



School of Nursing

THE GEORGE WASHINGTON UNIVERSITY

# Growing your Own: A Strategy for Increasing Graduate Program Enrollment

Jennifer Hayes-Klosteridis &  
Anthony Spatola

GNAP April 3, 2018

# Introductions

Jennifer Hayes-Klosteridis

*Assistant Dean for Student Affairs*



Anthony Spatola

*Director of Enrollment Management*



# Presentation Overview



- GW Overview
- Philosophy
- Barriers and Solutions
- Outcomes
- Discussion



# GW Nursing

Located in Washington, DC and Ashburn, VA

- Offer ABSN, RN to BSN, RN to MSN, certificates, MSN, and DNP
- ABSN cohorts of 130 in fall and spring
- ABSN cohort of 50 in summer
- ~450 MSN enrollment



## Our Philosophical Outlook

- Identify and remove barriers to entry
- Partnership with faculty and academic leaders
- Embrace 'Student First' culture



# Barriers and Solutions

## Barriers

1. Cost of attendance
2. Lengthy application process
3. Lack of awareness among students
4. Time to Completion

## Solution

1. Grad2Grad discount (10%)
2. Remove app fee, expedite application review and extended deadlines
3. Partner with faculty to promote grad opportunities
4. Double count 12 credits

# Outcomes

GW ABSN Directly to GW MSN

Year	Applications	Matriculations
2016	2	
2017	5	
2018	14	

GW ABSN Returning to GW MSN

Year	Applications	Matriculations
2016	21	
2017	36	
2018	41	

# Thank you!

Jennifer Hayes-Klosteridis  
jhkloste3@gwu.edu

Anthony Spatola  
aspatola@gwu.edu

School of Nursing

---

THE GEORGE WASHINGTON UNIVERSITY

---

*nursing.gwu.edu*