



ANNUAL REPORT

*Communicating the
Real Impact of the
Certified CNL*

FISCAL YEAR 2024

July 1, 2023 — June 30, 2024

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EXECUTIVE SUMMARY

Fiscal Year 2024 can be considered a year of public outreach for the Commission on Nurse Certification as the organization stepped up its efforts to educate the public on the direct impact of certified Clinical Nurse Leaders. In doing so, CNC Board of Commissioners and dedicated volunteers collaborated with CNC staff to launch efforts that showcased the work of certified CNLs in various healthcare settings. This report provides an overview of these marketing and promotional campaigns.

On that note, by exhibiting at nursing and academic conferences around the nation, CNC staff was also instrumental in spreading the word about the CNL impact on patient care. Read an overview of CNC's exhibiting and outreach activities on page 14.

Regarding the administration of the CNL exam, CNC saw an increase in the FY24 pass rate (67%), which was up from 62% in FY23. This slightly increases our overall pass rate to 69.2%, up from 69%.

FY2024 was indeed marked by collaboration and outreach. This year's achievements were largely made possible with the engagement of dedicated CNCBOC members, volunteers, and valuable stakeholders who helped communicate the impact of the certified CNL.

It is with great appreciation that we thank you all!

Sincerely,



Sonya Curtis, DNP, MBA, MSN, RN, CNL
Sonya Curtis DNP, MBA, MSN, RN, CNL
VHA-CM
Chair, CNC Board of Commissioners



Lynn Gardner
Lynn Gardner BA
Director, CNC

ABOUT 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). CNC works to establish a collaborative environment with CNL stakeholders to improve health and healthcare delivery, promote certification and professional development and keep abreast of healthcare issues. To date, over 9,830 nurses have earned the CNL credential.

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.



Mission

To govern the CNL certification activities and promote CNL practice.



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.



Core Values

Leadership, certification standards, professional development, and collaboration.



ORGANIZATIONAL 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 the certification exam's 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 an orientation packet on mentoring CNLs
- Develop an education pamphlet on what a novice CNL can expect
- Increase mentor/mentee networking opportunities at conferences
- Collaborate with 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

STRATEGIC GOALS

In FY2024, CNC's strategic direction took shape as the CNCBOC clearly defined the organization's top level priorities for the next three to five years. After the FY2023 CNC Strategic Planning Session, the CNCBOC reconvened in FY2024 and identified the following priority goals:

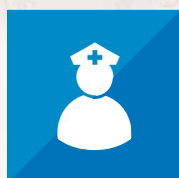
FY2024-2025 Goals



CNL CERTIFICATION

The pool of certified CNLs continues to grow substantially each year. Since 2006, a total of 9,830 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 1,520 certified CNLs in California. In FY2024, 357 candidates successfully passed the CNL certification examination. Among those examinees, the pass rate among first timers was 67%.

Certification Statistics



9,830

Number of nurses who have earned the CNL since 2006



1,520

California has the highest number of active certified CNLs



67%

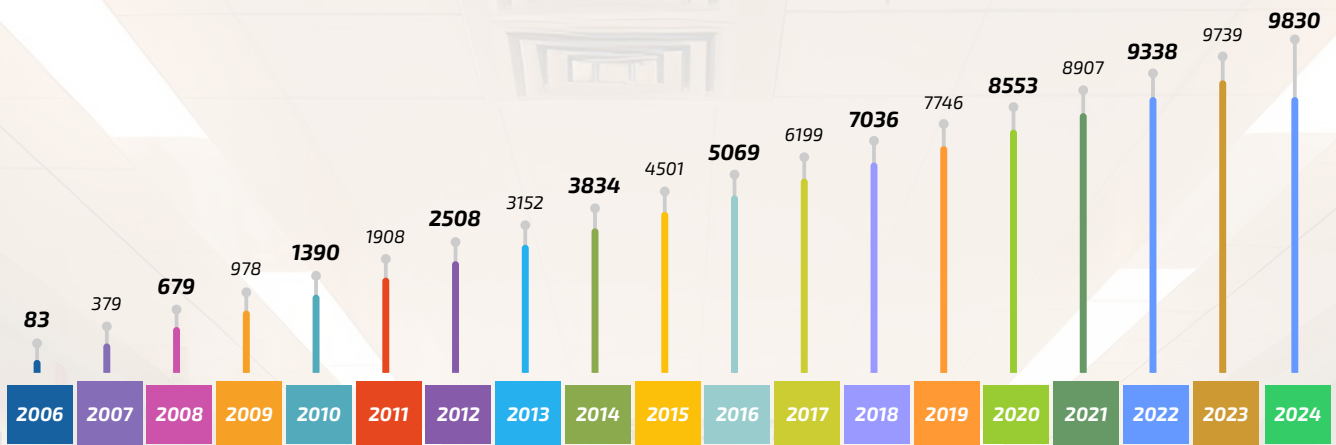
2024 pass rate for first timers

CNL CERTIFICATION EXAM DATA (2010-2024)

The following is a breakdown of the growth of certified CNLs from 2006 through the end of FY2024.

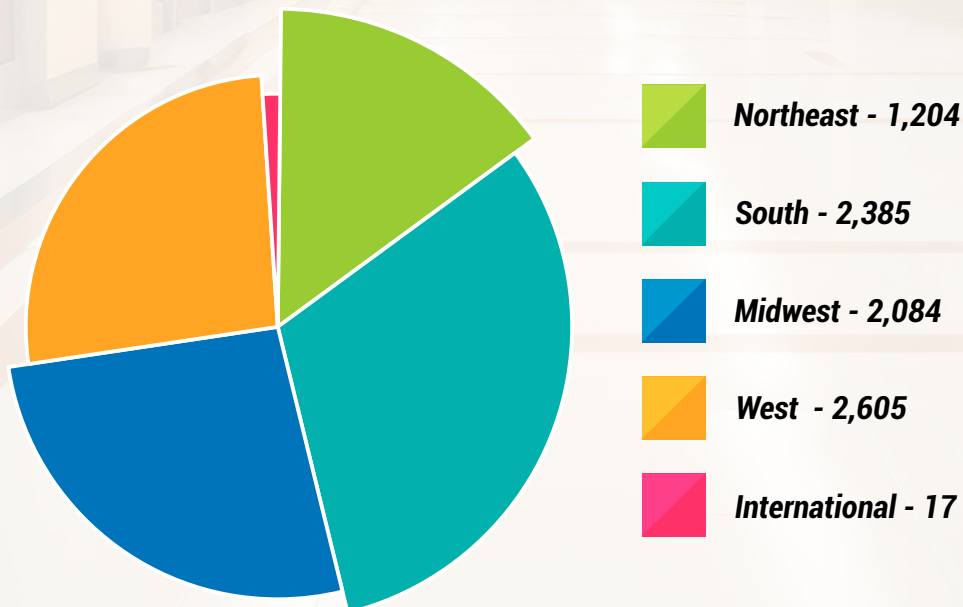
YEAR	PASSED	FAILED	TOTAL CANDIDATES	PASS RATE
2010	406	191	597	68%
2011	488	242	730	67%
2012	597	225	822	73%
2013	646	249	895	72%
2014	711	241	952	75%
2015	709	371	1080	66%
2016	755	357	1112	68%
2017	761	324	1085	70%
2018	809	321	1130	72%
2019	858	317	1175	73%
2020	609	252	861	71%
2021	568	240	808	70%
2022	430	244	674	64%
2023	358	219	577	62%
2024	357	178	535	67%
TOTALS	9,062	4,007	13,069	69.2%

ANNUAL GROWTH OF CERTIFIED CLINICAL NURSE LEADERS



NUMBER OF NURSES WHO HAVE EARNED THE CNL CREDENTIAL SINCE 2006 BY REGION

The following is a breakdown of Certified CNLs in practice settings around the world



CNL BY EMPLOYMENT SETTING AND TYPE OF COMMUNITY



Data provided by the Commission on Nurse Certification. Statistics reflect number of individuals who have earned Clinical Nurse Leader Certification as of June 30, 2024.

EARNED CNL PER PROGRAM MODEL AS PROVIDED BY THE PROGRAM DIRECTOR SINCE 2010

*The following is a breakdown of the CNL certifications earned by
program models during FY2024.*



CNL Program Models

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)*

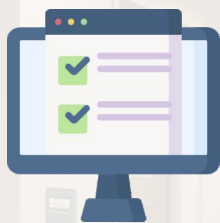
*Model E: Post-master's certificate program designed for individuals
with a master's degree in nursing in another area of study*

CNL RESOURCES



Digital Badging

CNC's digital badging program is attracting widespread participation. Since the program's inception in December 2019, 9,430 digital badges have been issued via the Credly's Acclaim platform. In FY2024, 527 digital badges were issued. Digital badges are valuable professional tools as they enable CNLs to list verified qualifications on email signatures, digital resumes, and social media sites such as LinkedIn, Facebook, and Twitter.



CNL Practice Exam

CNC's Clinical Nurse LeaderSM Practice Exam continues to gain interest among CNLs. In FY2024, 219 one-month and three-month subscriptions were purchased. Developed in collaboration with Clinical Nurse Leaders and Gray Matter Publishing, Inc./TestRun, this exam is an insightful tool for CNLs preparing for CNC's certification exam. CNLs are able to take multiple practice tests, a full practice exam or multiple short 10 question quizzes, and view progress reports that help CNLs identify areas of strengths and weaknesses.

CNC ADMINISTRATION AND GOVERNANCE

National Accreditation



PROUD MEMBER



Institute for
Credentialing
Excellence™

In FY2024, CNC achieved reaccreditation with National Commission for Certifying Agencies through 2029.

NCCA is the authority on accreditation standards for professional certification programs. The NCCA helps ensure the health, welfare, and safety of the public through the accreditation of individual certification programs that assess professional competency. Based on sound principles, NCCA standards are optimal and comprehensive criteria for organizational process and performance. They are broadly recognized, objective, and set current benchmarks for certifying bodies to achieve and by which they operate.

Maintenance of our accreditation involves the submission of documentation and policies demonstrating compliance with NCCA standards. Achieving and maintaining NCCA accreditation demonstrates CNC's commitment to adding value to the CNL Certification Examination and showcases to the healthcare community that certified CNLs and the CNL program adhere to the highest certification standards.

CNC BRAND AWARENESS

2024 Certified CNL Day



Participation in Certified CNLs Day surpassed engagement levels of previous years largely due to CNC's robust promotion of the international day of celebration, the integration of video marketing strategies, including the debut of the *Discover CNLs Video Series*.

Observed on March 20, certified CNLs from across the healthcare continuum embraced the Certified CNL Day theme, *Recognize and Celebrate Certified CNLs*. In doing so, Certified CNLs took to social media platforms to promote their status as well as the impact CNL certification has had on their career.

CNL Day Greetings. CNL Day video greetings featuring CNC leaders, ambassadors and dedicated volunteers proved highly engaging. Greetings were posted on CNC social media platforms and distributed to CNLs via promotional emails. This robust social marketing campaign grabbed the attention of CNLs across the world, and sparked a level of engagement that CNC has never experienced in past celebrations.



CNL Day Social Media Cards. CNC staff was excited to see the large number of certified CNLs who posted the CNL Day social card, *I'm Proud to Be a Certified CNL*, on their Facebook, LinkedIn, and Instagram pages.

MARKETING & COMMUNICATIONS



Discover CNLs Video Series

Communicating the Impact of the Certified CNL

We know that certified CNLs are instrumental in improving the delivery of healthcare across the continuum of care, including hospitals, clinics, nursing homes, and laboratories. With this in mind, in FY2024, CNC staff set out to communicate the valuable impact that these CNLs have on medical teams and patient care by showcasing the work they perform.

To do this, we launched the Discover CNLs Video Series. The first episode featured Megan Rumzie, Innovation Specialist in the Central Arkansas Veterans Healthcare System, who is leading innovation among fellow nurses. The debut video received great reviews and the series will be used to demonstrate how the CNL skill set is integrated into medical teams.

View the debut episode of the *Discover CNLs Video Series* at DiscoverCNLs.org or CNC's YouTube channel at YouTube.com/user/ClinicalNurseLeader.

CNC Exhibiting

CNC is committed to promoting the value of CNL certification to the entire healthcare community. In doing so, CNC staff exhibited at several national conference's including:



ANCC Magnet Conference
Chicago, IL
October 12-14, 2023



AONL Conference
New Orleans, LA
April 8-11, 2024



AACN Dean's Annual Meeting
Washington DC
March 23-25, 2024



FINANCIAL SUMMARY

In FY2024, CNC's total revenue earned was **\$555,988.67**, which is comprised of exam registration fees, renewal fees, symposium registration fees, and miscellaneous income.

Expenses totaled **\$502,652.20**, which include program expenses, organizational management, and general expenses.

These activities resulted in a fiscal year net asset of **\$58,680.15**.

A photograph of two healthcare professionals, a younger woman and an older woman, both wearing scrubs and lab coats. They are looking down at a document held by the older woman. The image is overlaid with a blue tint. The text 'APPENDIX' is centered in white, bold, uppercase letters. Below it, the text 'BOARD, COMMITTEE AND AMBASSADOR ROSTERS' is centered in white, italicized, uppercase letters.

APPENDIX

BOARD, COMMITTEE AND AMBASSADOR ROSTERS

CNC BOARD OF COMMUNICATIONS

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



Sonya Curtis, DNP, MBA, MSN, RN, CNL, VHA-CM

- Chair
- VISN 20 Nurse Manager & Quality Management Coordinator
- VHA VISN 20 Clinical Resource Hub
- Crowley, TX



Heather Vitko, PhD, RN, CNL, CCRN, TCRN

- Vice-Chair
- MSN Program Director, Associate Professor, CNL Coordinator
- University of Pittsburgh
- Pittsburgh, PA



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- Treasurer
- Director of Complex Care
- Regional One Health
- Memphis, TN



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- Secretary and Public Member
- Assistant to the Dean
- School of Nursing
- University of Louisville
- Louisville, KY



Jackie Barber, EdD, MSN, RN, CNL, CNS

- Dean
- Nylen School of Nursing
- Morningside University
- Sioux City, IA



Linda Borns, DNP, RN, CCRN, CNL, EBP(CH)

- Women's Health Clinical Navigator
- Dayton VA Medical Center
- Dayton, OH



Cathy Coleman, DNP, MSN, RN, CNL, CPHQ

- Associate Professor
- School of Nursing and Health Professions
- University of San Francisco
- San Francisco, CA



James L. Harris, PhD, PMHCNS-BC, MBA, CNL, FAAN

- Professor of Nursing
- College of Nursing
- University of South Alabama
- Mobile, AL



Tina Ralyea, DNP, MBA, MS-NP, NE-BC, CNL, OCN, CCRN

- Chief Nursing Officer and Adjunct Faculty
- Prisma Health and Baptist Parkridge Hospital
- Columbia, SC

CNC Staff



Lynn M. Gardner

- CNC Director



Ruby Karar

- CNC Certification Assistant

CNC Committees and Task Forces

Appeals Committee

- Sonya Curtis
- Dr. James Harris
- Dr. Cathy Coleman

CNL Exam Review and Approval Committee

- Linda L. Borns
- Cathy Coleman

Executive Committee

- Sonya Curtis
- Linda L. Borns
- Megan Williams
- Tina Ralyea

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- Edna D. Frazier, MSN, RN, CNL, CCM
- Karen Ivie, MSN, RN, CNL
- Lauren Langford, MSN, RN, CNL
- Melissa Maddox, DNP, RN, CNL
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- Geralyn Meyer, PhD, RN, CNL, CNE

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- Megan Williams
- Dr. James Harris

Marketing Committee

- Linda Borns
- Heather Vitko
- Karen Ivie
- Cathy Coleman

Nominating Committee

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- Megan Williams

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- Contemprist Nelson, MSN, RN, CNL
- Katherine Nothnagel, MSN, RN, CNL
- Rachel Onello, PhD, RN, CNL, CHSE, CNE
- Dominic Parone, MSN, RN, CNL, CFRN, CEN, MICN
- Gudrun Reiter-Hiltebrand, MSN, RN, CNL, CPLC, RNC-NIC, C-ELBW
- Dawn Sarage, MSN, RN, CNL, CMSRN
- Melissa Schmidt, MSN, RN, CNL, CPAN, CAPA
- Dianna Sorenson, PhD, MBA, MN, BSN, RN, CNL, CNS
- Christopher Cory Wilbanks, DNP, APRN, AGACNP-BC, FNP-C, CNL
- Janice Wilcox, DNP, RN, CNL

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- Exzylle Pearl C. Canieso, MSN, RN, CNL
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- Sonya Curtis, DNP, MBA, MSN, RN, CNL, VHA-CM
- Erica DeBoer, MA, BSN, RN, CNL, CCRN-K
- Karen DeLong, MSN, RN, CNL, CNP
- Rhonda Donahue, RN, MS, CNL
- Ginger Evors, MSN, RN, OCN, CNL
- Michael T. Finch, MSN, RN, CNL
- Ola Fox, DNS, CNL
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- Emi V. Tomijima, MSN, RN, CNL, PHN
- Leigh Williams, RN, MSN, CNL, ACCNS



655 K Street, NW
Suite 750
Washington, DC 20001

AACNNursing.org/CNL-Certification
DiscoverCNLs.org

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