“Nuts & Bolts”
...for the new or nearly new graduate nursing recruiter

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Graduate Nurse Recruiting

- One person or a staff
- Faculty, staff – one hat, many hats
  - Advising
  - Undergraduate services
  - Teaching
  - What else?
- Pragmatics often determine practice
Fundamentals

Fundamentals to which all programs aspire:

- Recruitment plan
- WEB Site
- Communication flow, tracking
- Application system – online and/or paper
- Fair and systematic criteria
- Expeditious decision making
- Follow through to enrollment
- Assessment
Resources

- National Association of Graduate Admissions Professional (NAGAP) - http://www.nagap.org/
- Commission on Graduates of Foreign Nursing Schools (CGFNS) - http://cgfns.org/
- National Association of International Educators - http://www.nafsa.org/
Recruitment Plan

Who sets the goals for recruitment?
Do you have a role in that process?
Is it well articulated?
Is it well understood at your school and well supported?
Are there outside constituencies?
Is it flexible – things always change?
Is it reasonable?
The single most common method for students to learn about grad schools is the web.
Can you influence the WEB site?
Is it serving recruitment? How do you know?
Does it allow for automatic inquiries?
Can students apply directly?
It is never done! Become friends with your webmaster.
Brochures

- WEB is primary – but brochures are still needed
- Attractive, accurate, appealing, affordable
- Photos are great – but expensive
- Get expert help if possible
- Be more general and refer to WEB
- Keep travel in mind – someone has to carry it
Travel

- Grad Fairs, Professional Meetings, Student Conventions – $, $, $
- Flying the Flag sometimes is necessary
- Budget – brochures, banners, displays, giveaways, fees, travel,
- TIME
- Assess your attendance and success
National Search Sites

- Allnursingschools.com
- Gradschools.com
- Petersons.com
- PrincetonReview.com

- Are these all effective for Nursing?
- Big expense
- How do you know if it works?
- Must you subscribe?
- What if you can’t? Work with webmaster for keyword formatting
Inquiries

- Building the pool is hard and endless work
- What do you do with calls, emails, table visits?
- Communication flow chart – who will respond to each with what?
- Devise a follow up system
- Personalized responses still matter
- Very time consuming – most agree 3 TOUCHES are ideal
Prospective Student Databases
Communicating with Technology

- List-servs
- Online chats
- Blogs (i.e. Wordpress)
- Virtual Open Houses/Info Sessions
- Text Messaging
- Social Networks – Facebook, Twitter, LinkedIn
- What else? Ask GNAP colleagues and test your market.
Leveraging Resources

- Bring technology to the table
  - Travel with tools so that you can capture and display information on the go
  - Showcase what your program has to offer, both modern and traditional
  - Explore simple applications and software – what you use does not have to be complicated!
Online Communication Plan

- Capture student information
- Have a strategic plan for electronic communication
  - Hobsons
  - Email Marketing Services
  - Online registration software
- Personalize the message
- Be creative and interactive
Email Campaigns

- Automated messaging at various points throughout the prospective phase/admission cycle
- Quick response upon expression of interest
- Include messages from different parties (i.e. administrators, program directors)
- Easy access to relevant information
- Promote other avenues of contact (i.e. social media)
Social Media

- Why use social media?
  - Capture a broad/diverse audience
  - Meet students where they are
  - Develop unique connections
- Pages/groups can be both college-wide and population specific
- Know your audience; which tool is better?
- Use for both prospective and current students
- Take advantage of social media initiatives your school already has
Diversity

- Does your school have ambitions for a diverse student enrollment?
- Do you have a plan to attract diverse students?
- Diverse recruiters help – faculty, students, alumni
- What are the legal issues that might be involved?
International Students

- Use your institutional support and expertise
- Move as quickly as possible
- Requires special and continuous attention
- Credentials – WES and others, in house, CGFNS
- TOEFL, IELTS, NACES
Application System:
online – perhaps paper

- Application systems can be centralized or unique to a school
- Make the system work for you
- Fully Electronic is best – required fields, report generating, user friendly, “epay”; homegrown or commercial – eg. Apply Yourself
- If still using paper – become efficient and consider how to encourage the “computer averse”
- Sharing the information with faculty committees
Fair and Systematic Criteria

- Is the selection criteria available to applicants?
- Fair, consistent, comprehensive – one criterion should never decide
- Transcripts, GREs, References, RN license, Personal Statements, Experience, Interviews………..
- Candor with applicants
- How much to say in a rejection letter
Legal Expertise

- FERPA – does not apply to applicants
- Privacy
- Retaining records – what – how long
- Affirmative Action
- Campus Legal Resource
Financial Aid

- Is it your role or faculty?
- Make it work for you
- Detailed and prominent – WEB, brochure, application – CGS April 15 deadline
- What are your resources?
- Identify state and national sources
- Employers
- Full vs. Part Time study
- Make the cost feel manageable to the student
Expeditious Decision Making

- Applicants are waiting
- Applicants to multiple schools are favorably disposed to the first responding school – especially international students
- Keep them posted on their application status
- Email the offer followed by a letter
- On-line system notations
- Congratulatory phone calls can be very effective
Follow through to Enrollment

- Gestation for graduate nursing students – 9 months to 3 years
- Deadlines to accept offer
- Deposits
- Follow up emails:
  - Congratulations
  - Next Steps, newsletters, reminders
  - Financial Aid; Registration; Orientation
Assessment

- Take stock right after the semester starts – good idea, but always hard to get to
- Ideally – focus group or surveys – factors for choosing your school
- Did you meet your targets – size of class, quality of class, right mix
- How stressful was it?
OK – What about the real world?

- Know your programs
- Know your target population
- Assess past records for success and flops
- If you cannot do anything else then –
  - Have a publicity plan – especially on the WEB
  - Respond to inquiries; move to application
- Talk to your GNAP colleagues
- Make a cogent case for needed resources. An articulate proposal is essential.
Questions?
Tips to Share?