

Florida Center for Nursing Concept campaign

Multimedia Designer application · Bryson Henry



Concept work, not official FCN materials. Every fact is sourced.

The system.

One loud idea per piece, built on FCN's own navy and yellow. Made to look made by hand: paper, tape, grain and real photos.



FCN's REAL PALETTE + TWO CAMPAIGN ACCENTS

PAPER, TAPE + GRAIN

PEOPLE CUT OUT, NEVER PASTED IN

EVERY NUMBER HAS A SOURCE



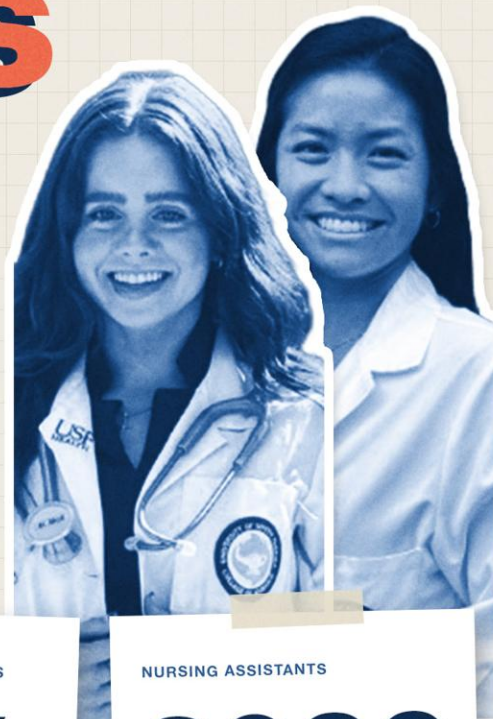
Concept by Bryson Henry. Not an official FCN brand guide.

01 THE SYSTEM

One loud idea per piece, built on FCN's navy and yellow, made to look made by hand.

Florida's nursing gap.

FCN projects Florida's health care workforce through 2037. Three numbers show where the gap is widest.



REGISTERED NURSES

23,500

projected RN shortfall by 2037



LICENSED PRACTICAL NURSES

55%

of LPN demand met by 2037, down from 85% in 2022



NURSING ASSISTANTS

2026

the year statewide shortages begin



LPNs: supply and demand are moving apart.

Index, 2022 = 100. Drawn from FCN's reported annual rates.



By 2037, Florida meets only about half its LPN demand. Sharpest gaps: South and Southeast Florida.

Source: Florida Center for Nursing, Florida Health Care Workforce Projections 2022-2037 (Aug. 2025).

Concept by Bryson Henry. Not an official FCN publication.

flcenterfornursing.org

02 RESEARCH BRIEF

FCN's 2022-2037 projections on one page: taped stat cards, a marked-up chart. Every figure sourced.

**Florida needs
more nurses.**

**Nurses need
more teachers.**

23,500

projected RN shortfall in Florida by
2037

55%

of LPN demand met by 2037,
down from 85% in 2022

FLORIDA CENTER FOR NURSING

USF Health College of Nursing
12901 Bruce B. Downs Blvd.
Tampa, FL 33612

flcenterfornursing.org

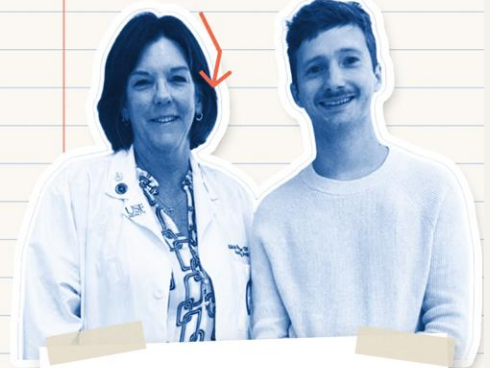
@floridacenterfornursing

COME TEACH WITH US!

The Florida Center for Nursing is the state's nursing
workforce center, researching and addressing Florida's
nurse supply and demand.

Teach

THAT'S YOU!



**Florida's
next nurses.**

03 TRIFOLD BROCHURE, OUTSIDE

Faculty recruitment as a teacher's notebook: sticky-note stats, an index-card contact panel.

WHY TEACH

Multiply your impact.



Shape what comes next.

Every educator shapes the nurses who follow.



Stay close to practice.

Clinical instructors teach at the bedside.



Build the pipeline.

Florida's workforce starts in the classroom.

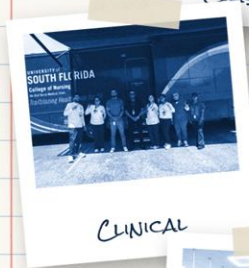
(ALL THREE, HONESTLY)

WAYS TO TEACH

Find your classroom.



CLASSROOM



CLINICAL



SIMULATION

GETTING STARTED

Three steps to the front of the room.

1

Earn a graduate degree.

Most nurse faculty roles call for an MSN or a doctorate.

2

Start clinical.

Many nurses begin as part-time clinical instructors.

3

Connect with a program.

Reach out to a Florida nursing school near you.

LEARN MORE:

flcenterfornursing.org

04 TRIFOLD BROCHURE, INSIDE

Checklists, taped polaroids and circled steps.

Workforce UPDATE

FALL
'26 ISSUE



BY THE NUMBERS

55%

of LPN demand met in Florida by 2037,
down from 85% in 2022.

FCN projections 2022-2037

42,000
SQ. FT.

USF opens an expanded College of Nursing.

The three-story expansion comes with a College of Nursing commitment to graduate an additional 500 undergraduate students by 2028.

+500 GRADS BY 2028

Via USF Health News



COMMUNITY CARE

Mo-Bull clinic reaches nine Tampa Bay sites.

The College of Nursing's 38-foot mobile clinic partners with Tampa Bay Downs and community groups.

flcenterfornursing.org · [@floridacenterfornursing](https://twitter.com/floridacenterfornursing)



ADVOCACY

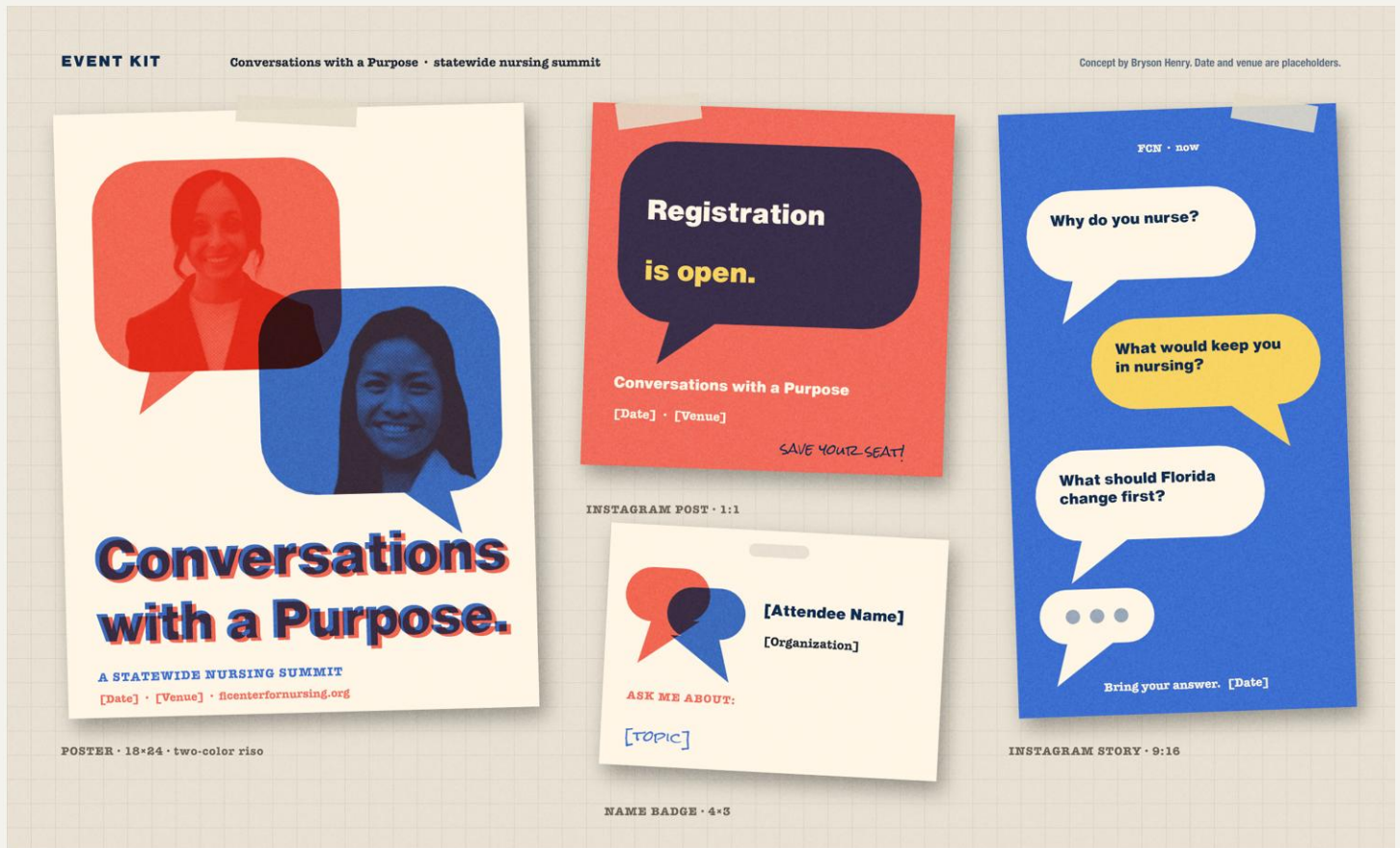
USF students take nursing's case to D.C.

Two BSN students joined about 400 nursing students and leaders at AACN's Spring Hill Day.

Concept by Bryson Henry. Not an official FCN publication.

05 NEWSLETTER

'Workforce Update' as a cut-and-paste zine, built from real USF College of Nursing stories.



06 EVENT KIT

A two-color riso summit identity across poster, post, story and badge. Date and venue are placeholders.



01 CAMPAIGN KEY VISUAL

Editorial collage showing the whole pipeline: faculty, students, the college, the mobile clinic.

Concept work by Bryson Henry for the Florida Center for Nursing application. Not an official FCN post.

07 CAMPAIGN KEY VISUAL

An editorial collage of the nursing pipeline.

National Nurses Week • May 6–12

Nurses week



**A simple thank-you
goes a long way.**

To every nurse holding
Florida's health care together.

FLORIDA CENTER FOR NURSING



02 NATIONAL NURSES WEEK

A thank-you post for May 6-12 with a big type lockup and a faculty cutout on a backing panel

Concept work by Bryson Henry for the Florida Center for Nursing application. Not an official FCN post.

08 NATIONAL NURSES WEEK

A thank-you post for May 6-12.



FLORIDA CENTER
FOR NURSING

Nursing is an art.

And if it is to be made an art, it
requires an exclusive devotion, as
hard a preparation, as any painter's
or sculptor's work.

Florence Nightingale, 1868



flcenterfornursing.org

03 HERITAGE QUOTE CARD

Florence Nightingale, 1868. Public-domain lithograph turned into a halftone sticker.

Concept work by Bryson Henry for the Florida Center for Nursing application. Not an official FCN post.

09 HERITAGE QUOTE CARD

Florence Nightingale, 1868, over a public-domain lithograph.



**For us who Nurse, our Nursing is a thing,
which, unless in it we are making progress
every year, every month, every week, take my
word for it we are going back.**

Florence Nightingale

To her nurses, May 1872

FLORIDA CENTER FOR NURSING

NATIONAL NURSES WEEK | MAY 6-12

04 QUOTE CARD, LIFELONG LEARNING

Nightingale's May 1872 address to her nurses, with a public-domain photo and signature.

Concept work by Bryson Henry for the Florida Center for Nursing application. Not an official FCN post.

10 QUOTE CARD

Nightingale's May 1872 address to her nurses.



Florida Center
for Nursing

Faculty
Recruitment

Call for

Nurse Educators

Classroom

Clinical

Are you an experienced nurse?

Teach the next generation

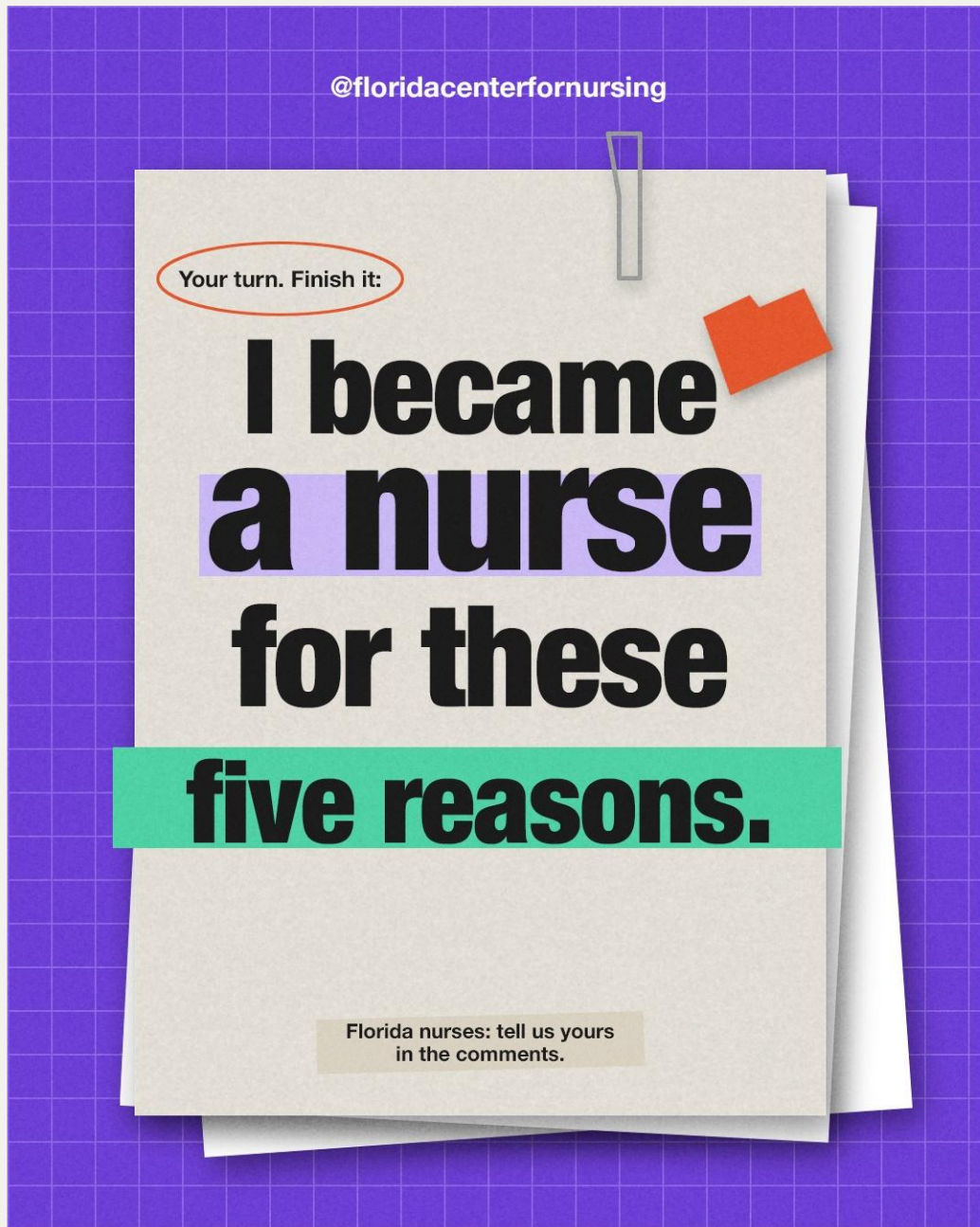
and help close Florida's nursing gap.

Learn more at the link in our bio.

**Teach
Florida**

11 FACULTY RECRUITMENT SOCIAL

A call for nurse educators.



06 ENGAGEMENT CAROUSEL OPENER

Invites Florida nurses to share why they chose nursing. The replies become the carousel.

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12 ENGAGEMENT POST

Invites Florida nurses to share why they chose nursing.