Survival Skills for Admissions Professionals

Carolyn Chow, MA
Director of Admissions and Multicultural Student Affairs
University of Washington

Carol Ladden, RN, MSN
Director Graduate Enrollment
University of Pennsylvania Nursing

Adrian Acosta
Program Assistant
University of Washington
How long have you been in your current role?

- 0-2 years: 10%
- 3-5 years: 20%
- 6-10 years: 25%
- 11-15 years: 15%
- 15+ years: 30%

Has your role changed at your School/College?

- Yes: 89%
- No: 11%
Areas of Responsibility

Number of staff who work specifically for admissions
**Recruitment Budget Average Score**

<table>
<thead>
<tr>
<th>Budget</th>
<th>Dedicated</th>
<th>In-House</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $5,000</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>$5,000-$10,000</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>$10,000-$20,000</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>$20,000-$40,000</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>$40,000+</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>

Scoring Guide
- $5,000 = 1pt
- $5,000 - $10,000 = 2pt
- $10,000-$20,000 = 3pt
- $20,000 - $40,000 = 4pt
- $40,000+ = 5pt

Dedicated Marketing = 3.5
In-House Marketing = 3.46

**Allocation of Recruitment Funds**

- New Dean: 70%
- Other: 30%

**Significant Changes in Leadership/Governance**

- New Dean: 10%
- Other: 70%
Major Changes in what Applicants want

What applicants also want:

- Flexibility
- Convenience
- Faster tracks/programs
- Some really DON'T want distance or hybrid
- Nursing education research
Strategies for increased volume of applications

- Eight Schools have implemented Nursing CAS
- Four Schools have added an Admissions Counselor or other staff
- No interviews
- Increased non-refundable deposit
- Transparency of process

Have your program offerings changed?

New programs added in last 3-5 years
Most Stressful Elements of your job

- Workload
- Changes
- Admissions
- Budget
- Leadership

And you thought there was stress in your life!
Most Stressful Elements of your job

- 24 (63%) indicated **Workload** as being most stressful.
  - "Expanding programs with minimal staff."
  - "Not enough time in the day to get everything done..."
  - "The ever-growing expectation to do more with less resource."
  - "Too many tasks to accomplish, not enough time."
- 4 (10%) state **Program Changes** add to the stress
  - "Keeping current with program curriculum and admissions changes"
- Other common responses include **Admissions, Budget, and Leadership/Management**

Best aspects of your job!

- Students (44)
- Variety (28)
- Improve Nursing Workforce (20)
Best aspects of your job

- 28 (80%) responded stating Students were the best aspect of their job.
  - "Working directly with each student from the time of admissions all the way through graduation."
  - "I love working with students and helping them to achieve their goals."
  - "Opportunities to witness student success."
- 4 (11%) enjoy the variety of the job.
  - "No two days are exactly the same!"
  - "Always new things to learn."
- 4 (11%) stated improving the Nursing Workforce
  - Growing our nursing workforce with smart, competent, dedicated, and caring nurses.
- Other responses include: co-workers, the challenging environment, and the satisfaction of a job well done.

Validation

- Workload is never going to go away
- The landscape is always going to change because healthcare is changing
- Admissions—we have to be innovative in balancing nursing education needs with what students want
- Limited budget
- Changing leadership
Top Survival Strategies

• Taking vacations and breaks, long-term and short-term
• Time management and prioritizing
• Attitude—“There are no emergencies in academia.”
More Survival Strategies

• Use Outlook and stick to it!
• Hire the right people
• Networking with fellow GNAP members!
• Identify the real goals, not the daily crisis issues
• Get key people on the same page when it comes to goal-setting
• Surround yourself with creative, motivated people
• Make sure your boss and your boss’s boss has your back
• Humor
• Prayer
Proven Survival Strategies

• Remind yourself that you are amazing
• There are no emergencies in academia
• People have survived for years in our roles
• Post the handout in your office to remind yourself you’re not alone and you have colleagues who are in the same boat.
• Try a survival strategy that is new to you!

THANK YOU and GOOD LUCK!

Contact us with any questions:

Carolyn Chow  egg@uw.edu
Carol Ladden  ladden@nursing.upenn.edu
Adrian Acosta  acosta4@uw.edu
Do The Survey!

https://catalyst.uw.edu/webq/survey/acosta4/228563