

# 2025 Survey

## Understanding What You Value: What We Heard

Thousands of nurses and nurse practitioners from across British Columbia shared their thoughts, experiences, and hopes for the future of our profession in our recent survey. Thank you! This report reflects what you told us: what you value most, the professional development and support you're looking for, and the issues you believe NNPBC should prioritize. Your voices are shaping the future of your professional association.

### Who Responded?

3,237 participants across several domains of practice:

- 73% in clinical practice
- 12% in leadership
- 8% in education
- 3% in administration/policy
- 1% in research
- 3% non-practicing

### Benefits of Membership

What aspects of your membership do you find most valuable?

- 48% - Advocacy efforts for the nursing profession
- 45% - Professional education offerings
- 30% - Access to professional resources (i.e. literature reviews, issue briefs)
- 22% - Discounts on personal and professional perks
- 16% - Media newsroom, nursing professional practice and policy updates

### Where You Want Us to Focus

Which issues do you think NNPBC should prioritize?

- 63% - Representation in health policy decisions
- 56% - Engaging employers to discuss policy issues impacting BC nurses
- 55% - Nursing education
- 49% - Mental health & well-being supports the profession
- 36% - Public perception and awareness of nursing
- 21% - Building communities of practice

### The Support You're Looking For

What type of professional development opportunities would you like to see more of?

- 50% - Career path advancement and/or transitions
- 38% - Policy and leadership skills development
- 37% - Informatics and use of technology in nursing
- 37% - Working with specialty populations and special interest topics
- 35% - Mentorship skills
- 32% - Research and quality improvement
- 31% - Conflict resolution and respectful communications
- 23% - Accessibility, inclusivity and accommodation support for diverse needs
- 18% - Anti-racism and cultural humility

Each nursing designation brings its own unique perspective. At the same time, there was strong alignment when it comes to the kinds of support and professional development nurses and nurse practitioners are seeking. These shared needs tell a powerful story about what unites us while also highlighting important differences that reflect the realities of each designation.

**Registered Nurses (RNs)** are seeking professional development support related to career advancement, policy and leadership skills, mentorship, and technology and informatics. Their top priorities for NNPBC are policy representation, employer engagement, nursing education, and mental health support.

**Nurse Practitioners (NPs)** are most interested in professional development support related to informatics and technology, as well as policy and leadership skills and working with specialty populations and topics. Their top priorities for NNPBC are policy representation, employer engagement, and public perception of the profession.

**Licensed Practical Nurses (LPNs)** are seeking career advancement support, as well as professional development around working with specialty populations and topics, and accessibility and inclusivity. Their top priorities for NNPBC are nursing education, policy representation, employer engagement, and mental health support.

**Registered Psychiatric Nurses (RPNs)** want professional development support for career advancement and working with specialty populations and topics, and had the highest interest in anti-racism and cultural humility supports. Their top priorities for NNPBC are nursing education, mental health supports, and employer engagement.

## What's Next at NNPBC?

In reviewing hundreds of open-ended responses, we heard both appreciation for NNPBC's role and clear calls for change. Many members value belonging to a professional community and turn to us for support they can't find elsewhere.

You also told us what we need to do better. Nurses and nurse practitioners want a clearer understanding of NNPBC's role as the professional association for nursing in BC, more visible benefits, and focused advocacy on the issues that matter most right now. We're listening, and here's what we're doing next:

- **Reigniting communication:** After a brief pause, we're resuming regular email updates. Watch for an explainer on who NNPBC is, what we do, and how we differ from the regulatory college and unions.
- **Relaunching our website:** By spring 2026, our refreshed site will be easier to use and feature the content you've asked for.
- **Revamping professional development:** New tools and resources are on the way to support your growth, whether you're building clinical skills or planning your next role.
- **Strengthening advocacy efforts:** We're increasing our presence at policy tables to ensure all nurses and nurse practitioners are supported to deliver sustainable, high-quality care.
- **Retooling our perks and discounts:** Stay tuned for refreshed offerings that support you, both personally and professionally.



## Continuing the Conversation



Over 400 survey respondents raised their hands to participate in follow-up focus groups — thank you! Your input is essential to shaping the future of your professional association. Stay tuned for details on how to get involved.