

Marketing Focus Group

History: Power of One Grant – HRSA, funded under the NEPR (Nurse Education Practice & Retention). Purpose is to positively impact educational attainment and to encourage a life-long trajectory of exploration within the nursing profession. There are various projects within this grant, of which one is the opening of a “Center for Professional Development & Mentoring”, (CPDM).

Grant Abstract:

Abstract Narrative:

The purpose of this project is to significantly redefine “professional development” as a critical and sustainable process for enhancing the retention of talented nurses in the workforce and to create innovative methods for increasing the diversity of the nursing workforce across time (**NEPR Purpose R1 Focus 1**). In a collaborative partnership between the University of Michigan Health System (UMHS) and the University of Michigan School of Nursing (UMSN), the development of the Center for Professional Development and Mentoring (CPDM) proposed will provide individualized career planning and mentoring and continuing education. The intent is to bridge the “gap” between the student experience and the practice setting and create opportunities for practicing nurses to advance their professional development throughout their careers.

1. **Need to communicate the “concept” of Professional Development primarily, and the actual center “physical” secondarily.**
2. **Need to communicate to all cycles/levels within nursing profession, (empowered to disengaged and every commitment level in between).**

The center is to be a point of connection or re-connection to that “sense of purpose” within the profession.

Marketing Message

Need to convey to:

1. all levels of experience, (entry – senior)
2. all ages, (20 yr – 70 yr)
3. all cycles/stages, (entry, mastery, disengaged)
4. all educational levels, (pre-professional, ADN, BSN, and on up)

Need to convey professional development as:

1. a continuous process/journey, (not a one time visit, need to re-visit periodically)
2. ownership, (create, design, build, do – take responsibility for, seek out guidance)
3. connecting with sense of purpose
4. value, worthy venture, pride

Specifics:

Who: (audience) is all levels and cycles of nursing professionals, including pre-professionals, and even the general public perhaps just exploring the possibility of a nursing career/education.

1. Sr. Level 20+ years
2. Upper mid-level 10-20 yrs
3. Mid-level 3-10 years
4. Entry-level 0-3 yrs
5. Student (High School, ADN, BSN)

6. Second-degree candidate (may be a different age group but fewer years of nursing specifically)
7. Really anyone involved within nursing as a profession, (not necessarily clinical practice only, not necessarily UMHS employees, not necessarily SoN students)

What: (Center for Professional Development and Mentoring – CPDM) A place to map out a professional journey within the Nursing profession.

1. Self-reflection self-assessment
2. Career/industry tools/information library, computer station for internet searches
3. Career coaching resume preparation, feedback on perceptions of various nurse specialties, connections to faculty and educational programs available, (such as on-site BSN)
4. Mentor matching
5. Check-ups/follow-ups for re-alignment of career goals

Where:

1. Location – 6th NIB (show schematic)
2. Concept – web based, traveling, house (on-site 1:1) calls, visits (hospital, school), presentations, orientation
 - a. This is the one we have to create with words to appeal to all the groups in the multitude of ways/points at which they may be at and seeking services

When:

1. Office hours (M-F 9-3 – other times by appointment including early morning hours and evening appointments to meet the needs of nursing schedules)

Why:

1. New
2. Need to know service is available, enhancement to individual's life
3. Connects to Framework and Career Center
4. On-going as part of the recruitment/retention team and PDRI

How

1. Posters / portable sign screens
2. Brochures
3. Web site
4. PR (internal and external)

Formative Ideas/Suggestions

1.	<p>It's all in Nursing Create it, Master it, Connect it Center for Professional Development and Mentoring</p> <p>LIVE IT! Nursing at Michigan</p>
2.	<p>Nursing at Michigan Create it, Develop it, Connect it Center for Professional Development and Mentoring</p>
3.	<p>Nursing at Michigan Engage your Career Center for Professional Development and Mentoring</p>

4.	<p style="text-align: center;">Create your Career Nursing at Michigan Center for Professional Development and Mentoring</p>
5.	<p style="text-align: center;">Career Connect Nursing at Michigan Center for Professional Development and Mentoring</p>
6.	<p style="text-align: center;">Center for Professional Development and Mentoring Where Opportunities Happen Nursing at Michigan</p>
7.	<p style="text-align: center;">Find it all in Nursing at Michigan</p> <ul style="list-style-type: none"> • excitement • choices • opportunities • variety • purpose • learning • commitment • ideals • knowledge • education • practice • teaching <p style="text-align: center;">Center for Professional Development and Mentoring</p>
8.	<p style="text-align: center;">Nursing at Michigan Explore Your Possibilities Center for Professional Development and Mentoring</p>
9.	<p style="text-align: center;">Nursing at Michigan Live it! Center for Professional Development and Mentoring</p>