



EVIDENCE
IN ACTION

Regulatory Metrics Committee Update

Nick Siniff, JD

Director of Operations, Ohio Board of Nursing
Chair, Regulatory Metrics Committee



First,
a quick introduction...





Nick Siniff
Chair, Ohio



Laura Blackhurst
Oregon



Emma Cozart
Washington



Kelly Hoffman
Pennsylvania



Kyle Martin
North Dakota



Angie Matthes
North Carolina



Vicki Muscat
Nova Scotia



Lydia Watkins
Georgia

Objective:

Empower Member Boards with actionable insights by developing a comprehensive regulatory metrics framework and making data accessible, enabling them to measure their impact and effectiveness while driving continuous improvement.

Charges:

- 1) Analyze CORE data and methodology.
- 2) Collect member input to identify and define key regulatory metrics and data collection strategies.
- 3) Develop practical tools and systems for ongoing data collection, analysis, and visualization.
- 4) Publish updated guidance and tools for use by member boards.

DATA

What does online marketing (Digital Marketing) do?

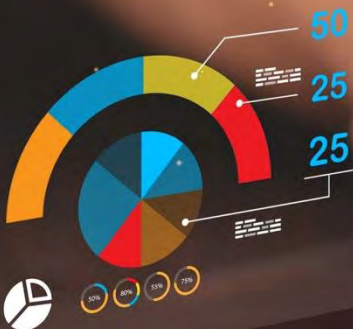
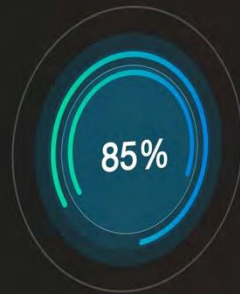
Job of online marketer that use digital channels to communicate with customers. The following live interactions with customers must be taken into account.

1. Connections: Changing the way you communicate from the front of the store. To use digital channels such as live video to use internet channels to build connections with customers.

2. Interaction (Conversations) create interactions with consumers in the target group who use products and services. By relying on large-scale research tools (Focus Group) to learn consumer behavior.

3. Co-creation (Co-Creation) Sharing marketing concept information from various channels such as educational institutions, agencies, academics, entrepreneurs to improve online marketing techniques to be up to date, meets the highest demands of consumers

4. Do E-Commerces, create a shopping cart system, or ordering on the website. Or place products on websites that support online trading through that channel, such as Amazon, Ebay.



Fiscal Year 2026 Meeting Dates

- January 27-28
- June 15-16
- September 22-23
(planned)

Data Sources

- CORE (Complete)
- nursys® (Complete)
- Member Board Profiles (In Progress)
- National Nursing Workforce Survey (Planned)
- Annual Report Program (Planned)
- NCLEX® (Planned)

Next Steps

- Identify key regulatory metrics
- Determine if reporting gaps exist
- Recommend data collection strategies
- Define measures
- Develop practical tools to support NRBs



How do we define success?

The vision: The work of this committee is to reimagine how members access and use data to protect the public.

The process: To achieve this aim, we will develop an online platform supported by several interactive dashboards to facilitate members' access to and use of real-time data.

Questions?



Nick Siniff, JD

Director of Operations, Ohio Board of Nursing

Chair, Regulatory Metrics Committee

nick.siniff@nursing.ohio.gov

