Many of the students in North Dakota plan to leave the state when seeking employment. There appears to be a major trend among students, with many planning to seek job opportunities in larger urban areas. In addition, fewer students plan to work in rural areas. The reasons for these trends include the availability of more jobs with better benefits in larger urban areas. LPN environment were also suggested to retain nurses including study and other portions of the Nursing Needs Study are part of North Dakota’s first step in devising a state-wide plan to address this state’s nursing workforce.

**RESULTS**

For the remaining questions during the focus group, the focus group was engaged in discussions about promotion and recruitment, job satisfaction and retention, education, and barriers to working in rural areas.

### Promotion and Recruitment

Promotion and recruitment were frequently discussed during the focus group. Students talked about wanting to move to a larger city for more job opportunities, better benefits, and a higher standard of living. Recruitment efforts were also identified as important in attracting nurses to rural areas. LPN students ranked the availability of nearby nursing jobs more frequently than RN students (45% versus 32%). RN students ranked the opportunity to make a difference, personal attraction to the career, cost of education, education program length, salary potential and teacher opinion more frequently than LPN students.

### Education

Most students expressed a desire for a good education program. RN students ranked availability of nearby nursing jobs, the opportunity to make a difference, and personal attraction to the career more frequently than LPN students. LPN students ranked the availability of nearby nursing jobs, the opportunity to make a difference, and personal attraction to the career more frequently than RN students.

### DISCUSSION

Many of the students in North Dakota plan to leave the state when seeking employment. There appears to be a major trend among students, with many planning to seek job opportunities in larger urban areas. In addition, fewer students plan to work in rural areas. The reasons for these trends include the availability of more jobs with better benefits in larger urban areas. LPN environment were also suggested to retain nurses including study and other portions of the Nursing Needs Study are part of North Dakota’s first step in devising a state-wide plan to address this state’s nursing workforce.