Nursing 2015 Initiative
Team Name: Red Team
Meeting Date: October 22, 2010

Strategic Direction: Promote leadership roles all nurses play

Meeting facilitator(s): Barb Nash **Secretary:** Anya Cara

Agenda Item	Discussion	Decisions Made & Follow-Up Needed
Introductions	• BSN completion students from Capital – management & leadership • Students from OSU, 2 teams – Dr. Pat West marketing course on consumer behavior • Committee members present: Barb Nash, Anya Cara, Judy Schofield & Julie McAfoos • ONA staff: Lisa Rankin & Jennifer Price • Student from Kent State-Barb Paulic • Co-Chair Barb Nash gave an overview to the students on the Red Team and its charge	Create a distribution list of the students
Key Audiences	• Nurses: Impact the way nurses think about themselves • Consumer: Impact the way the public thinks about nurses- the public trusts nurses but does not understand what nurses do • The Red Team wants to get rid of the thinking "I'm just a nurse"	
Call for Stories	• The call for stories illustrating that "Every Nurse is a Leader" has resulted in many diverse submissions	The stories will begin to be reviewed for discussion at a later meeting
10M Report	• Nurses should practice to the full extent of their education • Seamless academic progression • Full partners with physicians and others in redesigning	

	health care in U.S.	
Brainstorming	• Different thoughts on the what a nurse does: • One step below doctor • Work directly with patients, addressing concerns • Doctor makes decision, nurse follows through on orders • 4 categories of nurses, each with a story • Nurses valued similar to firefighters • Workplace violence against the nurse • Nurses empower the art and science of caring	
Discuss/Determine student roles	• OSU Group – landscape of consumer, how you view yourself, your competition (potential loss) • Research paper, survey • Written report • Profile • Interviews • Data – quantity • Actions to recommend • Proposed budget • Timeline	• Will submit survey questions to ONA • Students will receive stories • Students will research and conduct evaluation • Students to contact Lisa & Barb with questions
Next Meeting	• Next meeting with presentation - November 12, 2010, 1:00 to 3:00 p.m. located at ONA Headquarters	

Respectfully submitted,

Anya Cara
(614) 440-2272