

# NursingCAS: How Nursing Programs Can Save Money with a Centralized Application Service

case study

## NursingCAS

The Centralized Application Service for Nursing Programs

### THE OPPORTUNITY

Participating in NursingCAS, the centralized application service for nursing schools, creates efficiencies for nursing schools and programs. These efficiencies allow schools and programs to save money during the application and enrollment process, while increasing the productivity of their admission staff and positioning their programs for growth in the race to meet enrollment targets and identify best-fit students.

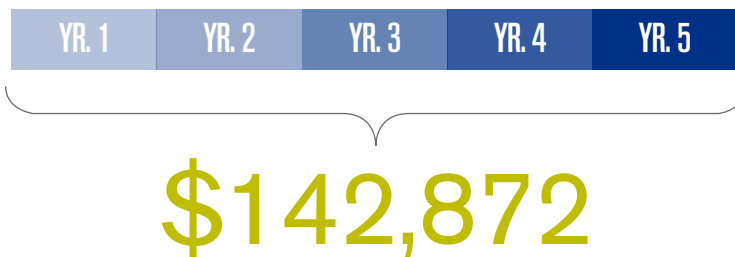
### THE BOTTOM LINE

Due to the efficiencies that can be realized through NursingCAS, a nursing program with an applicant pool of 500 and a single annual application cycle could save approximately \$33,000 each year by participating in NursingCAS. Over 5 years, the savings total more than \$142,000.

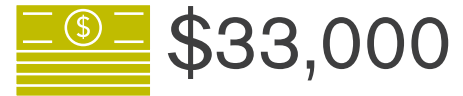
This equates to an annual savings of \$66 per applicant.

### POTENTIAL 5 YEAR SAVINGS:

*Assumes 500 applicants and a single admissions cycle*



### SAVINGS PER ADMISSION CYCLE:



### SAVINGS PER APPLICANT:



### COST SAVINGS ANALYSIS

The cost savings analysis for nursing schools and programs participating in NursingCAS is based on a nursing program with 500 applications with a single admission cycle per year. The overall annual and five-year savings would be greater for larger nursing programs and for nursing programs that have multiple admission cycles per year.

The program used for this analysis realized per applicant savings of \$66; one year savings of \$33,000; and five year savings of more than \$142,000.

These savings are based on the fact that admissions staff often have many manual tasks associated with the application process. These tasks are in addition to their other duties, such as phone calls and emails from applicants asking about the status of supporting materials. Admissions staff are also often tasked with calculating GPAs, filing, and photocopying applications in an effort to prepare files for admissions review. The cost associated with photocopying, stuffing envelopes, and distributing files adds up. NursingCAS provides a completely paperless process that eliminates the administrative burdens related to application processing.

**ESTIMATED COST TO PROCESS APPLICATIONS PRIOR TO NURSINGCAS:**

STAFFING	TASKS	COSTS
FTE Administrative Assistant	Opening mail, postage, processing documents, filing, data entry, copies, printing, and answering calls and emails	.5 FTE X 30,000 = \$15,000
Temporary Help During Peak Times	Answer telephones and open mail	\$4,500
Personnel, FTE, Enrollment Manager	Calculate GPAs, quality control, prepare reports, and notify candidates of status	.30 FTE X 45,000 = \$13,500
		<b>MINIMUM TOTAL: \$33,000</b>

**KEY COST SAVINGS**

When a school participates in NursingCAS, all applicant inquiries are handled through the NursingCAS service team. GPAs are calculated using sophisticated software, and the NursingCAS team verifies transcripts and processes supporting documents. By offloading these time-consuming activities and moving from a paper-based to a digital process, NursingCAS participants are able to free up their admissions staff and focus them on strategic recruitment and marketing priorities.

Tight budgets can make it difficult for admissions teams to hire additional staff, so identifying efficient solutions is imperative for those involved in the process. NursingCAS allows participating schools to save money, reallocate resources, and deploy staff to recruit prospective applicants, advise enrolled students, and complete grant research and activities.

NursingCAS is free to nursing schools and programs. This compares to other admissions software and online application solutions that can range in cost from \$20,000 - \$50,000 per year.

**THE CHALLENGE FOR NURSING PROGRAMS**

- The U.S. Department of Labor expects the need for nurses to increase by 19% by 2022.
- Nursing schools must do more to attract new students.
- Paper-based solutions for processing applications often stand in the way. NursingCAS provides a solution to automate the admissions process.
- NursingCAS enables schools to notify applicants of open seats, allowing open seats to be filled by qualified applicants.

**BEYOND COST SAVINGS: ADDITIONAL BENEFITS TO NURSING PROGRAMS AND THEIR APPLICANTS**

In addition to cost savings, NursingCAS participating programs are able to deliver an exceptional applicant experience to their prospective students. Applicants benefit from an interactive, intuitive online application with real-time status updates and mobile alerts. Applicants also benefit from a streamlined admissions process – they need only submit one set of documents while applying to multiple schools and programs.

Nursing schools and programs benefit from a simplified application process and have a dedicated support team available to answer questions and provide training. This support team processes and verifies high volumes of transcripts with speed and accuracy. Other important NursingCAS benefits to participating schools and programs are the availability of strategic admissions data, on-demand customizable reports, access to comparative data to benchmark against national statistics, and the ability to market program offerings and available seats to the applicant pool via email. NursingCAS provides a web-based tool, accessible online from any location by any user, and cloud capabilities help to avoid technology problems associated with IT-based software tools.

Finally, since most NursingCAS schools and programs experience an increase in application volumes, there are opportunities for growth based on increased program exposure through NursingCAS.

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