

W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

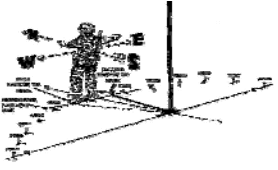
Penn
Nursing Science

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



W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science


The Changing Landscape of Healthcare



W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

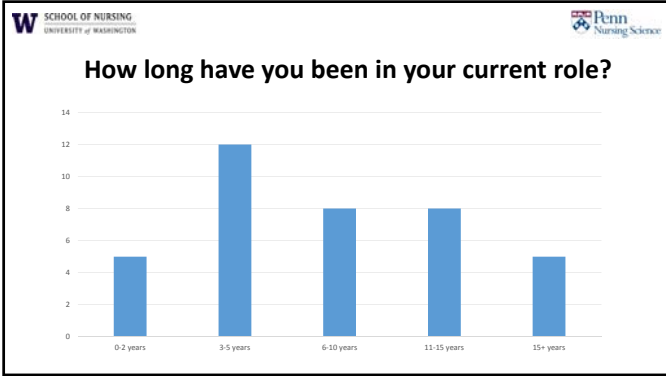
Penn
Nursing Science

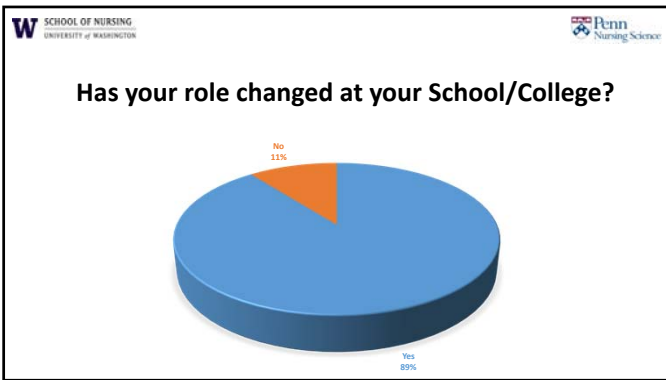
THE ULTIMATE GUIDE TO GETTING INTO NURSING SCHOOL

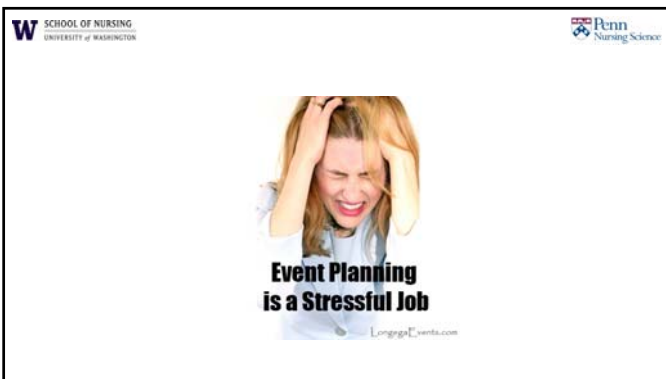


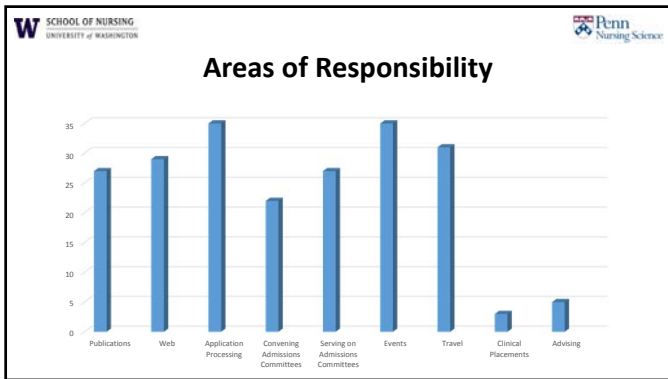
- Select the right school
- Complete a nursing application
- Benefit from insider advice
- Succeed once you've accepted
- Be certain you're on the right career path

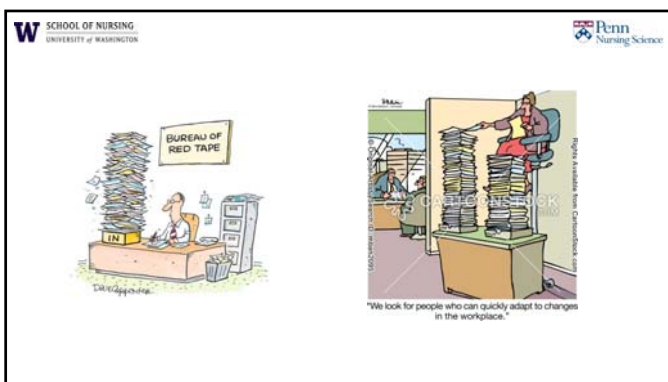
Genevieve E. Chandler, RN, PhD

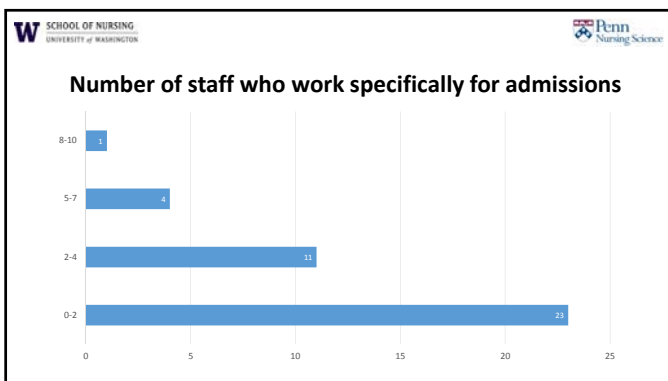


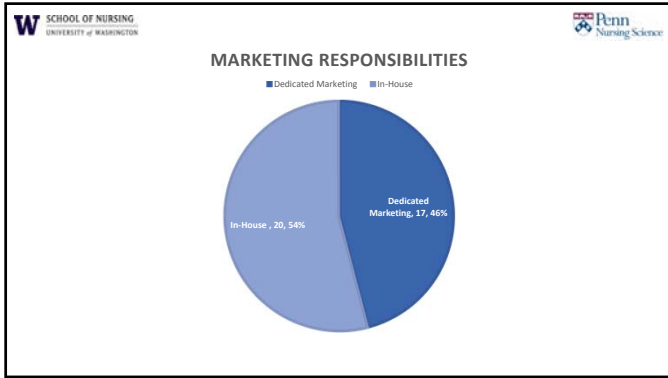


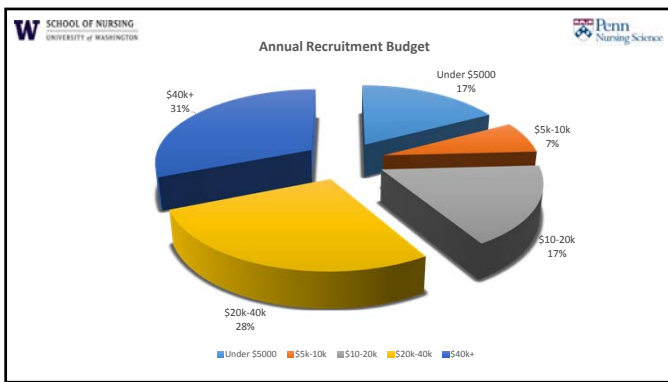


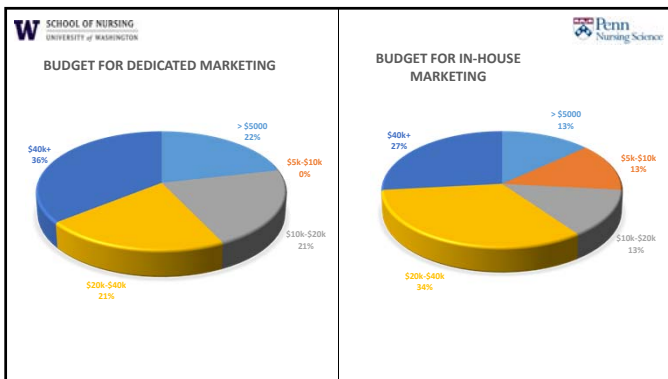












W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science

Recruitment Budget Average Score

Budget	Responses	
	Dedicated	In-House
Under \$5,000	5	2
\$5,000-\$10,000	0	2
\$10,000 - \$20,000	3	2
\$20,000 - \$40,000	3	5
\$40,000+	5	4

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

W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science

ALLOCATION OF RECRUITMENT FUNDS

■ Dean/Associate Dean ■ Other

Category	Percentage
Dean/Associate Dean	49%
Other	51%

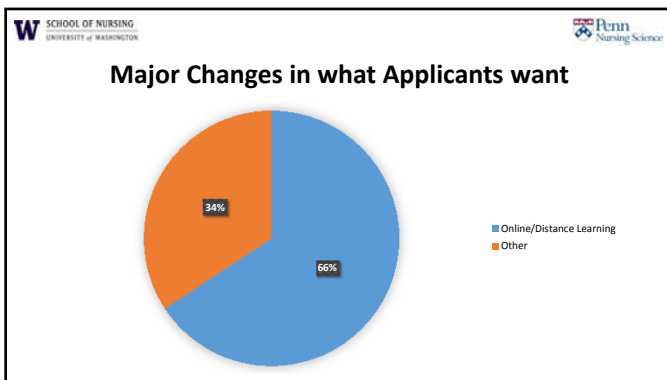
W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science

Significant Changes in Leadership/Governance

Category	Percentage
New Dean	70%
Other	30%





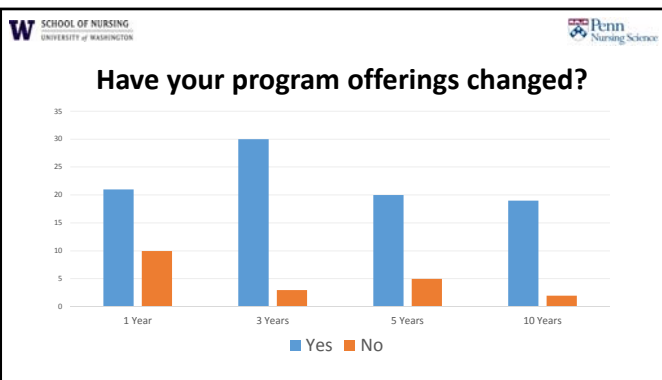
- W SCHOOL OF NURSING UNIVERSITY OF WASHINGTON Penn Nursing Science
- What applicants also want:
- Flexibility
 - Convenience
 - Faster tracks/programs
 - Some really DON'T want distance or hybrid
 - Nursing education research

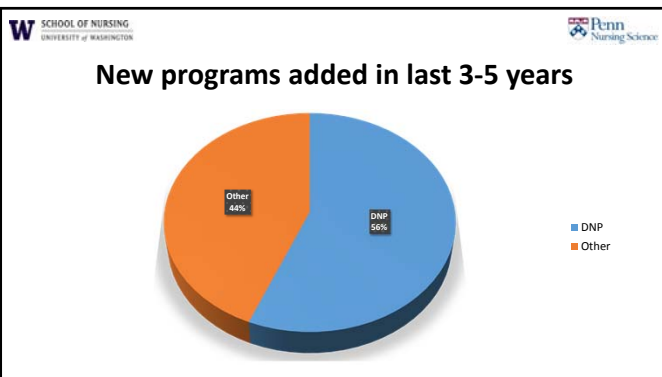
W SCHOOL OF NURSING
UNIVERSITY of WASHINGTON

Penn
Nursing Science

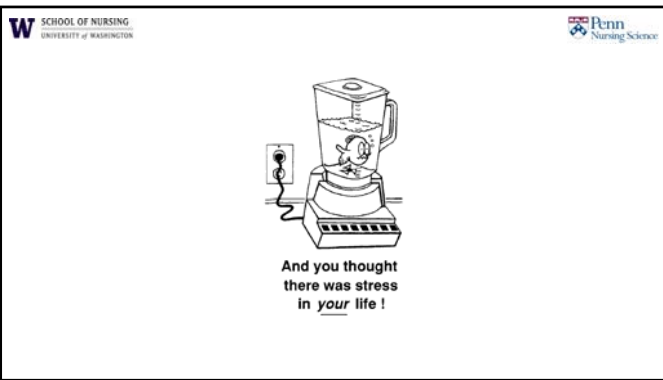
Strategies for increased volume of applications

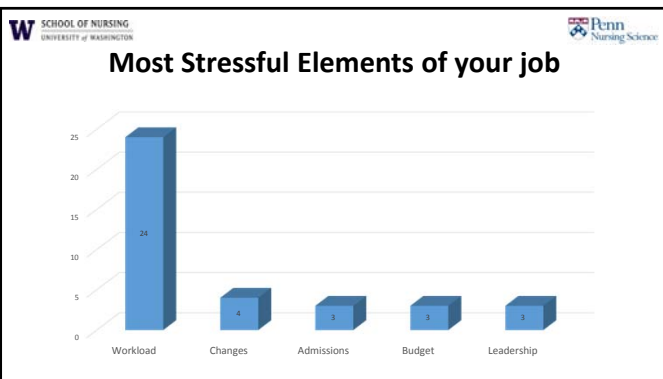
- Eight Schools have implemented Nursing CAS
- Four Schools have added an Admissions Counselor or other staff
- No interviews
- Increased non-refundable deposit
- Transparency of process



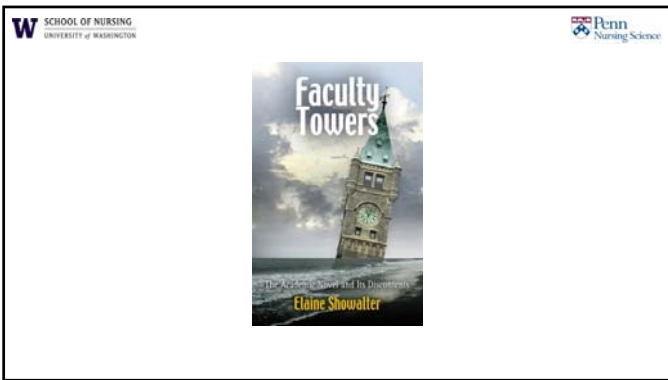














W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON


Penn
Nursing Science

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**

W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

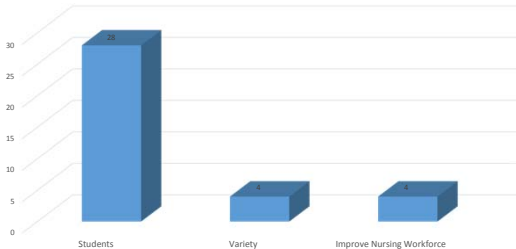
Penn
Nursing Science



W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science

Best aspects of your job!



Aspect	Count
Students	28
Variety	7
Improve Nursing Workforce	7

W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science

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**

W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science

Overwhelmed...?

Burned-out...?

...Miserable?

Could you possibly be stuck in the depths of Jekyll and Hyde Nursing?



W SCHOOL OF NURSING
UNIVERSITY OF WASHINGTON

Penn
Nursing Science

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."

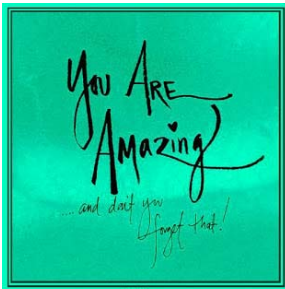


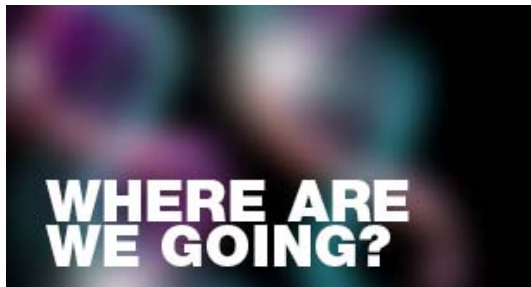


"Look, I've got a really BUSY day planned. I just don't have time for a complete shutdown of my belief system!"

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





W SCHOOL OF NURSING
UNIVERSITY of WASHINGTON

Penn
Nursing Science

THE FUTURE OF NURSING



THE FUTURE OF HEALTH CARE

W SCHOOL OF NURSING
UNIVERSITY of WASHINGTON

Penn
Nursing Science

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!

W SCHOOL OF NURSING
UNIVERSITY of WASHINGTON

Penn
Nursing Science

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>
