



# ***Wisconsin 2024 RN Workforce Survey: Implications & Value***

## ***2026 WCN Annual Nursing Workforce Summit***

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Mission: To ensure an adequate, well prepared nursing workforce to care for the people of Wisconsin

- Established & defined by Wisconsin State Statute § 106.30 (Wi.gov. 2009, rev. 2011)
- WCN Areas of Focus:
  - Workforce Data (biennial nursing workforce surveys RN & LPN)
  - Education (evaluating nursing education access)
  - Diversity (enhancing career mobility for nurses in underrepresented groups)
  - Leadership (enhancing leadership development for nurses)
  - Partnerships (achieve consensus regarding policies aimed at ensuring an adequate workforce)
- RN Survey (every 2 years with license renewal even number years)
- LPN Survey (every 2 years with license renewal odd number years)
- Nursing Education & Nurse Faculty Survey (every two years in conjunction with Schools of Nursing)

# Process

State Statute § 106.30 (Wi.gov. 2009, rev. 2011)

This Wisconsin statute establishes a biennial nursing workforce survey to identify shortages and barriers, with most appropriated funds awarded as grants to a nonprofit nursing center to develop strategies ensuring an adequate statewide nursing workforce.



# Data to Guide Policy

- WCN facilitates analysis of survey results with our research teams.
- Research Teams analyze survey data to identify demographics, trends, shortages, barriers, potential gaps
- Results and recommendations are described in nursing workforce reports:
  - RN Report, LPN Report and Nursing Education & Nurse Faculty Report View/download at: <https://wicenterfornursing.org/data-reports/>



- Important because this work informs data driven decision making surrounding nursing workforce policy, practice and education
- Used by legislators, statewide stakeholders, healthcare organization leaders, Administrators of Nursing Education of Wisconsin (ANew), professional nursing organizations and nursing advocacy groups (i.e. WNA, WONL, WLN, etc.)

## 2024 RN Report Authors:

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# Objectives

- Describe the components and processes of an RN Workforce Survey in State Statute (WI. Stat.§106.30).
- Discuss survey results that can that can be applied in Nursing Workforce strategic initiatives.
- ***Discuss potential health systems, advocacy and policy implications.***



# Survey Methodology

- Survey Design
  - 85 questions including new demographic items (race, ethnicity, AI)
  - Online completion only
- Response Data
  - 106,143 nurses completed the survey electronically
  - 93,008 valid responses from RNs living and /or working in Wisconsin
  - Included re-licensure RNs (not newly licensed)
- Analysis Approach
  - Exclusion criteria applied to ensure data quality
  - Comparative analysis with 2022 report using similar structure

# Demographics

Wisconsin RNs identify as\*:

White (90.4%)

Black or African American (2.83%)

Asian (2.83%)

Am. Indian or Native Alaskan (0.8%)

Pacific Islander (0.2%)

Multi-racial (1.2%)

Other (1.8%)

- Unchanged from 2022, the average age of respondents was 46
- 7.1% of respondents identified as Hispanic, Latino or Latinx

\* respondents could select more than one response



# Geographic & Demographic Distribution

- Number of respondents increased 1%; all regions increasing
- Nursing remained primary job category for employment across all regions (range 84.8% in Northern; 87.2% in Southern regions)
- More nurse report remaining in same position (74.2%) compared to 71.5% in 2022 report)
- Rural RNs average 1.7 yrs older than urban counterparts
- RNs providing Direct Patient Care (DPC) decreased statewide (82.6% from 85.3% in 2022).





# Education

- Highest degree earned:
  - BSN – 50.6%
  - ADN – 28.6%
  - Graduate – 16.6% total, breakdown:
    - Master's – 14%
    - DNP – 2.1% (↑ 96 % in historically marginalized populations)
    - PhD – 0.4%, DNS – 0.1%

## Plans for further education?

- Yes – 15.3%
- No – 78.3%
  - Barriers remain the same as reported in 2022 (cost, personal)



# Employment

- Notable increase in % RNs working remotely with patients (21% in 2024, 16.6% in 2022). Telephone most common mode.
- Direct Patient Care (DPC) nurses total 63,635; intent to remain in DPC dropped slightly from 2022.
- Intent to leave DPC in next 10 years reported 47.3%, compared to 49.9% in 2022; a slight improvement for this area.
- Heaviest areas of populated work:
  - Hospital setting (52.3%)
  - Ambulatory care (21.1%)
- Top three areas of specialized clinical knowledge reported:
  - Medical/surgical
  - Acute/critical/Intensive care
  - Adult health



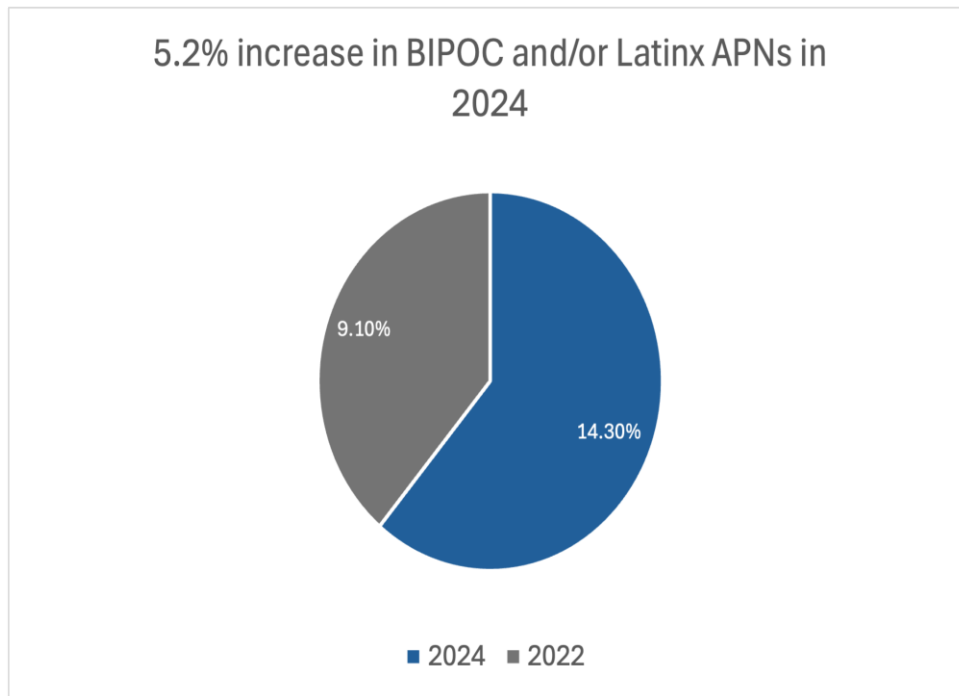
# RNs in Leadership Roles



- A definition of leadership was missing; added in 2026 survey
- Leadership role in a *professional organization* **increased** from 8.3% (n=2,426) in 2022, to 9.5% (n=2,795) in 2024
- Among self-reported leaders, 15.1% (n=4,425) report being BIPOC and/or Latinx; a notable **increase** compared to 10% reported in 2022.

# Advanced Practice Nurses (APNs)

## Demographics



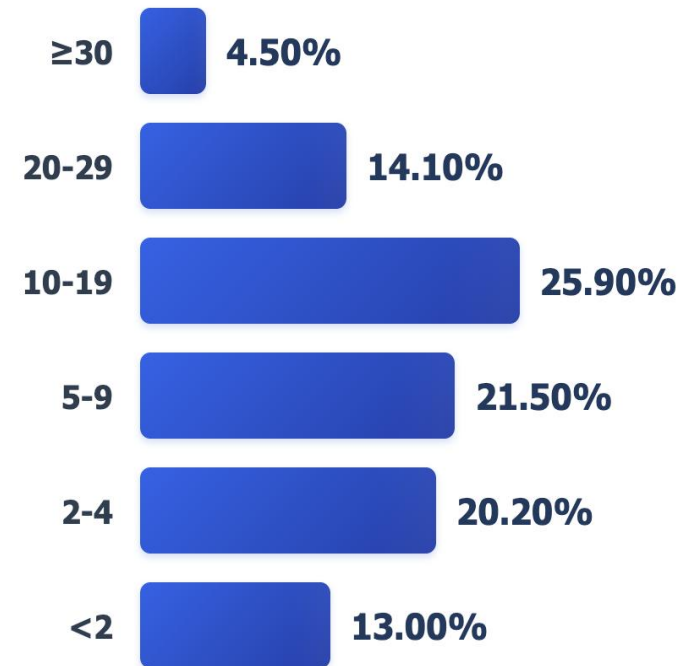
- Each specialty of APNs increased in number from 2022 to 2024, with most significant increase in nurse practitioners.
- Top two NP certifications were family health (54.2%) and adult health (16.1%).
- Increase % DNP preparation of APNs (18.2% in 2024).

# RNs in Faculty Roles

## Demographics

- **↑** RNs reporting being nurse faculty from 1169 in 2022 to 1219 in 2024.
- Average age **↓** from 50.6 in 2022 to 49.8 years in 2024.
- Majority identify as white (84.9%); BIPOC and/or Latinx rose from 9.8% in 2022 to 15.1% in 2024.

## Number of Years Nurse Faculty Intend to Stay in Education



*Data represents intended years of continued service in nursing education*

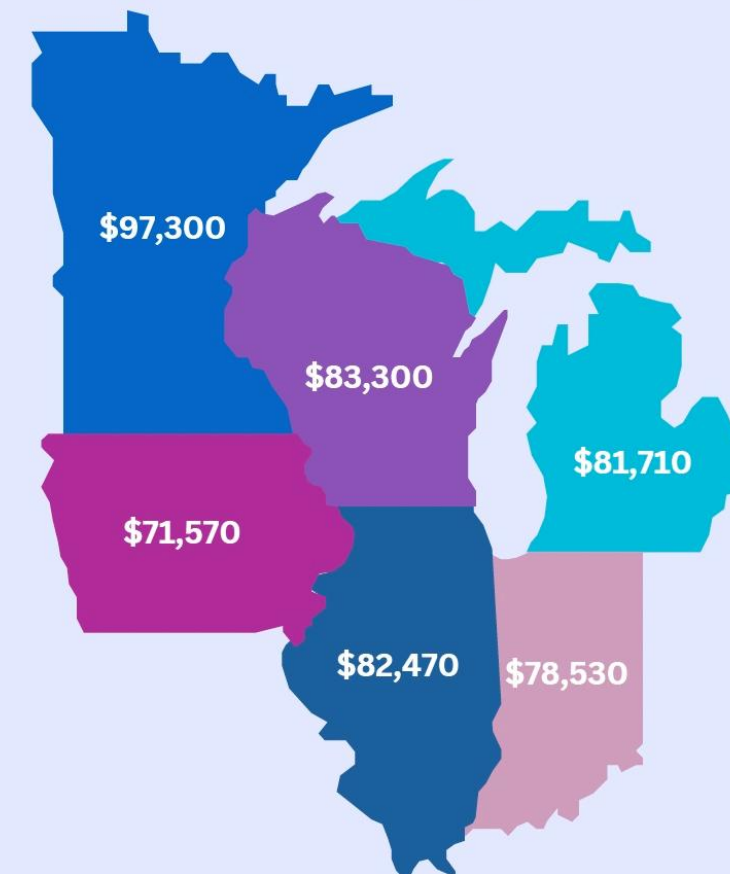
# Wisconsin RN Income

## Median Annual RN Income\* by Primary Role

|                           |           |
|---------------------------|-----------|
| Nurse Executive           | \$120,000 |
| Advanced Practice Nurse   | \$100,000 |
| Nurse Manager             | \$90,000  |
| Nurse Researcher          | \$80,000  |
| Nurse Educator            | \$80,000  |
| Nurse Faculty             | \$70,000  |
| Staff Nurse, Case Manager | \$70,000  |
| Case Manager              | \$70,000  |



## Median RN Income in the Midwest Region



2023 U.S. Bureau of Labor Statistics,  
U.S. Department of Labor, Occupational  
Employment and Wage Statistics (OEWS)

# Income of RNs

## Demographics

- Overall median income FT employment of WI RNs was \$80,000, unchanged from 2022. Income reported higher in urban regions.
- Disproportionate pay between RNs who identify as men vs. women and non-binary.
- Nurses identifying as men report a median salary of \$10,000 more annually than those who identify as women or non-binary.

Of those RNs making greater than \$95,000:

45.8% were men (gender demographic reported 8.2%)  
32.9% women (gender demographic reported: 91.5%)  
26.2% non-binary (gender demographic reported: 0.2%)

## Employment & Expertise

- Stratified by functional roles and places of work, median income showed increases across most areas of Nursing.
- Those salaries ***that did not change*** between 2022 and 2024 reports included:

Community and Public Health

Educators

- Median incomes by educational preparation reported:

Bachelor's degree: \$80,000

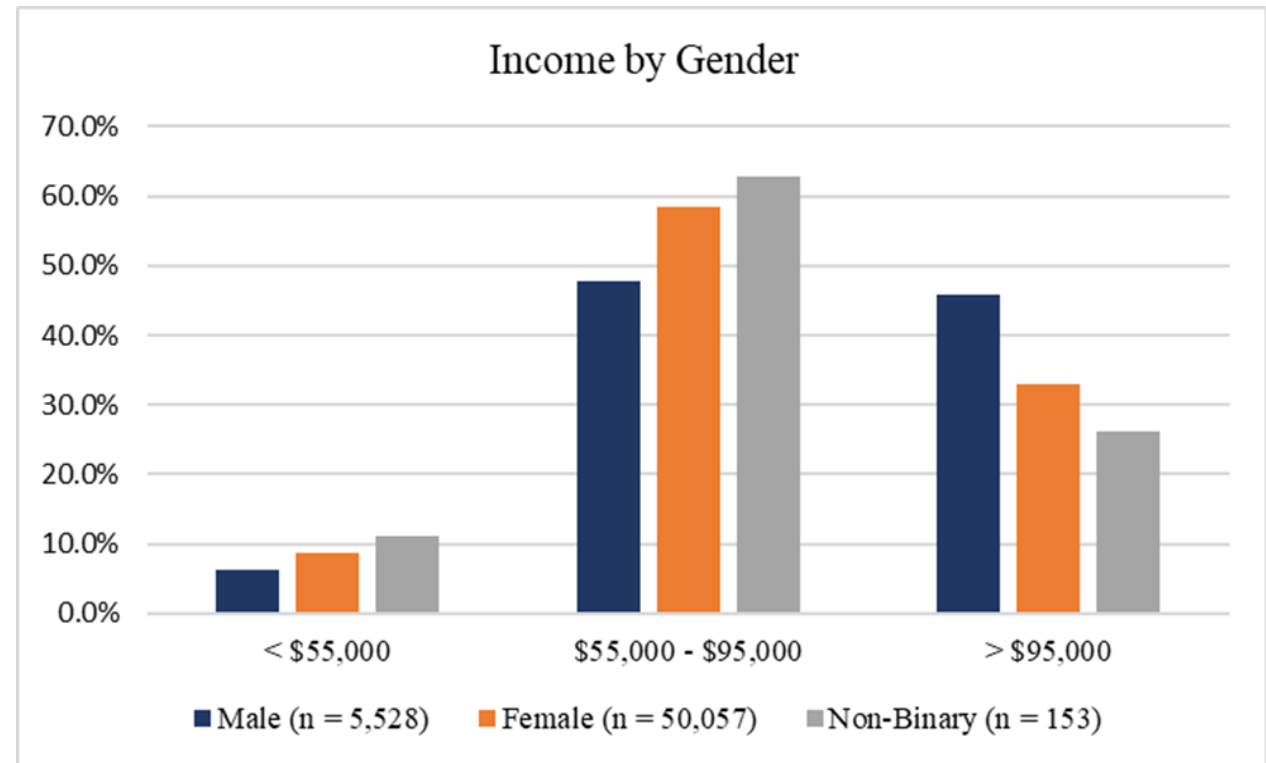
Master's degree: \$110,000

Doctoral degree: \$120,000

# Annual Pre-Taxed Income by Gender

Factors associated with **higher** income:

- Board Certified
- Leadership Role
- Higher Education degrees
- Hospital, Extended Care & Correctional RNs
- Older
- Male



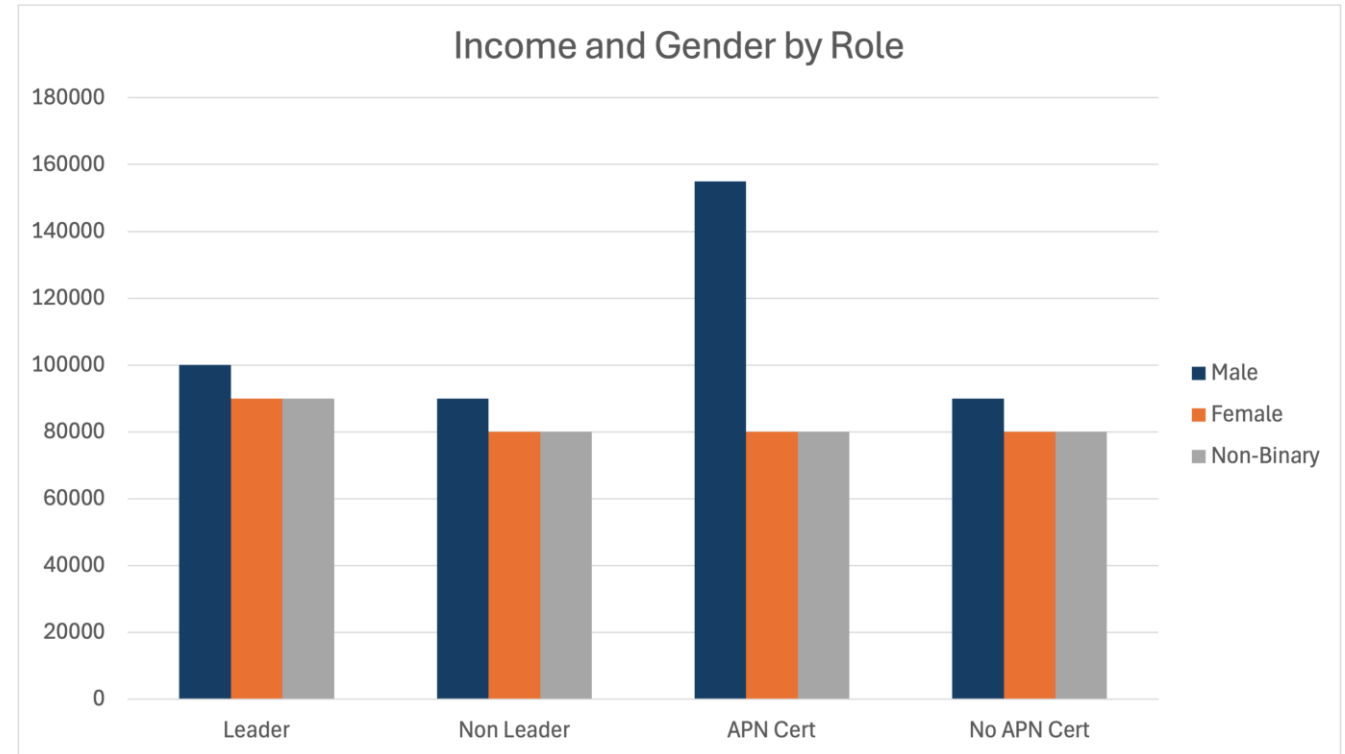
# Income by Gender- Deeper Dive

Income disparities by gender reported in past two surveys

We stratified the data :

- Role
- Region
- FTE
- Specialization
- Place of work
- Degree

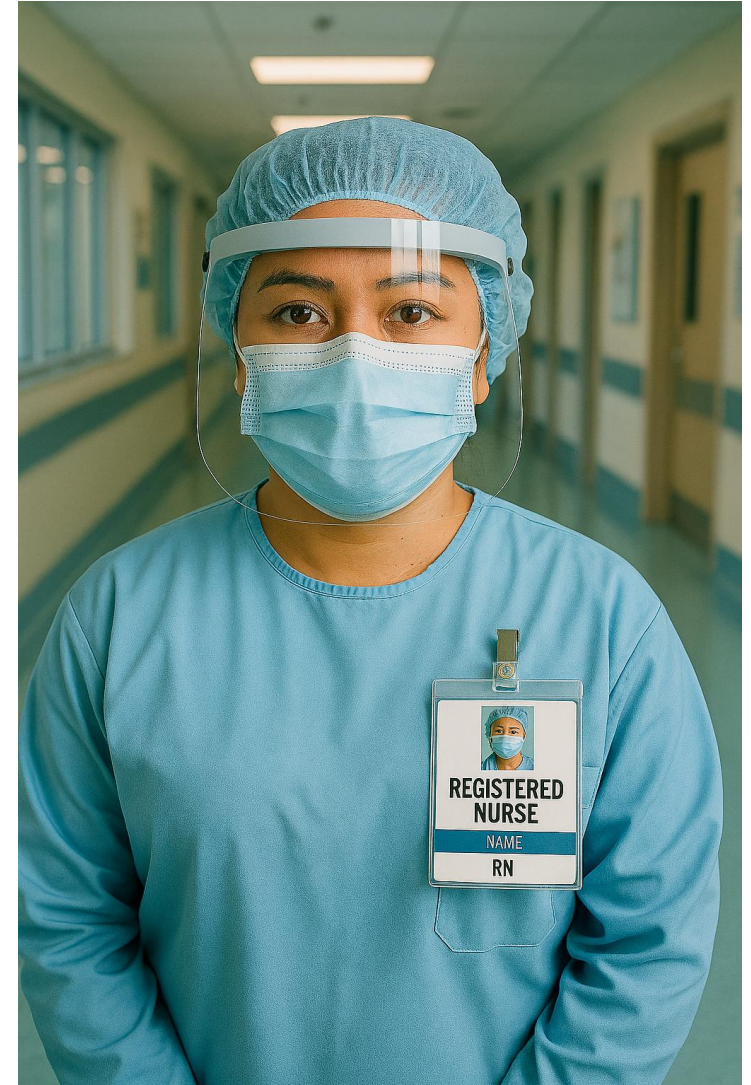
The disparity held true



# COVID-19 Impact on RNs

## Impact of COVID-19 on RN Health

- Over half (69.5%) of RNs report providing direct patient care (DPC) to patients with COVID
- Overall RN health reported as improved, compared to *2022 report*.



# Workplace Use of Artificial Intelligence (AI) for RNs

Reported in  
February 2024 with  
RN License  
renewals→

Conclusion:  
At the time of the survey,  
it may have been too early  
to make conjecture as to  
AI usage.

Majority of RNs (95.9%) of  
respondents reported they  
have not used AI.

A minority (4.1%) of RNs  
reported AI use in practice.

Most reported productivity  
to be the same or better  
compared to before AI  
implementation.

If reported use, over half  
(57%) were practicing in  
health systems inpatient and  
19.6% were ambulatory.

Highest (2.6%) reported use  
of AI occurred in  
assessment.



# Impact on Policy

01

The APRN  
Modernization Act

Emergency Rule  
for APRNs

02

Requirements for  
clinical preceptors

03

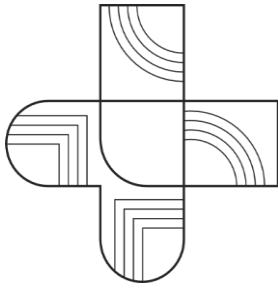
State funding for  
nursing educators

# Potential Impact

- Changes to workload and policy
- National efforts to enumerate public health nurses
- Address Work Place Violence (WPV) and Work Place Safety
- Support for 'Preceptor' Tax Credit
- Continued state funding for future educators in nursing.

***Discuss other areas the Survey can impact advocacy & policy ...***





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# Thank you.

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Wisconsin 2024 RN Workforce Survey Report:

