Plenary Session

AACN’s Business Officers of Nursing Schools (BONUS) Meeting
April 19, 2017
8:30 – 9:30 AM
Savannah, GA

Featured Speaker: Vince Gattuso, MBA, Director of Finance, Rush University College of Nursing, Chicago, IL

Caroline Allen,
NursingCAS Director, American Association of Colleges of Nursing

The Business Case for NursingCAS
AACN is the national membership organization for 800 nursing schools; providing public support for professional nursing education, research, and practice.

Liaison International provides the software, processing, and support to applicants and participating schools. Industry leader with 20 years of experience working with 25 different health profession.

NursingCAS partners with participating schools to provide an online application to students who wish to apply to that school’s programs and processes applications on their behalf.

Partnership
• Tuition-driven institutions
• Competitive environment
• Opportunity to engage a new application marketplace
• Provides the tools for a data-driven enrollment management approach.
• Ability to update leadership in real time.

Nursing-CAS Opportunities
NursingCAS is a Free Tool to Schools

Admissions team productivity increases. The ability to review more applications by less FTE.

Access to applicant data in a variety of formats and pre-loaded reporting fields.

Recruitment becomes a science.

Increased Program Exposure Operational Efficiency Applicant Satisfaction Admissions Committee Productivity Forecasting Ability

How NursingCAS Can Help
Facing a nursing shortage and a need for professionals to meet healthcare workforce demands

Environment

**Need**
The number of RNs needed will grow to 3.45 million by 2020, a 26% increase.

**Demand**
Colleges of Nursing can meet the need through Enrollment Management.
Role of Enrollment Management

- Well-defined strategies tailored to your specific needs as a school.
- The ability to plan enrollment via data from N-CAS.
- Dependable system for managing applicant data.
- Reliable method for managing communication.
- Efficient system for managing multiple application reviews.
A Centralized Application Service for prospective students to research and apply to associate degree, baccalaureate, master’s, and doctoral programs at participating nursing schools nationwide using one, online application for a nominal fee.

Powerful Admissions Software for staff to manage and analyze their applicant pool. Schools can have an unlimited number of users with customized access at no cost to the institution. Ongoing training and support is provided.

Integrated Administrative Services including the processing and management of transcripts, supporting materials, calculating GPAs, and providing applicant service and support.
Your Goals and NursingCAS

Rush College of Nursing is a:
• Top 20 school
• Located in Chicago
• US News 4th ranked DNP program

Our Goals:
1) Enroll the most qualified and diverse applicants locally and nationally
2) Reach enrollment targets through better forecasting

- Various reporting fields in NursingCAS allow the end user to organize applicants in a variety of ways, e.g., by GPA, interview score, ethnicity, etc., assisting schools to make decisions on applicants according to factors you deem most important.
- View in-progress applicants, extend deadlines, create announcements through NursingCAS newsletter to reach targets
Benefits to the School

- Increased national exposure – NursingCAS is more than just an application tool, it is a recruitment tool
- A no cost way for “hot prospects” to search and find your program
- Attracts out-of-state applicants to both online and on campus program offerings
- Excellent tool for relationship building, promote recruitment events with the nursingcas.org applicant calendar & newsletter
- Excellent program management capabilities for faculty and admissions staff (i.e., forecasting, extending deadlines, reaching targets)
- Better use of staff for other purposes (e.g., recruitment, expanding social media presence, updating and improving website)
Managing a Paperless Process

- Use NursingCAS WebAdMIT to manage **completely paperless** admissions process
- **File Sharing**
  - A variety of data fields are automatically loaded into Datatel Colleague
  - All official transcripts sent to NursingCAS as the official secure repository
- **Faculty and staff can interact in real time from anywhere** throughout the application process. Thus, applicant data collection and review becomes very streamlined yet the integration of different stakeholders dramatically increases.
- In sum, **less paper = less error**
- Helps to facilitate a holistic review
Strategies for Managing a Paperless Process

- Use of template communications provides real time customer service and information that an applicant will find helpful, i.e., applying for fin. aid.
- Interviews can be uploaded or done directly within WebAdmit; all applicant file notes and e-mails stored in WebAdmit.
- Create spreadsheets/scoring rubric for admissions committee and bring up files electronically in meeting. This also allows us to operate in a secure manner with respect to FERPA.
Applicants can search for programs using several search filters.
Program Exposure on the Application

Centralized sections collect information common to all programs.

Programs can collect custom information and documents in this section.

Real-time notifications and online status check.
For each program a school posts on NursingCAS applicants will find:

- A program homepage with descriptive and instructional text to guide applicants about admissions requirements, deadlines, start date, delivery, etc.
- Additional program-specific questions
- Requested or required documents
- Reference requirements
- Prerequisite coursework

The BSN or MSN to DNP leading to Specialty Certification curriculum builds on traditional clinical master’s programs by providing additional education in evidence-based practice, quality improvement, systems leadership and other content areas that will lead to improved clinical outcomes in complex systems. Nurse practitioners (NPs) are advanced practice nurses who work independently and collaboratively to diagnose and treat a wide variety of patients, from children to the elderly, in a broad range of settings. The Psychiatric-Mental Health NP (PMHNP) develops knowledge and skills in the behavioral and biological disciplines and applies their learning to the treatment of psychiatric disorders within individuals, families and groups. Emphasis is placed on the development of practitioners prepared to function autonomously in a variety of settings.

Rush University College of Nursing received top rankings in the 2017 edition of U.S. News & World Report’s “America’s Best Graduate Schools” survey. Among the nation’s 519 nursing colleges with graduate programs, Rush ranks #5 for DNP and #16 for master’s programs. The Psychiatric-Mental Health Nurse Practitioner program is ranked #2. The College of Nursing was ranked 11th in U.S. News’ 2016 Best Online Programs rankings.

[Click here to visit the Rush DNP Psychiatric-Mental Health NP program page.]

Upon receipt of your NursingCAS application, you will be asked to complete a brief Rush supplemental application. (Rush supplemental application fee is $35.)

Applicants will be evaluated on the following:
1. All calculated GPAs of 3.0 or higher (on a 4.0 scale).
2. GRE scores are required unless waived under one of the following conditions: a cumulative GPA of 3.25 or greater; a pre-licensure nursing GPA of 3.0 or greater; or a graduate GPA (of a completed degree) of 3.5 or greater.\(^a\)
3. Acceptable personal interview(s) with faculty.
4. Substantive answers to personal essay questions (questions included in Program Materials section).
5. Three professional letters of recommendation.
6. A resume or CV.

Information for applicants with foreign education:
1. All foreign institutions attended require course-by-course ECE, WES, or CGFNS transcript evaluation.
2. The TOEFL (Test of English as a Foreign Language) is required for applicants who are non-native speakers of English. This requirement may be waived if the applicant has completed a minimum of three years of higher education AND received their baccalaureate degree in the United States.\(^a\)

\(^a\) If required, GRE and TOEFL scores should be sent directly to Rush University. The school code for Rush is 3262.

We regret that we are unable to offer enrollment into our online programs to applicants who reside in following states: Louisiana and Tennessee.
Outreach

www.nursingcas.org

Chat With a Nursing Student Online

01/31/2017 7:00pm to 9:00pm
Central Standard Time

Rush University

Rush University College of Nursing cordially invites you to attend a web information session to speak with Emiliann Thomas, a current GEM student, to learn more about the Direct Entry Master’s (MSN) for Non-Nurses program from 7:00-8:00pm Central Standard Time.

https://rushellucareerrecruiter.com/Admissions/Pages/EventDetails.aspx?id=ff55ea45-ec0b-a651-4134-124495b2b4bf
2016 – 2017 Applicant Profile

Top 20 States of Residence:
CA, FL, TX, IL, OH, GA, MN, VA, CO, MI, OK, TN, OR, WI, WA, NY, NE, MD, HI, KY

Total # - 79,979
62,979 submitted applicants and 17,000 not yet submitted applicants
<table>
<thead>
<tr>
<th>Program Type</th>
<th>% on NCAS</th>
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</thead>
<tbody>
<tr>
<td>BSN</td>
<td>11.6%</td>
</tr>
<tr>
<td>RN to BSN</td>
<td>7.4%</td>
</tr>
<tr>
<td>Acc. 2nd BSN</td>
<td>5.4%</td>
</tr>
<tr>
<td>Master’s Entry</td>
<td>2.8%</td>
</tr>
<tr>
<td>Master’s</td>
<td>25%</td>
</tr>
<tr>
<td>DNP</td>
<td>23.5%</td>
</tr>
<tr>
<td>PhD</td>
<td>2.4%</td>
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</tbody>
</table>
Manage Admissions with NursingCAS

Applicant statuses, school defined admissions statuses, and onscreen activity channels to easily manage admissions cycles.

- Users/Access
- Local Statuses
- Document Access
- Queries
- Emails
- Tracking
- Calculating GPAs
- Interviews
- Online Review
- Scoring
- Decisions
- Lists, Reports, Exports
## Email Templates

<table>
<thead>
<tr>
<th>Subject: Deadline Quickly Approaching - One Month</th>
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Dear Applicant:

A gentle reminder - We are within ONE MONTH of the deadline for you to submit your application. To be considered for this upcoming deadline, you need to have all of the NursingCAS required documents, including your application, please contact NursingCAS customer service at (617) 612-2881.

Rush University only requires that the NursingCAS application is submitted by the deadline.

### Emails

- Clinical Nurse Leader (CNL) Interview
- Undelivered NursingCAS Application
- Rush University: Outstanding CV
- Rush University: Outstanding TOEFL
- Rush University: Outstanding RN License
- Rush University: Outstanding Personal Statement
- Outstanding TOEFL
- Outstanding Letters of Recommendation
- Outstanding GRE Scores
- Outstanding CV
- Outstanding RN License
- Outstanding Personal Statement
- Outstanding Supplemental Invite
- Missing documents
- Undelivered NursingCAS Application
- Invite for Interview - Genbook
- Invite for Interview - No Genbook
- CNL Interview Invite
- Deny for GEM
Online Review

Review applicant files online and set-up custom scoring rubrics based on your unique criteria.
Interface with Existing Systems
Create export files and reports with the data elements, applicants, and file format that your school needs to compare applicants or import into internal systems such as Datatel. Bulk export of documents, ability to set-up an API.

Transfer of data

WebAdMIT

Student Information Systems
(Banner, PeopleSoft, Datatel, and others)

Transfers are completed on:

Specified date + Specified time
Run Queries, Custom & Comparative Reports

What types of reports do you need to run?

- Rush used the NursingCAS data and the WebAdMIT software to complete the applicant portion of AACN’s annual survey. Created a report to answer US News & World Reports survey.

Who do you report to?

- Schools run reports for use with internal and external stakeholders (ex. accrediting bodies, grant funders)

What data do you need?

- You can run comparative reports that show your applicant data vs. the entire NursingCAS applicant pool data. And you can pull reports that only show data for your applicant pool.

<table>
<thead>
<tr>
<th>Gender</th>
<th>% of Applicants to NursingCAS</th>
<th>% of Applicants to Your Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>84.44%</td>
<td>89.24%</td>
</tr>
<tr>
<td>Male</td>
<td>15.56%</td>
<td>10.76%</td>
</tr>
</tbody>
</table>

Examples:

- Age
- Applications by track
- Applicants who applied to multiple schools
- Citizenship
- Countries of birth
- Coursework
- Degrees awarded
- Degrees expected
- Ethnicity
- Financial aid
- Gender
- GPAs
- Majors
- States of Residence
No Cost to Schools

- Visit the Cost Savings Calculator at www.mynursingcas.org/cost-savings-calculator

Minimal Cost to Applicants:

<table>
<thead>
<tr>
<th>Undergraduate Program Application Fee(s)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Program</td>
<td>$50.00</td>
</tr>
<tr>
<td>Each Additional Program</td>
<td>$35.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graduate Program Application Fee(s)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>First Program</td>
<td>$70.00</td>
</tr>
<tr>
<td>Each Additional Program</td>
<td>$40.00</td>
</tr>
</tbody>
</table>

Measure the Potential Financial Impact of Adopting NursingCAS
How would you calculate the overall cost to process one application for any of your programs?

Have you considered how much time, money, and energy your staff spends on processing applications to your schools’ nursing programs each admissions cycle? NursingCAS helps you cut costs and reduce staff time by managing:

<table>
<thead>
<tr>
<th>Administrative</th>
<th>Opening Mail, Postage, Processing Documents, Filing, Data Entry, Copies, Printing, Answering Calls and Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrollment</td>
<td>Calculating GPAs, Quality Control, Preparing Reports, Notifying of Candidates</td>
</tr>
<tr>
<td>Temporary Help</td>
<td>Helping with Administrative Tasks during busy times such as Answering Phones and Opening Mail</td>
</tr>
</tbody>
</table>
How to Partner with NursingCAS

- Identify stakeholders: Dean or Chair, Faculty, Admissions Office, Registrar’s Office, Advisors, IT, Institutional Research and Planning, Legal
- Leadership approval
- Determine program set-up needs
- On-boarding
- Training

*Although participation in NursingCAS is non-binding, you may want to consult with your legal or contracts department*

NursingCAS staff can help with stakeholder engagement
Onboarding Steps

Step 1: Submit the NursingCAS Enrollment Form

Step 2: Attend 2 Training Webinars on NursingCAS and WebAdMIT

Step 3: Complete Program Set-up on NursingCAS

Step 4: Update your Website to include information about NursingCAS

Step 5: Open Programs on the NursingCAS application

Reminder: NursingCAS is free to schools. Applicants pay a nominal fee to use the service.
Audience Q&A
More Information

- Attend an Upcoming Webinar or Event
- Schedule a Call
- Visit the following site for more information:
  - www.mynursingcas.org
  - www.mynursingcas.org/join

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