

TRANSFORM, LEAD, EXPERIENCE!

ANNUAL REPORT Fiscal Year 2020

CONTENT

Overview: A Year of Transformation, Leadership and Experience	.3
About the Commission on Nurse Certification	.4
Strategic Goals & Objectives	.5
CNL Certification	.6
CNC Administration and Governance	.8
Professional Development	.9
Strategic Alliances	10
CNC Brand Awareness	11
CNL Recognition	12
Financial Summary	12
Appendix: Board, Committee & Ambassador Rosters	13



OVERVIEW

A Year of Transformation, Leadership & Experience

For 13 years, Clinical Nurse LeaderSM certification has raised the professional and academic standards of the CNL®. Accreditation and educational efforts conducted by the Commission on Nurse Certification from July 1, 2019 through June 30, 2020 continued to support CNC's mission to advance the value of the CNL®, and realize CNC's organizational goals. As we reflect on a year that encouraged the CNL® to Transform, Lead, and Experience, our Fiscal Year 2020 Annual Report reviews initiatives and activities that supported this charge.

Specifically, this report outlines recent advancements in the CNL® examination program that transform CNLs into even greater assets in the healthcare delivery system. It elaborates on collaborative and strategic efforts that offered CNLs opportunities to lead, and to experience the leadership of others. Lastly, it provides details of operational developments, as well as challenges brought on by the COVID-19 Pandemic.

As you know, CNL® certification is vital to nurses, physicians, allied professionals, patients, healthcare systems, and the general public. As such, certified CNLs drive improvements, higher performance, and greater quality in the delivery of healthcare. Moreover, CNC certification standardizes a national body of knowledge and creates a platform for specialized competency. In FY20, 705 candidates validated their advanced level of competency by successfully passing the CNL® certification examination. Down from 832 candidates who passed the CNL® exam in FY2019, this decline in certifications is partly due to the impact of COVID-19 on CNL exam participation. To learn more about the impact of COVID-19 on CNC and the CNL® certification examination see page 8.

Prior to the emergence of the pandemic, FY2020 was marked by the launching of two important endeavors—unveiling of the new CNL® Practice Exam and the establishment of two strategic partnerships. It was also marked by CNC maintaining its accreditation by the National Commission for Certifying Agencies. In addition, the *2020 CNL Research Symposium* proved highly successful as it engaged 107 CNLs, healthcare practitioners, members of the academic community in a discussion on CNL® Leadership and Evidence-Based Practices. In addition, our annual observance of Certified CNL® Day marked yet another successful year as CNLs across the nation embraced their CNL® Power and promoted the value of the certified CNL®. Details of the ninth annual CNL® Research Symposium and Certified CNL® Day activities can be found on page 9.

To ensure the ongoing success and growth of CNL® certification, CNC's Board of Commissioners has been fully committed to realizing CNC's Promise to CNLs, as outlined in our Strategic Goals and Objectives. These strategic goals guide our direction, are at the center of our agenda, and will continue to have a positive impact on CNC programs.

As we continue to navigate the impact of COVID-19, CNC's Board of Commissioners and staff personally thank healthcare providers, particularly CNLs, and first responders for their bravery and dedication to combatting this deadly virus. We also thank the entire CNC community for its continued support and commitment to the CNL® Certification Program.

Sincerely,

Tobie Olsan
PhD, MPA, RN, CNL, NEA-BC, FNAP
Professor Emeritus of Nursing
University of Rochester
Rochester, NY

Shantal H. Johnson, BS, CS CNC Director

ABOUT CNC

The Commission on Nurse Certification

The Commission on Nurse Certification was established in 2007, and is the autonomous certifying body of the American Association of Colleges of Nursing (AACN). To date, over 8,000 nurses have earned the CNL® credential. CNC works to establish a collaborative environment with evolving CNL® stakeholders to improve health and healthcare delivery, promote certification and professional development and keep abreast of healthcare issues. The CNL® certification program is governed by the CNC Board of Commissioners (CNCBOC). The CNCBOC and staff are solely responsible for the policies and administration of the CNL Certification Program.

Our Mission

To govern the CNL certification activities and promote CNL practice.

Our Vision

To establish a collaborative environment with evolving CNL stakeholders to improve health and healthcare delivery, promote certification and professional development and keep abreast of healthcare issues.

Our Values

Leadership, certification standards, professional development, and collaboration.



STRATEGIC GOALS AND OBJECTIVES

CNC's Promise to CNL's

Goal 1: Maintain a Fair, Reliable and Defensible Certification Exam

Objectives

- Maintain CNC's position as leader of the Clinical Nurse Leader[™] Certification Program
- Optimize certification exam reliability and student/faculty participation
- Provide relevant certification exam content that reflects professional standards
- Enhance the initial certification exam and renewal application process
- Increase certification program renewal rates and promote professional development

Goal 2: Promote the Value of Certification

Objectives

- Promote the value of CNL® certification and professional development
- Maintain a strong collaborative relationship with CNL® stakeholders
- Enhance awareness of the CNL® to the public, patients, and other healthcare disciplines
- Provide ready-made marketing tools on CNL® certification to attract prospects
- Provide resources for CNLs to publish best-practice outcomes in national journals

Goal 3: Provide Mentoring Opportunities

Objectives

- Provide orientation packet on mentoring CNLs
- Develop education pamphlet on what a novice CNL can expect
- Increase mentor/mentee networking opportunities at conferences
- Collaborate with Clinical Nurse Leader Association (CNLA) on mentoring programs

Goal 4: Manage Fiscal Operations

Objectives

- Maintain an effective governance structure and staff to oversee CNC operations
- Develop fiscal year budget to meet year-end projections
- Maintain at minimum three months of operational costs in long-term reserves
- Monitor and address confidentiality issues in the certification process



CNL CERTIFICATION

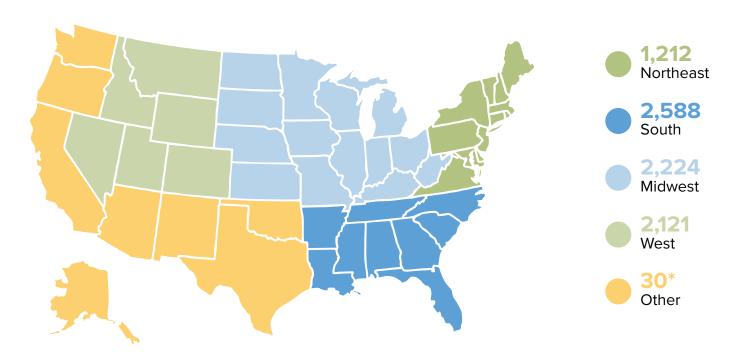
The pool of certified CNLs continues to grow substantially each year. Since 2006, a total of 8,175 nurses across the United States and its territories have earned the certified CNL credential. At the state level, California has the largest number of active certificants with 1,342 certified CNLs.

In FY20, 705 candidates successfully passed the CNL certification examination. Among those examinees, the pass rate among first timers was 75%.

The following is a breakdown of the growth of certified CNLs from 2006 through the end of FY20.



Certified CNLs by Region

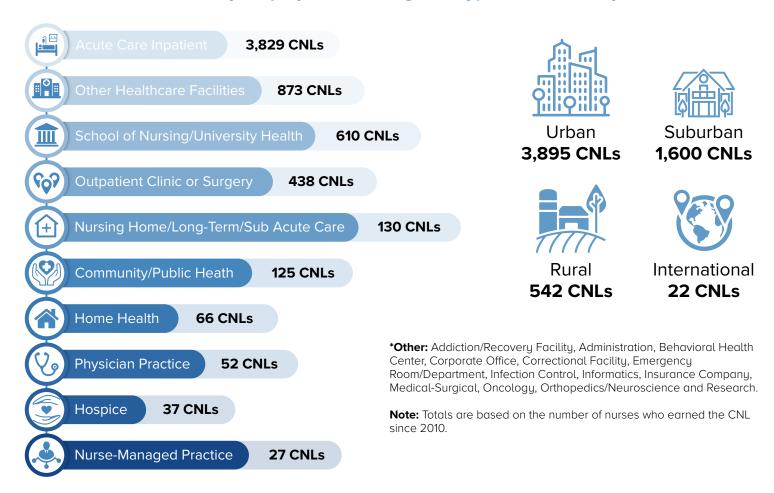


8,175 nurses have earned the CNL since 2006, of which 6,893 certified CNLs are currently active.

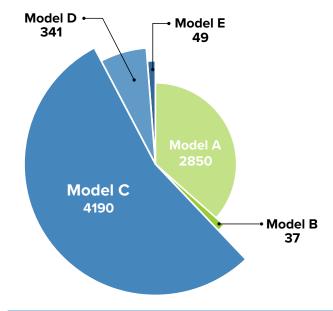
*Other includes: AE, AK, AP, BC, HI, PR, and Japan.

CNL CERTIFICATION

CNLs by Employment Setting and Type of Community



Earned CNL Per Program Model as Provided by the Program Director since 2010



- Model A: Master's degree program designed for BSN graduates
- Model B: Master's degree program for BSN graduates that includes a post-BSN residency that awards master's credit
- Model C: Master's degree program designed for individuals with a baccalaureate degree in another discipline
- Model D: Master's degree program designed for ADN graduates (RN-MSN)
- Model E: Post-master's certificate program designed for individuals with a master's degree in nursing in another area of study

CNC ADMINISTRATION

CNC Accreditation



The CNL® Certification Program is accredited by the National Commission for Certifying Agencies. NCCA standards are based on sound principles as well as optimal and comprehensive criteria for organizational processes and performance. These standards are broadly recognized, objective, and serve as current benchmarks for certifying bodies to achieve, and by which they operate.

In FY20, CNC upheld its accreditation by demonstrating continued compliance with NCCA standards, which includes submission of documentation and CNC policies. Since the NCCA is the authority on accreditation standards for professional certification programs, maintaining compliance enables CNC to adequately assess the professional competency of the CNL® to ensure that our certificants perform in a manner that promotes the health, welfare, and safety of the public.

Achieving and maintaining NCCA accreditation demonstrates CNC's commitment to administering a CNL® certification process that is aligned with the nation's highest credentialing standards.

COVID-19 Pandemic Impact on CNC Administration

Like the rest of the world, the COVID-19 Pandemic took us by surprise. In responding to the onset of the crisis, the health and safety of CNC constituents was, and continues to be, our top concern and priority. To mitigate risk, CNC took the following actions:

- Developed the COVID-19 Informational webpage to provide timely updates regarding COVID-19's impact on the CNL® Certification Program, and new CNC policies triggered by the pandemic. CNC staff updates the COVID-19 webpage regularly as the situation evolves.
- In adherence to guidelines release by the Centers for Disease Control and Prevention, CNC offices officially closed on March 13, 2020, and staff began working remotely from home.
- The CNC Board of Commissioners developed and released a formal statement regarding the CNL® Certification Program Clinical Hours during the COVID-19 pandemic. The statement can be found at https://www.aacnnursing.org/CNL-Certification/COVID-19-Information.
- The Board made provisions to the CNL® exam requirements that allowed innovative ways for CNL® students to complete their 400 clinical hours outside of the practice setting.
- CNC staff, in collaboration with the AACN and the Commission on Collegiate Nursing Education (CCNE), developed a video message for healthcare professionals and other first responders thanking them for their dedication to caring for victims of this deadly virus. The video can be viewed at https://www.yout-ube.com/watch?v=74wYCmuo8_A&fbclid=IwAR1-EBD8AKd1lBJ7LApFsRCRbqbxihBOjBY1SCdtbWxz-bHyGTZuMTKSHuQ.

CNC staff continues to actively monitor the effects of COVID-19 to evaluate and communicate further impact on CNL® students, faculty, exam candidates, practicing CNLs and constituents.



Prometric Testing Centers and the CNL Exam.

Administration of the CNL® exam was significantly impacted by the pandemic. Prometric SMT testing centers around the globe were closed for three months. During administration of the spring CNL® exam, CNC collaborated with Prometric SMT to offer live remote proctoring that allowed candidates to sit for the exam in the comfort, and safety, of their own home.

Professional Development

2020 CNL Research Symposium

CNC's 2020 CNL Research Symposium, Clinical Nurse Leader Research and Evidence-Based Practice: Transformation, Impact & Value, was held on February 20th, at the Hilton Palacio Del Rio in San Antonio, TX. A preconference workshop to the CNL Summit, the Symposium focuses on the CNL's role in data collection, evaluation for reporting clinical outcomes, and quality improvement. This year, the Symposium engaged faculty, practicing CNLs, students, healthcare administrators, nurse executives, and others in a discussion on the CNL® role in evidence-based practice and outcomes.



CNC gratefully acknowledges the contributions made by the following *CNL Research Symposium* sponsors:





STRATEGIC ALLIANCES

FY20 was indeed a year of collaboration. This year, we established strategic alliances with several organizations that offered valuable expertise and resources to the CNL^{\otimes} .

University of California, Irvine - Sue & Bill Gross School of Nursing



CNC provided funding to support a CNL research study conducted by Miriam Bender, PhD, RN, CNL, Associate Professor & Associate Dean for Academic and Student Affairs at the Sue & Bill Gross School of Nursing, University of California, Irvine. The study, *Linking Levels of CNL Practice to Levels of Outcome Achievement*, will provide quantified evidence on the effect of measured levels of CNL® practice on improvements in nationally mandated quality and safety outcomes.

Digital Badging through Credly's Acclaim





CNC is committed to providing certified CNLs with the necessary tools to achieve their professional goals. In doing so, we have partnered with Credly's Acclaim platform to provide certified CNLs with a digital version of their credential. Digital badges can be used in email signatures or digital resumes, and on social media sites such as LinkedIn, Facebook, and Twitter. The badge contains verified metadata that describes the CNLs qualifications and the process required to earn the badge.

The CNL® Practice Exam

CNC unveiled its new Clinical Nurse LeaderSM Practice Exam, which is available to CNL® students, graduates and faculty. In partnership with Gray Matter Publishing, Inc., the new exam prep tool was developed by a team of certified CNLs in practice and members of academia. It provides multiple practice tests, a customized user experience with a full practice exam or multiple 10-question quizzes, visual performance analytics, and progress reports that enable users to identify their areas of strengths and weaknesses.

The CNL Practice Exam can be accessed at https://www.aacnnursing.org/CNL-Certification/Prepare-for-the-Exam/Practice-Exam.

CNC BRAND AWARENESS

2020 Certified CNL® Day

On March 19th, CNC along with certified CNLs, students, faculty, and employers celebrated Certified CNL® Day. This national day of observance recognizes the impact of certified CNLs around the nation, and encourages healthcare professionals to spread awareness of the impact CNLs have on the healthcare delivery system.

Each year, employers recognize CNLs on their team who deliver improved patient care. In addition, our certified CNLs share their experiences by telling peers how being certified has helped them improve patient care.



Certified CNL Day Webinar. CNC hosted a Certified CNL® Day webinar, which explored the impact and positive outcomes associated with the CNL®. A panel of CNLs discussed:

- The value of the CNL;
- How CNLs promote change and collaboration within the healthcare system;
- The importance of implementing CNL education programs;
- The many benefits that certified CNLs bring to a healthcare facility, and
- Collaborative partnership between academic institutions offering CNL® education programs and healthcare facilities.

"I Have the CNL POWER!" Contest Winners

For the second year, CNC sponsored the "I Have the CNL Power" Contest as part of Certified CNL® Day activities. This video essay contest allows students, practicing CNLs, faculty and nursing executives to share how the CNL® skill set has equipped them with the POWER to improve patient care at their healthcare facility. In video recorded essays, contestants discussed their personal experiences in witnessing how CNLs are making a positive impact at their healthcare facility.

In 2020, CNL Power winners were Dr. Dianna Spies Sorenson in the Faculty category, and Sharlene Parmley in the Practicing CNL category.



Professor Dianna Spies Sorenson, PhD, MBA, MN, CNS, RN, CNL Nylen School of Nursing Morningside College Sioux City, IA



Sharlene Parmley, MSN, RN, CNL, CMSRN Spartanburg Medical Center Spartanburg, SC

CNL Promotion



CNC Electronic Newsletter. CNC's electronic newsletter, The CNL Bulletin, is disseminated to all certified CNLs, CNL® students and faculty, program directors, nursing executives, and supporters of the CNL® each month. The electronic news provides updates to CNC's activities and keeps constituents abreast of CNL® program activities.

Exhibiting. CNC is committed to promoting the value of CNL® certification to nurses, healthcare professionals, and other community stakeholders. As such, the CNC staff exhibits at conferences and tradeshows throughout the country to help bring awareness of the CNL® and the importance of certification.

CNL RECOGNITION

Clinical Nurse LeaderSM Awards

This fiscal year, CNC participated in another highly successful convening of AACN's CNL® Summit, which was held in San Antonio, TX. As in previous years, the Summit put forth a thought provoking and insightful agenda for attendees. During the opening session, CNC and AACN recognized the innovative work of certified CNLs in practice and academia. The following CNLs were recognized.



Veronica Rankin, DNP, RN-BC, CNL, NP-C, NE-BC
Magnet Program Director / CNL
Program Administrator
Atrium Health Carolinas
Medical Center

2020 CNL® Vanguard Award Winner. The CNL® Vanguard Award recognizes a certified CNL who demonstrates innovative and outstanding professional performance as well as a commitment to advocating on behalf of the CNL® skill set. The award also promotes contributions of the CNL® in transforming health care. In FY20, the CNL® Vanguard Award was presented to Veronica Rankin, DNP, CNL of Atrium Health Carolinas Medical Center.



Kristine M L'Ecuyer, PhD, RN, CNL Associate Dean Saint Louis University School of Nursing

2020 CNL Educator Award Winner. The CNL® Educator Award recognizes a CNL® faculty member or education program director for innovative and outstanding preparation and advocacy of CNLs. The award also promotes the contributions of CNL® faculty members who help transform nursing education, and promote innovation in both academia and practice. In FY20, the CNL Educator Award was presented to Kristine M. L'Ecuyer, PhD, RN, CNL, of Saint Louis University School of Nursing.

Financial Summary

In FY2020, CNC generated \$602,343.35 in revenue, which included revenue from exam registration fees, renewal fees, symposium registration fees, and miscellaneous income. Expenses totaled \$512,624.52, which include program expenses, organizational management, and general expenses. These activities resulted in a fiscal year net asset of \$89,718.83.



CNC FY20 LEADERSHIP

CNC Board of Commissioners

CNC is governed by the CNC Board of Commissioners, which is comprised by nine members. Four of these members represent academia, four represent practice, and there is one public-member.



Tobie Olsan, PhD, MPA, RN, CNL, NEA-BC, FNAP (Chair) Professor Emeritus of Nursing University of Rochester -Rochester, NY



Becky Hulett, DNP, RN, CNL (Vice-Chair) MSN Program Director & Assistant Professor Elmhurst University -Elmhurst, IL



Sonya Curtis, DNP, MBA, RN, CNL (Treasurer) Patient Safety Program Manager Michael E. DeBecky VA Medical Center - Houston, TX



Linda Borns, MS, RN, CCRN, CNL (Secretary) Nurse Manager Dayton VA Medical Center Dayton, OH



Mary Bishop, DNP, RN, CNL, NEA-BC, CNE Visiting Professor Chamberlain College of Nursing Downers Grove, IL



Gordana Dermody, PhD, RN, CNL Lecturer Edith Cowan Univ. School of Nursing & Midwifery Perth, Western Australia



Tamara Houston, MSN, RN, CNL, PHN Fresno Surgical Hospital Director of Surgical Services Fresno, CA



Julius Kitutu, PhD (Public Member) Associate Dean for Student Affairs & Alumni Relations University of Pittsburgh School of Nursing Pittsburgh, PA



Tammy Lee, MSN, RN, CNL, PCMH CCE Director of Quality Assurance Mostellar Medical Center Irvington, AL

CNC Staff



Shantal H. Johnson CNC Director



Nuria Gramkee CNC Certification Manager

CNC Committees and Task Forces

Executive Committee

Tobie Olsan, PhD, MPA, RN, CNL, NEA-BC, FNAP (Chair) Becky Hulett, DNP, RN, CNL (Vice-Chair) Sonya Curtis, DNP, MBA, RN, CNL (Treasurer) Linda Borns, MS, RN, CCRN, CNL (Secretary)

Finance Committee

Sonya Curtis, DNP, MBA, RN, CNL (Chair) Linda Borns, MS, RN, CCRN, CNL Julius Kitutu, PhD Tobie Olsan, PhD, MPA, RN, CNL, NEA-BC, FNAP

Nominating Committee

Becky Hulett, DNP, RN, CNL (Chair) Tammy Lee, MSN, RN, CNL, PCMH CCE Mary Bishop, DNP, RN, CNL, NEA-BC, CNE

Item Writers Committee

Veronica Anderson, MSN, RN-BC, CNL Jeanne A. Bernier, MSN, RN, CNL Elena Capella, EdD, MSN/MPA, RN, CNL, CPHQ, LNCC Elizabeth J. Cianci, JD, MBA, MSN, PMHRN-BC, CNL

Laura L. Cooper, MSN, RN, CNL, PCMH CCE Bridget Drafahl, PhD, RN-BC, CNL Christine Emmons, MSN, MPH, RNC-NIC, CNL Angela M. Hageman, MSN, RN, CNL Alma Holley, BSN, MPH, CNL, CCM Diane Horton, MSN, RN, CNL Jo Ellen Inman-Puckett, RN, CNL, MSN, MBA, CMSRN, AHN-BC Karen Ivie, MSN, RN, CNL Deirdre Jackson, MSN, RN, CNL, APN, CPN Lauren Langford, MSN, RN, CNL Joslin B. Leasca, DNP, MSN, FNP, CNE, CNL Meghan Lorbiecki, MSN, RN, CNL Brandy Manigo, MSN, RN, CNL, CNN Terrue Ann Moore-Harper, DNP, RN, CNL, ACNS-BC Danijela Pavlic, DNP, RN, CNL Jessica L. Peck, DNP, APRN, CNL, CPNP-PC, CNE, FAANP Joanne F. Roy, PhD, RN-BC, CNL Laree J. Schoolmeesters, PhD, RN, CNL Julia Stocker Schneider, PhD, RN, CNL Janice Wilcox, DNP, RN, CNL

CNC FY20 LEADERSHIP (CONT.)

CNL Exam Review and Approval Committee

Mary Bishop, DNP, RN, CNL, NEA-BC, CNE Linda Borns, MS, RN, CCRN, CNL Becky Hulett, DNP, RN, CNL Lorraine Kaack, MS, RN-BC, CNL Tammy Lee, MSN, RN, CNL Tobie Olsan, PhD, MPA, RN, CNL, NEA-BC, FNAP

CNL Research Symposium Planning Committee

Tobie Olsan, PhD, MPA, RN, CNL, NEA-BC, FNAP (Chair) Wesley Richardson, PhD, MSN, RN, CNL (Co-Chair) Donna A. Ernst, DNP, RN, CNL, NEA-BC Jason Garbarino, DNP, RN-BC, CNL Rosemary L. Hoffmann, PhD, RN, CNL Miranda A. Rodrigues, MSN, RN, CNL, CCRN-K Gabriela Whitener, MSN, RN, CNL, CCRN Denise M. Wienand, MEd, MSN, RN, CNL

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Appeals Committee

Becky Hulett, DNP, RN, CNL (Chair) Sonya Curtis, DNP, MBA, RN, CNL Gordana Dermody, PhD, RN, CNL

Practice Exam Task Force

Kris L'Ecuyer, PhD, RN, CNL (Chair)
Melchora (Toy) Bartley, MBA, MSN, RN, CNL-BC, CCRN
Sorayah Bourenane, MSN, RN, CNL
Jacqueline A. Clavo-Hall, PhD, JD, CRNA, CNL
Ashley Cox, MSN, RN, CNL, CMSRN
Danielle Milling, MSN, RN, CPN, CNL

Faculty Eligibility Task Force

Linda Borns, MS, RN, CCRN, CNL Sonya Curtis, DNP, MBA, RN, CNL Becky Hulett, DNP, RN, CNL

CNL® Certification Ambassadors

Melchora (Toy) Bartley, MBA, MSN, RN, CNL, CCRN Miriam Bender, PhD, RN, CNL Exzylle Pearl C. Canieso, MSN, RN, CNL Jacqueline Clavo-Hall, PhD, JD, CRNA, CNL Catherine Z. Curtis, MSN, RN, CNL, AGPCNP-C, CCRN Sonya Curtis, DNP, MSN, MBA, RN, CNL Erica DeBoer, MA, BSN, RN, CNL, CCRN-K Karen DeLong, MSN, RN, CNL, CNP Rhonda Donahue, RN, MS, CNL Ginger Fidel, MSN, RN, OCN, CNL Michael T. Finch, MSN, RN, CNL Ola Fox, DNS, CNL Bridget Graham, MSN, RN-BC, CNL Cherul Green, PhD, DNP, RN, CNL, LCSW, MAC, FAPA, ACUE, CNE Rosemary L. Hoffmann, PhD, RN, CNL Alma Holley, BSN, MPH, RN, CNL, CCM Lorraine R. Kaack, MS, RN-BC, CNL Kristine L'Ecuyer, PhD, RN, CNL Tammy L. Lee, MSN, RN, CNL Jasmine Lewis, MSN, RN, CNL Bernadette Mae Longo, PhD, RN, CNL, PHNA-BC, FAAN Colleen Morgan, DNP, RN, CNL Laurie Nolan-Kelley, DNP, RN, CNL, CEN, TCRN, EMT-P Floribirth Nwokocha, MSN, RN, CNL Sharon Oglesby, MSN, RN, CNL Lisa Bridwell Robinson, DNP, CNE, CNL, NP-C Bobbi R. Shirley, MS, RN, CNL, OC Mary Stachowiak, DNP, RN, CNL Anna L. Thomas, PhD, RN, CCRN, CNL Emi V. Tomijima, MSN, RN, CNL, PHN Leigh Williams, RN, MSN, CNL, ACCNS

