



Keeping the Passion Alive or Just Staying Alive

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For most MPDs/Directors of Professional Practice four years does not seem nearly long enough between designations, but for (most) others in the organization a “Magnet®” amnesia may set in between designations. People may ask questions such as “Oh, do we still have Magnet®?” or “When are we due again?” as you pass them in the halls or sit next to them at council meetings. While “everything Magnet®” is front and center for an MPD, Director of Professional Practice, or Magnet® Champions, others may forget from designation to designation what part they played in the previous designation, what data they gathered, how stories were submitted, and what data graphs needed to look like.

It’s important to keep the passion alive between designations so your organization does not have to start from scratch every three years to get ready for the fourth year. While leaders and units may not submit examples to comply with the Sources of Evidence, keep the examples coming by having units submit “Examples of Excellence” or “Stories” of their accomplishments throughout the year. When it’s time to write the document, you can browse through these stories for possible examples.

Keeping a group of champions/ambassadors/steering committee members together is a great idea so updates can be made throughout the organization on a routine basis. Although they may not meet as frequently as they do during designation years, disbanding and starting over is often more difficult. Champions are responsible for keeping their units/departments abreast of what is going on throughout the organization. They should provide an update when significant “Magnet®” milestones are taking place. Such as “Our demographic information went in to the ANCC in July and our BSN rate is now 80%, certification 35%, that is an increase from last year by 5% for BSNs and 4% for certification!”.

Other ideas to keep the momentum going between designations:

- Keep “Magnet® updates” on Leadership meeting agendas and other council meetings
- Provide Magnet® updates at “Forums” or “Town Hall” meetings where senior leadership gives ‘State of the Union’ addresses
- Have an annual open house related to Magnet® and encourage teams/units/councils to submit stories, or do fun activities that address the SoEs
- MPD send quarterly updates, again this can be accomplished by a newsletter or “Magnet®” webpage
- Send teams to the Magnet® Conference (or attend virtual conference) and have them report back on their experience and what they learned

These are just a few ideas to keep the passion going in your organization between designations. The options are unlimited and can be customized for your organization.

CHCM offers a variety of workshops and consulting services to keep the fire burning in your organizations. Contact Marky mmedeiros@chcm.org or Gen gguanci@chcm.org for additional information or to start the fire in your organization.

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