WCN Messaging Framework

Overarching Strategic Messages

- WCN is Washington's statewide convener for nursing workforce innovation.
- Sustained funding and strategic partnerships directly impact the state's nursing workforce, its readiness, and equity.
- Nursing workforce challenges are human stories—data and lived experience must drive solutions.

Messaging Style & Tone

- Empathetic and data-informed: Pair statistics with real-world examples of impact.
- Equity-centered: Highlight inclusion, access, and representation.
- Actionable and hopeful: Inspire current and future engagement, not just awareness.

Audience	Message	Supporting Data Points
Policy Makers, Funders	"Investing in WCN means investing in Washington's health. Every dollar supports workforce equity, expands access to care, and strengthens our current and future nursing pipeline."	- WA will face a shortage of 18,940 RNs and 15,980 LPNs by 2037 (HRSA projections). -top two nursing roles in demand from 2022-2032 are advanced practice registered nurses and nurse faculty - WCN is funded via an $8 license surcharge (RCW 18.79.202) and delivers statewide impact. - 35% of nurses report discrimination due to accent/language barriers; 42% considered leaving during COVID-19.
	"WCN bridges data and lived experience—bringing workforce challenges into focus and offering actionable, community-driven solutions."	- WCN collects and analyzes workforce data by race tailored to WA demographics, region, and license type. - COVID-19 study: 69% reported staffing concerns; 22% temporarily left the workforce. - WCN is a NAM Changemaker aligned with the National Plan for Health Workforce Well-Being.
Strategic Partners	"Together, we can build a stronger, more inclusive nursing workforce. WCN invites partners to co-create initiatives that drive systemic change."	- Regional initiatives include shared preceptor handbooks, centralized onboarding, and simulation lab inventories.

		- WCN convenes academia, healthcare, licensing boards, and legislators to align strategy. -WCN provides convening and project management infrastructure currently lacking by schools and partners made worse by shifting federal policy
	"WCN is more than a convener—it's a catalyst."	- WCN's Diverse Nurse Faculty Mentoring Program has a nearly 100% retention rate. - WCN supports 3-to-5-year strategic goals including DEI integration, burnout research, and coalition-building.
Nurses (active, retired, students)	"Your story is powerful. WCN spotlights the real challenges—and triumphs—of Washington's nursing workforce."	- 51% of nurses were furloughed or laid off in 2020. - 25% transitioned roles; 24% considered early retirement. - WCN's mentoring programs have led to tenure and leadership roles for diverse faculty.
	"You are the heartbeat of healthcare."	- Over 50% of WA nurses graduated in the last 10 years. - Up to 26% of nurses do not work full-time; 20% expected to retire by 2029.
Nurse Educators	"WCN is convening educators to share data, spark innovation, and strengthen the pipeline from classroom to clinic."	- WA's nursing faculty vacancy rate is higher than the national average. - Statewide DEI training launching Spring 2025 based on faculty survey. - 29 mentor-mentee pairs since 2022; 100% retention, 2 tenures and 1 leadership promotion.
K-12 & Families	"WCN is helping students from all backgrounds discover pathways into healthcare."	- Teen Nursing Academy reached 1,244 students in 2025; 81% from diverse backgrounds. - 60% of participants were low-income; 31% were English learners. - 48.9% of surveyed students were first-generation college students.

General Public	"A strong nursing workforce means healthier communities."	- WA has fewer RNs in school and public health than the national average. - Minority nurses are more likely to serve in underserved communities. - WCN supports Future of Nursing 2030 goals and health equity through workforce diversity.