any board experience you’ve had (nonprofit, professional societies less important)
What YOU Can Do Right Now!

• Step up and be counted and/or indicate your interest in future board service at www.nursesonboardscoalition.org

• Encourage your colleagues to register on the NOBC website

• Share your story https://www.nursesonboardscoalition.org/resources/for-nurses/share-your-story/

• Contact a local non-profit or other organization and ask them to consider a nurse for their board

• Engage in your state’s efforts toward increasing the number of nurses serving on a board and support each other
How Can We Help You?

Please let us know how we can help you on your leadership journey in the boardroom and beyond!
Questions?
With THANKS and APPRECIATION!

Thank you for your personal and collective commitment to all you serve.

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