Getting Nurses on Board to Serve on Boards

Louisiana State Nurses Association

April, 2019
Introduction/History of NOB Initiative

- IOM report - Louisiana Action Coalition
- New Orleans Regional Action Coalition
- LSNA assumed responsibility for the process
- Operational team formed: Patricia La Brousse, LSNA; Melody Eschete, LSNA; Patrick Reed, NO RAC; and Lisa Colletti, NO RAC
- Georgia Johnson, LSNA President and John Wyble, Executive Director LSNA strongly engaged
Types of Organizations Targeted

- **For-Profit/Corporate**
  - HCA

- **Not-for-Profit**
  - American Red Cross; American Heart Association, United Way

- **State Governmental Boards and Commissions**
  - Addictive Disorder Regulatory Authority; Drug Policy Board; Louisiana Executive Board on Aging; Board of Nursing Home Facilities

- **Healthcare Organizations**
  - Hospitals, Managed Care Organizations, Nursing Homes
Social Determinants of Health Model

- Neighborhoods & Building environment
- Health and Healthcare
- Social and Community Context
- Education
- Economic stability
## Narrowing the Possibilities

<table>
<thead>
<tr>
<th>Name of Organization</th>
<th>Neighborhood</th>
<th>Health</th>
<th>Social/Community</th>
<th>Education</th>
<th>Economic Stability</th>
</tr>
</thead>
<tbody>
<tr>
<td>United Way</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Volunteers of America</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
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<tr>
<td>Head Start</td>
<td>X</td>
<td>X</td>
<td>X</td>
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</tbody>
</table>
Finding Potential Nurse Board Members

Nurses on Boards & Commissions (NOBC)

Our goal is to improve the health of communities and the nation through the service of nurses on boards and other bodies.
Introduction to NOBC

In order to prepare nurses to assume the responsibility of leadership the Louisiana State Nurses Association (LSNA) and the Louisiana Action Coalition (LAC) have developed a process by which nurses who are interested in serving on Boards and Commissions can gain the knowledge and skills to serve. The purpose of this Statement of Interest is to provide leadership, guidance and education to facilitate nurses on boards and commissions.

By submitting information through this process, including that provided in any uploaded attachment, you are authorizing the Louisiana State Nurses Association and its affiliates to disclose the information you have provided, including Personally Identifiable Information, to third parties who are seeking candidates for non-profit and for-profit boards of trustees or directors and governmental boards and commissions. You also are certifying that the information provided is true and correct. Providing false information or statements will disqualify you from this service.

I agree to have my information provided to third party organizations that are seeking candidates for their boards and consent to be contacted.

+ Create Online Application
Parish of Residence

Acadia

Personal Phone Number

Personal Email

Education
- Diploma
- AD
- BS
- BSN
- MN
- MS
- MSN
- DNP
- PhD
- DNS
- Other
## Self-Assessment:

Please rate your knowledge/skills for each of the areas listed below using the following scale: 1=Novices (Have no experience), 2=Advanced Beginner (Demonstrates marginally acceptable knowledge or skill), 3=Competent (Confident of knowledge/skill), 4=Proficient (Demonstrates the ability to perceive situations as a whole and perceive meaning in terms of long-term goals), 5=Expert (Demonstrates intuition and/or deep understanding).

<table>
<thead>
<tr>
<th>Finance for Board Services</th>
<th>Board Etiquette</th>
<th>Governance versus management</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Robert's Rules of Order</td>
<td>Negotiating</td>
<td>Healthcare regulations (LDH, CMS, Joint Commission, CARF, Medicare)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Leading change</td>
<td>Presentations and Public Speaking</td>
<td>Power and Influence</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
</tbody>
</table>

Please tell us about any areas of interest/expertise, extracurricular/voluntary or community connections you may have. (Select all that apply and provide any additional information not covered by this list)

- [ ] Abuse/neglect
- [ ] Addictive Disorders
- [ ] Administration
- [ ] Aging
- [ ] Children's Health
- [ ] Corporate Operations
Please tell us about any areas of interest/expertise, extracurricular/voluntary or community connections you may have. (Select all that apply and provide any additional information not covered by this list)

- Abuse/neglect
- Addictive Disorders
- Administration
- Aging
- Children’s Health
- Corporate Operations
- Corrections
- Direct Patient Care
- Disaster Management
- Education
- Entrepreneurship
- Financial Accounting
- Financial Investments
- Fundraising
- Governmental
- Health Promotion
- Homelessness
- Human Rights/Ethics
- Human Relations
Are you currently serving on a board (includes for-profit, non-profit or governmental boards and commissions)?

☐ Yes
☐ No

If yes, name the boards you are currently serving on and specify whether it is a for-profit, not-for-profit or governmental board or commission.

A number of influential non-profit boards, for example The American Red Cross, require a financial donation in order to serve on their board. The amount can vary from $500-$10,000 and can consist of personal donations, corporate sponsorships, and/or fundraising by other means such as activities or social media campaigns. In addition, fund-raising is often a significant portion of the board function.

Given this information, how comfortable are you with fundraising as a requirement for board membership?

☐ Uncomfortable
☐ Fairly comfortable
☐ Comfortable

Would the financial donation/fund-raising requirement be a deterrent to your willingness to serve on a non-profit board?

☐ Yes
Would the financial donation/fund-raising requirement be a deterrent to your willingness to serve on a non-profit board?

- Yes
- No

Describe the reason/motivation behind your desire to become a board member.

In order to complete the application process, we ask that you:

1. Attach your most recent resume/CV in a pdf format.
2. Provide a reference using the attached document. This document can be completed by someone with whom you have personal experience, with whom you currently work, or have worked in the past. The reference cannot be from a relative. Please ask the reference to submit the document directly via email or US Postal Service to the LSNA office. The addresses are provided on the bottom of the reference document.

File Upload

Select File
Reference Document

You have been asked to submit a reference for [name] who has requested consideration as a potential candidate for a board or commission membership.

Please rate this person on the listed competencies using the following scale:
1 = Poor; 2 = Fair; 3 = Good; 4 = Excellent

- Behavioral competencies
  Includes: accountability, achievement orientation, change leadership, collaboration, influence, innovative thinking, managing complexity, organizational awareness, professionalism, relationship building, strategic orientation, talent development and team leadership.

- Communication skills
  Includes: active listening skills, oral and written communication skills, ability to engage others in conversations to unearth different perspectives and positions in light of greater purposes.

- Networking skills
  Includes: relationship building, working with others, receptive to information and feedback.

- Emotional/Social Intelligence
  (Defined as the capacity to be aware of, control one’s emotions and to handle interpersonal relationships judiciously and empathetically).

Comments: Please include any additional information that you feel is pertinent to this applicant.

Upon completion, please email or send via US Postal Service to the Louisiana State Nursing Association at the following addresses:

Email: [email]
Mail: 563 Spanish Town Rd
        Baton Rouge, LA 70802
Screening Process

Step 1: Applicant receives an automatic email acknowledging receipt of the Statement of Interest (SOI) document

Step 2: LSNA determines that all elements have been received (SOI, reference document, resume) and schedules a virtual interview with applicant

Step 3: Skype/Facetime interview by LSNA team to:
- Understanding the candidate in order to appropriately recommend for board membership
- Identify learning needs and recommend appropriate educational resources
Statement of Interest document completed on LSNA Website

Initial review
Have resume & reference?

NO
Additional information requested

YES
RN review
Content acceptable?

NO
Secondary review

YES
Virtual screening interview scheduled with applicant to discuss process and educational needs
Secondary review
Acceptable?

- NO: Candidate notified

Qualified?

- YES: Information entered into LSNA database
  - Candidate notified and awaits board opportunity

- NO: Education plan
  - LSNA to track completion of education plan and pursue as appropriate
Educational Resources – Nurses on Board Training

The Louisiana State Nurses Association is the voice of registered nurses in Louisiana. The mission as it relates to nurses on boards is to foster high standards for professional nursing practice for all Registered Nurses and advocate for quality healthcare of registered nurses on Boards and Commissions that relate to healthcare. In support of that mission and the goal of the Louisiana Action Coalition to increase the presence of nurses on key boards and commissions, the following set of educational resources were developed. The information included reflects a combination of narratives as well as a listing of online and other resources essential to the development of board member expertise. Please review the written content and access the other resources that you feel are appropriate to meet your educational needs.

Click Here for More Information
Education Topics

- Overview
- Financial Aspects
- Robert’s Rules of Order
- Negotiation Skills
- Regulatory Compliance
- Accreditation
- Change Management
- Strategic Planning
- Public Speaking
- Emotional Intelligence

- Connie Curran “Nurse on Board” book
Educational Resources – Nurses on Board Training

Introduction

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Board Basics

There are several types of boards, each defined by the function they serve for the organization they represent. Below is an overview of the various types of boards and organizations with which nurses could play an instrumental role.
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**Governance Boards** are responsible and accountable for the organization’s actions. This is a formal board that provides strategic advice to the organization they represent. In many cases, the Chief Executive Officer of the organization is accountable to the board for the company’s performance. The board delegates to the CEO and, through that individual to other senior management, the authority and responsibility for managing the company’s business.

**Advisory Boards** are more informal than governance boards and there is no legal responsibilities or decision-making ability. The board is involved in advising and supporting the mission of the organization including public affairs, fund-raising, and resource allocation to support the mission. As more independent hospitals become part of a larger system, local hospital boards are becoming more advisory in nature. The local boards lose their financial responsibilities and the true governance exists at the system level.

**Start-up Boards** are usually easier to gain membership on than corporate boards. Typically, start-ups are small entrepreneurial efforts-companies that are in a formative stage. Start-ups are often looking for independent individuals with a variety of life experience. These companies usually have a small, highly specialized group of employees and rarely have support departments such as human resources. They also often do not have clear policies in place. These companies also need to
**Corporate/For-profit Organizations** are businesses whose primary goal is financial and making a profit. Board members in these organizations are elected and appointed by the owner or shareholders to govern the company. They are accountable to the owners or shareholders for the outcomes, usually financial, of the company.

**How Corporate and Non-Profit Boards Differ**

<table>
<thead>
<tr>
<th>Corporate Boards</th>
<th>Non-profit Boards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned by Stockholders</td>
<td>Owned by the stakeholders/public</td>
</tr>
<tr>
<td>Generate money for the owners</td>
<td>Serve the public/constituents</td>
</tr>
<tr>
<td>Success is making a sizeable profit</td>
<td>Success is meeting the needs of the public</td>
</tr>
<tr>
<td>Board members are usually paid</td>
<td>Board members are unpaid/volunteers</td>
</tr>
<tr>
<td>Money earned over expenses is kept as profit and distributed to shareholders</td>
<td>Money earned over expenses is retained as surplus and spent on meeting public need</td>
</tr>
</tbody>
</table>

**State Governmental Boards and Commissions** are groups designed to give citizens a voice in their government and allow citizens to influence decisions that shape the quality of life for the residents of the state. Members are appointed by the Governor.
Overall Board Service Education

Online Resources

www.nursesonboardscoalition.com – Numerous resources

*Boardsource.org – multiple no cost resources on a number of topics that can be downloaded. Some books and other written resources are available to members.

*Oregoncenterformnursing.org/Oregon-action-coalition
6 podcasts/videos/articles available for download.
Topics of podcasts include: Do’s and Don’ts of Board Service, Importance of Self-Assessment, Professional Development and Board Service, Obstacles to Board Service
Videos are available on these topics: Leadership and Board Service: What they have in common, Put the Trust in Trustee: How to be a great board member, Seeking Connection: An RN’s perspective and experience.
Numerous articles are also available.

*www.nursingworld.org/foundation/programs/nurses-on-boards

*www.americannursetoday.com – article “From Bedside to Board Room: Are you Ready to Serve?”

* wisconsincenterformnursing.org/nursesonboards/training modules
Books

[www.sigmamarketplace.org/nurse-on-board-planning-your-path-to-the-boardroom](http://www.sigmamarketplace.org/nurse-on-board-planning-your-path-to-the-boardroom).


Financial Aspects of Board Membership

Classroom experience

Nursing Leadership Institute sponsored by the Louisiana Action Coalition
Offered annually – Day 3 addresses nursing finance. There is a fee associated with the course. Information can be found on the Louisiana Center for Nursing website [www.lcn.lsbn.state.la.us](http://www.lcn.lsbn.state.la.us)

Online Resource

Finance for Board Service – Self-paced, online course with 2 year access sponsored by AME learning. Contains 6 sections. Endorsed by the National Nurses on Board Coalition. [www.amelearning.com/nursesonboards/](http://www.amelearning.com/nursesonboards/)

Books

Ongoing Maintenance

- Database creation and maintenance
  - Viable candidates
  - Currently serving
  - Organizations interested in nurses as board members

- Annual survey

- Strategies for approaching targeted boards

- www.nursesonboardscoalition.com
  - Membership
  - National level ”count”
  - Target 142 by 2022
RN Workgroup for Board Member Screening

LSNA member and interested in being a part of the RN review process?

Contact: Lisa Colletti, RN, MN
lisacolletti504@gmail.com
504-782-2749
Questions?