Nurse Manager’s Perceptions of Magnet Status on Recruitment & Retention

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Research Question

• What is the relationship between Magnet status of a hospital and nurse managers’ perceptions of recruitment & retention?
Significance of the Problem

- Nursing Shortage
- Cost of Nurse Replacement
- Recruitment & Retention
- Nurse Leadership
Theoretical Framework

• Causal Model (Taunton et al.)
• Nurse manager leadership
Methodology

• Non-experimental
• Descriptive
• Qualitative
Population

- Non-probability convenient sample
- Nurse Managers Magnet Recognized hospital in Dallas and Plano, Texas
  - Medical City
  - Plano Presbyterian
  - Baylor University Medical Center
Instrument

- A 20 item survey tool which included
  - Demographics
  - Manager perception
Data Analysis

- Gender - 100% female
- Association - 3 (33%) managers from each facility
- Age - mean is 47 years (Range of 37-58)
Manager’s Work Experience

• Years as an RN-average was 21.6 years
  • (Range 9.5-36)

• Number of Years as a Manager-average 5.7 years
  • (Range 2-13)

• Years as a Manager in org-average 4.2 years
  • (Range 1-17)
Staff Demographics

- # of Nurses
- Worked < 1 year
- Worked > 5 years

Average, Minimum, Maximum
# Survey Results

<table>
<thead>
<tr>
<th>Survey question</th>
<th>Strongly Agree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Felt that the expense to the organization was worthwhile</td>
<td></td>
<td></td>
<td></td>
<td>44%</td>
<td>56%</td>
</tr>
<tr>
<td>Increase # on RN applicants due to Magnet Recognition</td>
<td>11%</td>
<td>22%</td>
<td>33%</td>
<td>11%</td>
<td>22%</td>
</tr>
<tr>
<td>Magnet Recognition has encouraged a work environment to retain and recruit</td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Nurses are willing to stay due to Magnet Recognition</td>
<td>11%</td>
<td>22%</td>
<td>56%</td>
<td></td>
<td>11%</td>
</tr>
<tr>
<td>Magnet Recognition has helped me develop high quality leadership</td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
<td>44%</td>
</tr>
<tr>
<td>My communication and relationship with staff has improved Recruitment/Retention</td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>My positive promotion of the organization has improved Recruitment/Retention</td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
<td>44%</td>
</tr>
<tr>
<td>My ability to reduce job stress has improved Recruitment/Retention</td>
<td></td>
<td></td>
<td></td>
<td>22%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Forces of Magnetism

- Quality of Nursing Leadership
- Image of Nursing
- Management Style

Ranked 1-3
Conclusion

• Magnet Recognition is worthwhile for the expense and their development of nurse leadership skills

• future projects or research
  - expand the size of participants
  - in-depth evaluation of nurse managers’ perception of each force of magnetism
  - Magnet belief’s of managers at both Magnet and Non Magnet facilities.