## B. Project Plan

2.a. & b. Methodology: Activities, Timetable, Outcomes

### National Goal I

#### Project Objective 1 - Recruitment of students particularly from rural, underserved areas and minorities into Philadelphia University’s nurse-midwifery programs

<table>
<thead>
<tr>
<th>Sub-objective</th>
<th>Activities</th>
<th>Timeline</th>
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</table>
| 1.1 Establish linkages w/ minority nursing orgs. | ● Develop information brochures & exhibits  
● Attend minority nursing conferences of 7 identified: Yr. 1: 2; Yr. 2: 3; Yr. 3: 3 | July 04 - Sept 04  
July 04 - June 07 | • Reference materials for prospects  
• Identify at least 1 contact in each org.; distribute a minimum of 100 brochures/yr | Siegrist  
Faculty & Staff |
| 1.2. Increase marketing efforts | ● Create 1st time ads for publications  
● Create web ads; update ads thru yrs. 2 & 3  
● Local faculty will create linkages with local nursing schools | July 04 - Sept 04  
Sept 04 - Sept 06  
July 04 - June 07 | • Placement in at least 3 rural, &/or minority health publications  
• Placement in at least 3 nursing websites  
• A minimum of 5 local on-site visits | Siegrist  
Guidera; Rizack |
| 1.3 Refine advanced placement option for nurse-midwifery certificate for foreign educated nurse-midwives (FENMs) | ● Develop a method of evaluation of competencies for credit acceptance  
● Pilot assessment tool  
● Implement model | Sept 04 - Dec 04  
Jan 05 - Dec 05  
Jan 06 - | • Draft of a systematic assessment tool of applicant competencies  
• Final systematic assessment tool to pilot individualized programs of study (IPS) for coursework & community-based clinical experiences  
• Model for replication/distribution at other schools | Siegrist  
| | ● Collect ethnicity & income data | Yrs. 1, 2, 3 | • Demographic survey | Huber |
| 1.4 Refine advance placement option for nurse-midwifery certificate for Advanced Practice Nurses (APNs) | ● Develop a method of evaluation of competencies for credit acceptance | Sept 04 - Dec 04 | • Draft of a systematic assessment tool of applicant competencies | Siegrist |
**Pilot assessment tool**
- Jan 05 - Dec 05

**Implement model**
- Jan 06

**Final systematic assessment tool to pilot individualized programs of study (IPS) for coursework & community-based clinical experiences**

**Model for replication/distribution at other schools**

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**1.5 Create linkages with primary & secondary schools in inner city/rural/underserved areas Kids Into Health Careers**

**Students & faculty attend 5 school career days per year using Kids Into Health Careers materials, NSNA video and educational materials from ACNM**
- Sept 04 - June 07

**Yrs. 1, 2: Develop working relationship with 5 schools; Yr 3: Midwifery students & faculty become career mentors for yongsters in 10 schools**

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**Project Goal 2. Retaining & graduating students by increasing curriculum relevance to public health issues and practice management skills**

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| 2.1 Update & augment primary care coursework | ● Research population-based health issues  
 ● Collect input from clinical faculty & alumni in the field  
 ● Identify & incorporate information into curriculum  
 ● Hire consultant  
 ● Submit results of study for publication  
 ● Ongoing assessment | July 04 - Dec 04-  
 Jan 05 - May 05  
 Jan 07 - June 05- | Identification of issues from research  
 Development of an assessment tool for collecting field input  
 Augmented curriculum  
 Article ready for submission  
 Continued relevance | Narrigan  
 Austin  
 Huber  
 Narrigan  
 Long  
 Narrigan  
 Guidera  
 Rizack, Narrigan, Huber |

| 2.1 Update & augment practice management business skills coursework | ● Establish an online forum | July 04 - Dec 04- | Collection of information from the field  
 Develop an assessment tool for collecting field input | Guidera  
 Austin  
 Huber |
### National Goal II

**Project Goal 3** - Update and augment the nurse-midwifery curriculum and faculty development offerings to include cultural sensitivity

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| 3.1 Develop a culturally sensitive faculty and students body | ● Create a student/alumni survey to determine their own & client ethnic/cultural demographic  
● Hire consultant  
● Workshops for faculty & students--residential & online  
● Submit results of study for publication  
● Ongoing assessment | Yr 1  
Yr 2  
Yr 3 | ● Establish criteria for determining cultural composition of program constituents  
● Review curricular content  
● Evidence of increase awareness of cultural considerations through pre & post surveys  
● Article ready for submission  
● Continued relevance | Rizack  
Huber  
TBA  
Huber  
Rizack  
Rizack Consult.  
Rizack  
Huber |

**Project Goal 4** - Develop nurse-midwifery and advance practice nursing faculty skill in computer distributed learning

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| ● Develop 2 online faculty courses in distributive learning  
● Implement & evaluate courses  
● Revise courses | Yr 1  
Yr 2  
Yr 3 | ● Online courses suitable for other programs  
● Advertise courses for other APN & NMW faculty in other programs  
● 2 Distributive learning course modules for improved faculty use of distance learning technology | Austin; Farley  
Siegrist  
Austin; Farley |

**External Project Evaluator will be hired to review project objectives and outcomes in Years 1, 2, & 3.**