Dollars and Sense of Nursing Admissions: How to Leverage NursingCAS

April 18, 2013
AACN BONUS Meeting – Austin, TX
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According to Henderson (2012), Strategic Enrollment Management (SEM) is the purview of institutions working to determine and reach their optimum enrollments and managing enrollments.

SEM is generally found at institutions concerned with maintaining their position and profile.

SEM – and Boston College in the 1970s

Jack Maguire and Frank Campanella struggled to apply academic planning and reengineered processes and policies in Admissions to meet the enrollment crisis.

“Managing enrollment was a way of managing the business of higher education” (Maguire, 1999)

In 1974, the business of managing enrollment was titled “enrollment management”!
SEM: Institutions and Market Demands

- Volume is high
- Need for standardization; common applications have grown to meet demands
- Meeting enrollment targets must be done with precision
- Centralized processes can help
- Creating a pipeline/funnel is critical

- Establishing systems of deposit to predict yield is critical
- We must use metrics for recruitment planning
- Develop metrics using past data
- Delegate a responsible person for creating metrics
- Metrics require the use of past data
Funnel Theory

• Created from the population of all college bound students
• “Cradle to Endowment”
Meeting Enrollment Targets

There are various ways to connect with the college bound population:

- Prospects databases populated by prospects
- Prospectors Database
- Hobson's Direct
- Banner
- ApplyYourself
- College Connect
- Texas Common
- NursingCAS
Strategic Enrollment Resources

Strategic Enrollment Management Resource

Prospects Database
• http://www.hobsons.com/contact-hobsons/contact-us/
Why UTHSCSA Decided to Join NursingCAS

- Increases program exposure nationally
- Provides transcript verification service
- Increases efficiency (decreased reliance on paper/increased use of staffing)
- Provides a web-based application and admissions portal for access in any location
- Offers ability to customize to fit admission criteria and requirements
- Data integrity, ability to create custom reports/lists
- Cost savings
NursingCAS is the centralized application service for nursing schools that launched in March 2010 and is administered by the American Association of Colleges of Nursing and its technology partner, Liaison International.

**NursingCAS provides two services:**

- An online application for students
- Web-based admissions management software called WebAdMIT for schools to access applicant data and records

**How does NursingCAS work?**

- Applicants only need to submit one set of transcripts and complete one application to apply to multiple schools and all program types
- NursingCAS processes reference letters, personal statements, licensure and certification information and supporting documents. NursingCAS links directly to your school’s Web site allowing students to have easy access to information in one place to research your school and program offerings
- NursingCAS provides support and training to applicants and participating schools at no cost
- **Participation in NursingCAS is free to schools** and applicants pay $45 for the first school they apply to at the undergraduate level and $30 for each additional school and they pay $65 to apply to the first school at the graduate level and $35 for each additional graduate level program
- The application and supporting materials are distributed electronically to the programs designated by the applicant and made available to schools via WebAdMIT in order for the programs to make admissions decisions
Life Pre-NursingCAS

• But seriously, when I first came to the health science center I had to drive my car over to the Registrar’s office to pick up boxes of applicant files
• Prior to NursingCAS the applications were processed by the entire Registrar’s office plus 3 additional people, now one person does all the processing for both undergraduate and graduate level programs
• Prior to CAS, data had error (3/50)
• Much more efficient, big cost savings
• NO MORE PAPER FILES!
• Re-allocate our resources
Paperless Application

- More efficiency in processing high volume number of applications
- **Focus attention on recruitment and nurturing incoming students rather than processing**
- Moved to NursingCAS in 2011 – NursingCAS is **free**. Other application providers include; CollegeNET & ApplyYourself ($$)
- Web-based admissions management software, training & support also free
- Prior to NursingCAS, applicants didn’t know where they were in the process – now they can check online and everything is scanned into the cloud
Results

Supplemental fee for NursingCAS generates revenues for UTHSCSA School of Nursing

Applicants do not complain about paying a fee to NursingCAS & UTHSCSA

Email tool in the admissions software and the use of custom built email templates cut down on the number of students who call our office with questions

Example: the Assistant Director of Admissions uses the email tool to send a blast message out to applicants when their TEAS scores are received so they don’t call to inquire whether or not we have them

Email tracking and notes available in the software

If applicants do call, we can reference their electronic record in the admissions software to see if an email sent to the applicant was opened and when it was opened

Email tracking mechanism can be shared with anyone on staff who needs access which helps with efficient information sharing

Postage and printing costs savings
Pipeline Management

• Manage applications to BSN, MSN, DNP and PhD programs
  • Various start dates (Fall, Spring, etc.)
  • Many specialties
• NursingCAS enables UTHSCSA to:
  • Quickly identify where each applicant sits in the admissions process
  • Easily identify applicant pool sizes to a particular program, track, and/or start date
  • Forecast
• Perform customized searches to quickly view and group all applicants in one or more programs
Increased Program Exposure

- NursingCAS provides free marketing (at no additional cost), national and international audience are now aware of UTHSCSA programs
- NursingCAS currently has 80,000 applicants in the system
- Enables us to more easily hit goals to meet enrollment targets

Specific cases:
- PhD program historically had 3-5 applicants, with NursingCAS the pool increased to 17 and yielded a class of 7
- In February 2011, UTHSCSA was approved for a DNP program and had a goal to admit a class of 20, used NursingCAS for the application and marketing and brought in 18 students for the Fall 2011 start
## NursingCAS as a Recruitment Tool

<table>
<thead>
<tr>
<th>Admission Cycle</th>
<th>Total Applicants</th>
<th>Out of State Applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2011 MSN (TCA)</td>
<td>79</td>
<td>4 (3%)</td>
</tr>
<tr>
<td>Fall 2012 MSN (CAS)</td>
<td>115</td>
<td>29 (33%)</td>
</tr>
<tr>
<td>Spring 2013 MSN</td>
<td>139</td>
<td>31 (43%)</td>
</tr>
<tr>
<td>Fall 2011 PhD (TCA)</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Fall 2012 PhD (CAS)</td>
<td>15</td>
<td>4</td>
</tr>
</tbody>
</table>
Transcript Verification

- Verification and applicant course work entry enables the transition from manual, hand GPA calculations to the use of a software tool that accurately calculates GPAs
- Time saving, efficient, accurate data
Faculty Experience

- Ability to review applicant files from any location
- Right fit Recruitment: Can view transcripts, references, CV/resume, personal statement and full application all in one place
- Provides a complete application and comprehensive coursework data
- Use rubric to grade applicants
Student Experience

- One application for various schools
- One transcript for various applications
- Status check online 24/7
- Ability to request electronic references
- Able to upload CV/resume or other document if needed

Student: Did you get my transcripts?

You can check the status of your transcripts online in real time

Change the Conversation

Are you interested in working with underserved populations in south Texas?

Quick Status (What is this?)
- Designations
- GPA Calculations
- Transcripts
- References
- Payments

Quick Actions
- Print my application (HTML)
Questions?
More Information

Questions about the University of Texas Health Science Center San Antonio’s Experience?

Contact:
Hilda Mejia Abreu
Associate Dean for Admissions & Student Services
abreuhm@uthscsa.edu

Questions about implementation or joining NursingCAS?

Contact:
Caroline Allen
AACN’s NursingCAS Manager
202-463-6930 x258
callen@aacn.nche.edu
Next Steps

- No Cost to Participate
- New schools can be added within 10 business days
- **Goal of 30% participation during the 2013 – 2014 cycle**
  - 2013 – 2014 Application Cycle opened on April 15
- Submit a Participation Agreement
  - Agreements are non-binding; no fees charged
  - Schools may join throughout the year
- Visit [http://www.aacn.nche.edu/nursingcas/join](http://www.aacn.nche.edu/nursingcas/join)
- Attend a Webinar to learn more: **April 25** (2:00 – 3:00 PM ET) and **April 29** (1:00 – 2:00 PM ET)
- Register: [www.aacn.nche.edu/nursingcas/events](http://www.aacn.nche.edu/nursingcas/events)
- Contact Caroline Allen at 202-463-6930 x258 or [callen@aacn.nche.edu](mailto:callen@aacn.nche.edu) to schedule or with any questions
Save the Date: June 14, 2013

Enrollment Management Workshop & NursingCAS Open House

8:30 AM – 4:30 PM
The Arsenal on the Charles
Watertown, MA (Outside of Boston)

This free workshop and open house is for deans, admissions professionals, faculty, IT staff, nursing school recruiters, advisors, registrars and other decisions makers involved in the nursing admissions process. This event is a chance for you to find out more about how others have implemented, leveraged, benefited from, and use the service at their school and how you can do the same at your institution. Sessions will feature content for prospective, beginner, and advanced users of NursingCAS.

Learn more and register:
www.aacn.nche.edu/nursingcas/events