Dear Colleague Members,

It is my pleasure to share with you the 2006-2007 Executive Report of our powerful and empowering organization for nurse educators. I’d like to introduce this report with the same words I used when I delivered it at our annual business meeting at the 2007 Education Summit in Phoenix: “What a ride this week has been. I couldn’t have asked for a better first Summit, and I am absolutely delighted to be here before the membership delivering my first Executive Report.”

In February, I entered an organization full of innovative initiatives, creative staff, exceptional leaders, and a tradition of excellence that has touched every nurse in the country, an organization whose transformation into a fiscally healthy association now enables us to evolve as needed to meet the global needs of 21st century health care. All of these factors helped to make my first eight months as your CEO joyful, fulfilling, and, I hope you will agree, successful.

Inside, you will find a report that illustrates the words above. Organized by NLN department portfolios, I hope you will find it informative and inspiring.

Sincerely,

Beverly Malone, PhD, RN, FAAN
Chief Executive Officer
**Executive Report**

**Operations**

**NLN Membership: Strong and Growing**

Individual membership has increased by approximately 13 percent since January 2007, with an average of 57 new members per month. Individual retention rates have nearly doubled since September 2006. All in all, total NLN membership has seen a growth of 20 percent since September 2006.

Ninety-eight percent of NLN member schools renewed their membership for 2007. An additional 41 new education agencies have joined the NLN in the past year representing schools with all types of nursing programs, and providing a robust net gain for education agency members. A member satisfaction survey was launched in the spring and we are happy to report that preliminary results show 92 percent of members sampled are satisfied overall with their membership in the NLN.

A recognition program is being developed for members with longstanding League membership. The summer edition of the *NLN Report* featured a list of those individuals with continuous NLN membership for more than 10 years and more than 25 years. We thank these members for their commitment to excellence in nursing education and to the National League for Nursing.

**Affiliated Constituent Leagues: The NLN’s Local Strength**

We currently have 20 affiliated constituent leagues that work hard to support the NLN mission at the local level. The Missouri and Ohio Constituent Leagues have agreed to promote their NLN-related activities in neighboring states, encompassing an additional nine states. The Florida League for Nursing was reorganized this past spring. A new board of directors was selected, and those leaders and members will work to mobilize their state league in 2008. Two leadership workshops for constituent league officers took place at Summit 2007. We wish to express our thanks and our respect for all the hard work being done by our affiliated constituent league members on behalf of the NLN.

**Test and Product Development: The Gold Standard in Testing in Nursing Education**

The NLN test development team has re-established NLN testing products and services as the gold standard in testing in nursing education. The rigorous NLN test development process is again the benchmark in the industry and our tests are up to date: they are available in computer-based format with many tests also available in paper-based format as a convenience to our member schools. The NLN Pre-Admission Exam (PAX) and premier Online PAX Registration System are now being used in 44 states, and save faculty time and money.

Beginning in the spring of 2008, the National League for Nursing, in partnership with the College Network, will offer schools the NLN Live Review for NCLEX-RN® Success®, to best assure that their students have higher first-time pass rates on NCLEX when used in conjunction with the NLN Total Assessment Program. Comprehensive learning scenarios facilitate students’ contextual learning and provide them with assessments of their individual critical thinking and clinical judgment skills, as well as test strategies for NCLEX success. The two-day NLN Live Review for NCLEX-RN Success is evidence-based, uses creative teaching strategies, and is the most innovative and comprehensive preparation available to nursing students today.

NLN A&E staff attended the NCLEX institutional in Chicago in September where the NCBSN reaffirmed that alternate items are operational and count toward a student’s total score. The NLN’s Alternate-Item RN Practice Examination provides students with experience answering NCLEX alternate-item-style questions. The NCBSN also affirmed that students who receive 265 questions — the maximum amount administered — are not selected at random. It is all about the measure of the student’s ability, and thus the measure’s efficiency.

Not only does the NLN Total Assessment Program comprise testing products that are the highest quality, the proceeds from NLN tests come back to support the work of the League through initiatives to transform nursing education, build diversity in nursing education across all types of programs, advance innovation in teaching and learning, empower faculty recruitment, retention, and healthful work environments, expand access to technology, simulation, and informatics, and help fund policy initiatives.

**Research and Professional Development**

In the NLN’s 2007-2010 Strategic Plan, we commit to being responsive to full- and part-time nurse faculty, individuals preparing for the faculty role, nursing education researchers, and other health care and academic professionals; to being the leading provider of products and services for the continuous professional development of nurse faculty; and to designing all NLN programs and initiatives to provide maximum benefit to NLN members.

The R&PD Business Unit’s activities, programs, and projects are geared to fulfill the promises inherent in the NLN’s goals and objectives.

The NLN Board of Governors established the Academy of Nursing Education in 2007 to foster excellence in nursing education by recognizing and capitalizing on the wisdom of nurse educators who have made sustained and significant contributions to nursing education. R&PD’s efforts culminated with the induction of 41 individuals as Academy of Nursing Education Fellows at the NLN 2007 Education Summit.

NLN Ambassadors now number close to 500. This elite corps helps keep faculty and administration informed about the NLN’s initiatives, grant opportunities, conferences, publications, workshops, and other benefits available to NLN members. And ambassadors communicate to NLN professional staff and the board what issues and challenges are of greatest concern to nurse educators in the field so that we can maximize the effectiveness of our programming and services. They are in effect, the NLN’s “eyes and ears” on campus.

Four schools received designation as NLN Centers of Excellence in Nursing Education for 2007-2010, lauded for creating environments that promote student learning and professional development, one of several categories for which schools of nursing can apply. Since 2004, the NLN has designated 11 schools of nursing as COEs based on their sustained excellence in promoting the pedagogical expertise of faculty, advancing the science of...
nursing education, or promoting student learning and professional development.

The Academic Nurse Educator Certification Program continues to demonstrate considerable growth and an increase in recognition within the academic community. Nationwide, 673 qualified nurse educators have earned the credential and we now have a CNE in every state. In another exciting milestone, the Trinitas School of Nursing in Elizabeth, New Jersey is the first reported school in the US to have all eligible faculty hold the CNE credential. We continue to look forward to opportunities to promote the credential, recognize the success of those who have become certified nurse educators, and discover ways to meet the certification needs of all nurse educators.

In the areas of pedagogical and public policy research, this year saw the completion of the three-year NLN/Laerdal Simulation Research Project including a prototype of the Simulation Innovation and Resource Center (SIRC) website; the implementation of three online surveys developed by NLN advisory councils and task groups; the design and administration of the NLN research grants program and the awarding of five grants; an analysis of the NLN’s Hallmarks of Excellence in Nursing Education vis-à-vis NLNAC’s accreditation standards for each type of program; and the completion of the NLN/Carnegie Foundation study of nurse educator workload, compensation, and teaching practices whose data were widely reported through the media and Nursing Education Perspectives.

The League continues to dedicate many resources to faculty development. Our menu of conferences, workshops, retreats, and seminars this year included 14 workshops co-sponsored with NLN member schools or constituent leagues; the new and highly successful NLN Immersion in Evidence-based Education that drew 82 participants from across the nation; the second technology conference and a conference reporting on the NLN/Laerdal Simulation Project; 14 audio-web seminars; and, of course, the annual NLN Education Summit.

R&D activities also encompassed:

- the creation and administration of the new Student Excellence Paper Competition, the NLN Speaker/Consultant Bureau, and the upcoming Think Tank on Diversity
- the publication of three new books – Simulation in Nursing Education: From Conceptualization to Evaluation, On Revolutions and Revolutionary: 25 Years of Reform and Innovation in Nursing Education, and Nurse Educator Competencies: Creating an Evidence-based Practice for Nurse Educators
- the support of five advisory councils, 15 task groups, and the NLN/NLNAC Task Force on Creating a Global Nursing Education Community
- the initiation of collaborative efforts with the National Council of State Boards of Nursing to promote innovation in nursing education and regulation
- the receipt of a grant from the Division of Nursing, in collaboration with the University of Kansas, The University of Colorado at Denver, and Indiana University to produce faculty scholars with the knowledge and skills in applied informatics and technology-supported education to transform nursing education at their respective institutions.

### Communications

There have been great strides in NLN communications in the months covered by this report. Consisting of general and marketing communications, media/public relations, government affairs and public policy research, the NLN journal, and website and design, the Communications Business Unit’s activities have helped clarify and enhance the public image of the NLN, increased its visibility along with that of its CEO, Board of Governors, members, and programs.

#### Media/Public Relations

The NLN press strategy is clearly effective, reaching hundreds of thousands of readers and listeners on an ongoing basis. In July 3.75 million impressions were delivered, nearly 90 percent of them through consumer and trade magazines and newsletters and newspapers, with the remainder through websites and wire services; from April to July, nearly 47 million impressions were delivered. Stories in which the NLN has been featured or mentioned have appeared in such high-profile general-interest publications or daily newspapers as Time, Forbes, Boston Globe, Indianapolis Star, Houston Chronicle, Seattle Times, Seattle Post-Intelligencer, US News & World Report, San Diego Union Tribune, and Modern Healthcare. In addition, during that same period, broadcast channels in local markets, professional nursing, medical, and education journals, academic publications and websites, and outlets covering business and government policy also carried news about the NLN or issues on the NLN agenda, quoting the CEO or president.

A review of the clips reveals that the NLN is considered a valued source by reporters and editors covering a wide range of policy, pedagogical, economic, and social issues that impact health care and nursing education in the United States. This has been achieved through press releases to targeted publications, detailing NLN programs and services and articulating the NLN’s stand on pertinent issues in the news. In addition, timely response to news stories in the form of letters to the editors over the CEO’s signature have been effective in raising our profile. Recent letters regarding NLN positions and data have been sent to the New York Times, the Chronicle of Higher Education, the Detroit Free Press, Inside Higher Education, the Atlanta Journal-Constitution, the Albuquerque Tribune, and the Wall Street Journal.

#### General and Marketing Communications

Your member newsletter has had a name change and upgrade. The summer NLN Report introduced the NLN’s new goals, objectives, values, and tagline. Our second Reflection and Dialogue, “Academic/Professional Progression,” has been posted on the website and disseminated to the press and our constituents. Like the first R&D, on the doctor of nursing practice, it continues to draw comments; they are available on the NLN website.

In the area of assessment & evaluation we have developed a clear, concise, and compelling message that communicates the NLN’s unique customer value. Messages are carried forward throughout each component of external and internal communications, from advertising to the website. New materials were unveiled at the 2007 Summit.

Marketing for the Summit continues to bear fruit. The print and electronic materials have been visually appealing, clear, and timely. New this year, attendees received an At-a-Glance program designed to fit in the clear pocket in the back of the name badge.
Government Affairs and Public Policy Research

A new public policy research area facilitates strong ties between public policy research, government affairs, and other communications functions. This formal restructuring allows government affairs and research to interact more strategically and proactively to address policy-related questions, increasing the policy relevance of the NLN’s research agenda and strengthening the organization’s voice in policy debates material to the status of nursing and nursing education.

There has been tremendous growth in government affairs activities. Some of the recent accomplishments include the CEO’s testimony before the House Subcommittee on Labor, Health and Human Services, Education and Related Agencies on Title VIII; the brokering of a change to the Troops to Nurse Teachers Program amendment to the Defense Authorization bill which opened the program to all “accredited nursing schools”; and the NLN’s joining with 1,095 health, education, human service, and workforce groups to urge members of the House to vote in favor of the FY 2008 Labor-HHS-Education Appropriations bill.

Website and Design

The new and improved NLN website, launched at the end of January, continues to receive kudos from users who appreciate the clean design, the extensive network of information, and the ease of navigation. We continue to fine-tune this vital tool and your input is welcome. Recent design and web projects include the launch of the NLN Foundation website; design and production of the Summit Program Guide, creation of constituent league websites; and the design and testing of our new online store, the NLN Marketplace.

Nursing Education Perspectives

Interest in publishing in Nursing Education Perspectives continues to grow. At this time we have enough accepted manuscripts for the next year and a half, or nine issues, up from a seven issue backlog one year ago. Manuscripts are received at the rate of eight per month. We continue our quest to have ISI rating for Nursing Education Perspectives and are focusing on publishing more research-based reports.

Finance

At the 2007 Summit, then NLN treasurer Dr. Cathleen Shultz (now president-elect) delivered a report addressing the financial results of the National League for Nursing and its subsidiary organizations for the year 2006. Revenue continues to grow in each of the NLN’s largest sources: fees from NLN testing products, NLNAC’s accreditation fees, annual membership dues, and revenues from meetings such as the Summit.

Expenses have remained relatively stable over the years, with the exception of meeting expenses and professional fees which trended higher in 2006. The expenses grew due to the success of the last Summit and the transition costs of bringing a new CEO on board. The NLN staff and Board of Governors are mindful of all expenditures. There are few organizations that have accomplished so much, and we thank our volunteers.

The resources that the NLN generates and the investments that we make are reflected in the strong programmatic and financial gains achieved in 2007. These are building the financial base for an even more exciting NLN future:

- Summit attendance reached an all-time high.
- Assessment & Evaluation revenue climbed.
- Participation in the Nurse Educator Certification Program increased.
- The Academy of Nurse Educators was established.
- Conversion to full online testing was implemented.
- The NLN Foundation for Nursing Education expanded.
- Programming grew.
- The NLN provided additional funding to its frozen pension plan.
- Dr. Sharon Tanner was named executive director of NLNAC.

The NLN has an exciting future and we are committed to sound financial management — a pledge embedded in our strategic plan.

Colleagues, the NLN is moving forward full throttle and the future is bright. I thank each and every one of you for your continued support of the NLN and commitment to excellence in nursing.
Coming Up from the NLN

Ongoing

Indiana University School of Nursing Online Courses
- Teaching in Nursing Certificate Program (3 courses)
- Teaching & Learning in Web-based Courses Certificate Program (4 courses)
- Clinical Faculty: A New Practice Role (1 course)

Spring Audio-Web Seminar Series
Tuesdays and repeated Thursdays
February 5 - March 13, 2008
4-5:30 pm ET
Topics to be announced

Conferences

January 11-13, 2008
The 2008 NLN Faculty Leadership Conference
Coronado Springs Disney Resort, Orlando, FL
Hosted by the NLN Task Group on Leadership in Nursing Education

September 17-20, 2008
NLN Education Summit
Marriott San Antonio Rivercenter Hotel, San Antonio, TX
www.nln.org/summit

Retreats and Workshops

February 22, 2008
Moving Beyond Lecture: Principles and Practices of Active Teaching
St. Louis, MO
Co-sponsored with the Missouri League for Nursing

April 4-6, 2008
Scholarly Writing Retreat
Nathan Hale Inn & Conference Center, Storrs, CT
Co-sponsored with the University of Connecticut School of Nursing
www.nlnfoundation.org

June 8-12, 2008
The second NLN Immersion in Evidence-based Nursing Education
University Conference Center and Hotel, IUPUI Campus, Indianapolis

NEW! Simulation Workshops
During these one-and-a-half-day workshops, you will see a state-of-the-art simulation center, a variety of simulation equipment, and demonstrations of scenarios using a patient simulator. Content will address the design, development, and implementation of simulations, and their integration into the curriculum.

February 15-16, 2008
University of Texas at Arlington

February 29-March 1, 2008
University of North Carolina Chapel Hill

March 28-29, 2008
Oregon Health Sciences University Portland

April 25-26, 2008
Springfield Technical Community College, Springfield, MA

CNE Prep
The NLN Preparation Course for Certification as a Nurse Educator
Patricia A. Mahoney, MSN, RN, CNE

April 7, 2008
Chateau on the Lake Resort and Spa Branson, MO
Co-sponsored with the Area Health Education Center

May 16, 2008
Mankato, MN
Co-sponsored with Minnesota State University, Mankato

June 14, 2008
Villanova University College of Nursing, Villanova, PA

Important Deadlines

December 10, 2007
Summit 2008 Abstracts
www.nln.org/abstracts

January 15, 2008
Scholarly Writing Retreat Applications
www.nlnfoundation.org

February 15, 2008
Academy of Nursing Education Fellow Applications
www.nln.org/excellence

March 7, 2008
NLN Research Grant Proposals
www.nln.org/research/grants

May 31, 2008
Final COE Applications
www.nln.org/excellence

Detailed information on all faculty development programs can be found at www.nln.org/facultydevelopment.
At her first Education Summit, NLN CEO Beverly Malone delivers a spellbinding keynote address to the 1,600 attendees at the NLN’s annual gathering of nurse educators. You can watch Dr. Malone’s speech at www.nln.org/aboutnln/bev_speech.htm.

Dr. Lynn Callister of Brigham Young University (middle) receives the NLN Award for Excellence in Teaching.

NLN president Elaine Tagliareni lauds the members of the nurse educator community for their commitment to stand together as advanced practice nurses and build the science of nursing education, in her inaugural address.

Both tears and smiles marked the first Debra Spunt Lecture sponsored by Laerdal Medical Corporation. Left to right, Tore Laerdal, Carol Durham, Rosie Patterson, Reba Childress, speaker Pamela Jeffries (who also later received the NLN Award for Excellence in Nursing Education), Marcie Hovancek, Sharon Decker, Beverly Malone, and Mary Anne Rizzolo help honor a courageous and committed nurse educator.

All the way from Norway; CEO Tore Laerdal accepts the NLN Award for Public Service on behalf of the Laerdal Medical Corporation, with from left to right, Drs. Toni Bargagliotti, Bev Malone, and Eileen Zungolo.

Ohio shows how it’s done: Ohio League for Nursing executive director Jane Mahowald, and Kathleen Knittel of the Huron School of Nursing kick up their heels at the NLN Foundation’s Cowboys and Karaoke Night.
Recognized for creating environments that promote student learning and professional development, four of nursing’s most exciting programs received 2007-2010 Center of Excellence designations: Community College of Philadelphia, University of South Dakota, and Villanova University continue their designation; Saint Xavier University was named for the first time (faculty representatives pictured above).

The members of the NLN Board of Governors pledge their time and talent in support of the mission and goals of the National League for Nursing. From left to right, the newly installed officers and members: M. Elaine Tagliareni, president; Cathleen Shultz, president-elect; Michael Newsome, treasurer; Anne Bavier, secretary; and governors-at-large Elizabeth Speakman, Helen Streubert Speziale, and Joan Frey. center

Chosen for their sustained and significant contributions to the field of nursing education, the inaugural class of 41 Academy of Nursing Education Fellows was inducted at the Summit’s closing banquet. These stellar nurse educators represent 33 schools of nursing across the country. bottom
**NLN Member Recognition**

In the last issue of the *NLN Report* we inadvertently excluded a few of you in our listing of individuals with continuous membership.

**More than 25 years**
- Louise Fitzpatrick
- Betsy Frank
- Rosemary Saunders
- Cathleen Shultz

**10-24 years**
- Constance Baker
- Vivian Lily
- Lois Lowry
- Susan Newbold

We apologize for the omission and thank you for your commitment to nursing education.

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**Total Assessment Program – TAP for NCLEX® Success**

**TAP into Excellence with the NLN’s Total Assessment Program**

**TAP for NCLEX® Success features**
- Pre-Admission Examination
- Online Pre-Admission Examination Registration System
- Achievement Examinations
- Pre-NCLEX Readiness Tests
- Question Review Bank with Comprehensive Rationales
- Live Review for NCLEX-RN Success® For Both RN and PN Programs

The NLN’s comprehensive program of valid and reliable norm-referenced examinations and products can assure retention and NCLEX success for your students. Their psychometric rigor allows your faculty to make valid inferences about students’ abilities – from pre-admission through graduation.

All NLN tests are developed by seeking direction from nurse educators.

**Investigate NLN Testing Products and Services**

Call the NLN Customer Support Center at 800-732-8NLN (8656) to schedule a campus visit.