

Advancing the Profession of Nursing with a Mobile LXP of the Future

METRICS **20** CEU COURSES AVAILABLE WITH 24/7, MOBILE ACCESS
300 USERS
200 COURSE COMPLETIONS

SEIU Nurse Alliance of California's Challenge:

Improve healthcare and the profession of nursing in California through education, empowerment, and action.

JUNO's Solution:

One central Learning Experience Platform that provides 24/7 mobile access to education, resources and community plus a dedicated Client Success team to ensure success, even with SEIU's limited resources.

OVERVIEW

The Nurse Alliance of SEIU California is committed to improving healthcare and the profession of nursing in California through education, empowerment and action. SEIU went looking for a Learning Experience Platform to provide for its membership vital education that was accessible 24/7 online, and found an opportunity in JUNO to provide that and so much more.

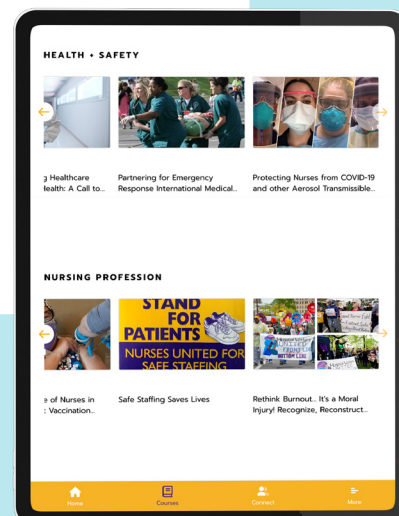
THE APPROACH

The [Nurse Alliance of SEIU California](#) is a leading voice for Registered Nurses in California and is part of the Service Employees International Union (SEIU), the largest and fastest-growing healthcare union in the nation. The Nurse Alliance is of, by and for nurses, and is committed to improving healthcare and the profession of nursing in California through education, empowerment and action.

"I have had nurses for years tell me they wanted the option of virtual or on-demand classes, and I just didn't have the capacity to do it," says Katherine Hughes, RN, Executive Director and staff of one at the SEIU Nurse Alliance of California. When Hughes attended the national SEIU Nurse Alliance's virtual conference last October, she was impressed with the elegant hybrid experience JUNO provided and reached out to get connected with the JUNO team.

In contrast to the national Alliance, Hughes strictly sought out JUNO to further her mission of providing vital education and making it accessible to busy nurses with hectic schedules. "This was an opportunity to have classes available 24/7. As a previous night shift nurse, that really meant something to me," said Hughes.

Together, JUNO and the Nurse Alliance of SEIU California set out to scale this mission and create a modern LXP for California nurses that provides on-demand access to a resource repository, courses, and a community of instructors and fellow nurse participants to connect with and learn from.



The Nurse Alliance of SEIU California On-Demand Education Library launched in January 2022 and boasts 20 CEU courses of varying lengths with new courses added monthly, an Instructors page and User Directory to get in touch with other users or expand on course material, a resource repository of useful information regarding other SEIU organizations, nursing practice, workers' rights and health & safety, discussion forums and a social wall to sound off or solve problems, and a companion mobile app for on-the-go access.

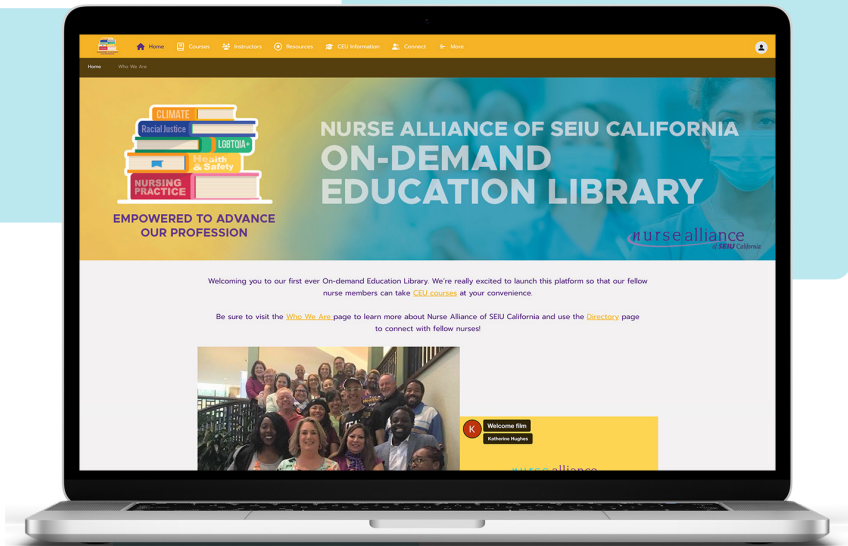
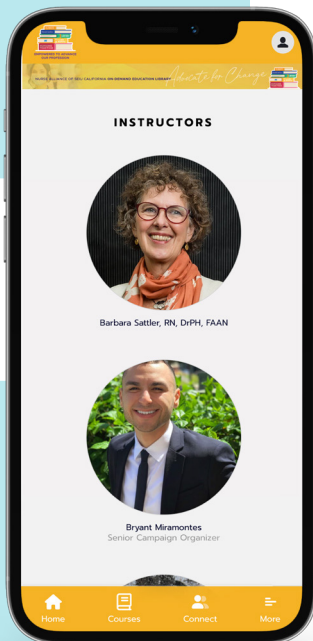
"The really cool part is I get to connect with [my dedicated Client Success Manager] every two weeks to assess progress, rearrange things on the site or re-strategize to grow," remarks Hughes. So when she noticed site engagement was still an obstacle five months in, she connected with her JUNO team for help and added on Community features and Mobile App to increase site participation and get more users engaged.

"The discussion forums were designed to be a vetted place where fellow nurses in the Alliance can share struggles, things that have worked for them, problems with bosses, and to network, be supported, or share contract language, things like that," says Hughes. With only a couple months into these new features, the impact of these strategies is not yet known but Hughes is hopeful in this community strategy to get more nurses engaged and tuned into the habit of checking in to the elegant online library.

With the help of JUNO's [Learning](#) and [Community](#) software and an amazing Client Success team, the Nurse Alliance of SEIU California was able to scale its mission of providing accessible education to nurses plus give its membership so much more. Through technology, SEIU enables and supports valuable connections that further unifies the voice of the organization to advance the profession of nursing.

Learn more about JUNO's technology and team at junolive.com.

SCHEDULE A DEMO



JUNO