Welcome to the 2018 Graduate Nursing Admissions Professionals Conference!

“KEEPING TEMPO WITH CHANGE
IN GRADUATE NURSING ADMISSIONS”
NUTS and BOLTS

An introduction to:

- GNAP
- Nursing Education
- Graduate Admissions
- GNAP Conference
About GNAP
Graduate Nursing Admissions Professionals

2001
• The Ohio State University starts an informal educational and information sharing organization for higher education professionals involved in recruiting graduate students to nursing programs.

2006
• Recognized as an official AACN Network group (one of seven).
• Begins meeting annually in conjunction with the NSNA Annual Convention.

First time attendees?
About AACN
American Association of Colleges of Nursing

- AACN serves as the national voice for America’s baccalaureate and higher-degree nursing education
- AACN strives to be the driving force for innovation and excellence in nursing education. A great resource for white papers, reports, nursing education and nursing news as well as survey results and data for market research
- Current Initiatives:
  - Diversity in Nursing
  - Holistic Admissions (Tool Kit)
  - Changing Roles for nurse faculty (Professoriate Position Statement)
  - The future of AACN (Futures Task Force)
GNAP Mission

To foster and enhance recruitment, admissions and marketing communication in nursing education.

Share:

• Expertise
• Technical Skills
• Experiences
“Keeping Tempo with Change”

- Nursing
- Nursing Schools
- Nursing Programs
- Nursing Admissions (that’s us!)
- GNAP
Introductions

About Me

Jordan Burner

4 years working in admissions and recruitment

1.5 years working specifically in nursing admissions.

My mom is a nurse and has been for the last 43 years.

I’m keeping tempo with change because…

Demands are changing | Collaborating with colleagues | Nursing Ed is always changing
Introductions

About Me

Melissa Fruscione

15 years working in graduate admissions and recruitment

3.5 years working in nursing admissions

My parents are both retired teachers and instilled in me a love of learning and education.

I’m keeping tempo with change because…

I love to learn new skills | Connects me with colleagues and students | Necessity!
Purpose of the Presentation

Provide an introduction to:

- Graduate Nursing Education History and its Current State
- Admissions 101
- Professional Resources
Today’s Objective

• Lay a foundation for our 2018 conference sessions
• Provide recognition for how nursing, nursing education, GNAP and our profession is growing.
• Encourage thoughtful consideration about the future of GNAP. What is next?
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Graduate Education in Nursing History and Current State
“So never lose an opportunity of urging a practical beginning, however small, for it is wonderful how often in such matters the mustard-seed germinates and roots itself.”

-Florence Nightingale
# Historical Overview of Graduate Nursing Education

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tbody>
<tr>
<td>1860</td>
<td>Nightingale established St. Thomas' Hospital and the Nightingale Training School for Nurses.</td>
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<tr>
<td>1909</td>
<td>Teachers College at Columbia starts first Doctor of Education (EdD) program with a nursing specialization – focused on teaching and administration.</td>
</tr>
<tr>
<td>Pre-WWII</td>
<td>Postgraduate internships allowed nurses to develop specialties in areas such as pediatrics, infection control, midwifery, anesthetics, plus training in nursing supervision, administration and education. To get a master’s degree, nurses needed to pursue other fields such as in psychology or sociology available</td>
</tr>
<tr>
<td>Post-WWII</td>
<td>First <strong>nursing</strong> graduate program at Rutgers University. Master in Psychiatric Nursing. Other programs follow. (1955) First Nurse Practitioner certificate program -- University of Colorado. (1965)</td>
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Historical Overview of Graduate Nursing Education

• 1969
  AACN established as the collective voice for academic nursing. Began serving as the catalyst for excellence and innovation in nursing education, research, and practice.

• 1970-80’s
  By 1980s, there were over 257 titles for master degrees in nursing and there are multiple types of doctoral degrees for nurses: DNSc, DNS, DSN, and ND (practice-focused) plus the research-focused PhD.
  Era of confusion and call for reform of graduate nursing education.

• 1990’s
  Calls for standard guidelines for advanced practice nursing including accreditation, curriculum and examination requirements.
  Calls for content and learning experiences in higher degree nursing curriculum to be revamped to reflect competencies need by nurses of the future.
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<td>2004</td>
<td>Call for advanced nursing practice to move from the master’s degree to the doctorate-level (DNP).</td>
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<tr>
<td>2006</td>
<td>New advanced generalist role introduced (CNL). By 2007, 5 colleges and universities accepted students into Master’s programs to prepare as Clinical Nurse Leaders.</td>
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<tr>
<td>2008</td>
<td>IOM Future of Nursing reports calls for schools of nursing to double the number of nurses with doctorate degrees by 2020. The Consensus Model for APRNs provided education guidelines for advanced practice nurses.</td>
</tr>
<tr>
<td>2016</td>
<td>Manatt report calls for changes in the roles and vision for nursing faculty. Calls for increased attention to preparing professional nurses to lead change and transform health care.</td>
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Today

• By 2020, the Bureau of Labor Statistics projects that more than 1.2 million additional RNs will be needed to work in acute care hospitals, long-term care facilities, community health centers, nursing schools, and other areas.

• “Working together will facilitate the unity of nursing education programs and advance opportunities for academic progression, which may include seamless transition into associate, baccalaureate, master's and doctoral programs. Collectively, we agree that every nursing student and nurse should have access to additional nursing education, and we stand ready to work together to ensure that nurses have the support needed to take the next step in their education.”
Current Degrees in Graduate Nursing Education

- **Specializations:** Forensics, Genetics, Informatics, Public Health
- **Leadership:** Administration, Education, Care Coordination, Leadership, Health Systems Management
- **Clinical Nurse Leader:** Advanced Generalist
- **Entry to Nursing**

- Nurse Practitioner
- Nurse Anesthetists
- Nurse Midwife
- Clinical Nurse Specialist

- **APRN-MSN**
- **APRN-DNP**

- **PHD**
  - Research-focused doctorate

- **DNP**
  - Practice-focused doctorate
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ADMISSIONS 101
WHO WE ARE – WHAT WE DO

MARKETING  RECRUITMENT  APPLICATION MANAGEMENT

ENROLLMENT MANAGEMENT
Factors that Influence How We Do Our Jobs

• Staffing
• Enrollment Priorities
• Strategic Planning
• Budget
Brand Awareness vs. Lead Generation

MARKETING 101

• Market Research and Branding
  • Demographics | Competitors | Brand Guidelines

• Print
  • Displays | Advertising | Flyers

• Digital
  • Website | Social Media | Advertising (Print and Digital) | Video | National Search Sites

RECRUITMENT 101

• Recruitment Events
  • Scheduling | Promo Items/Raffles | Travel Management

• Prospective Development
  • Direct Mail | Social Media | Ambassadors | Email Blasts | Texting | Virtual Open Houses

• Recruitment Partnerships
  • Alumni | Health Systems | Nurse Organizations | Other Nursing Schools
Measuring Return on Investment
Data Driven Decisions

- Determine metrics before marketing or recruitment campaigns
  - What are you measuring?
  - What is success (web traffic, leads, enrolled students, etc.)?
- Create tracking measures
  - Unique URL’s
  - Campaign codes tags on request information forms
  - QR codes
  - Google analytics
- Establish clear, consistent, and easy budget tracking
- Create field in CRM or SIS to track campaigns long term
Marketing & Recruiting Tips and Discussion

• What works?
• What doesn’t?
• Any advice?
Enrollment Management is a term that is used frequently in higher education to describe well-planned strategies and tactics to shape the enrollment of an institution and meet established goals. Strategies and tactics are informed by collection, analysis, and use of data to project successful outcomes.
Application Management

1. Acquire/Receive Inquiry
2. Inquiry Management
3. Communication Plans
4. Application Processing
5. Application Review Process
6. Accepted/Yield Management
7. Orientation
8. Enrolled
9. Retention!
Modeling

- Clean data is essential
- Historical institution data
  - 3 to 5 years
- National data in real time vs. historical
  - Model your institution’s expected market share and enrollment
- Predict numbers needed at each funnel stage to hit enrollment goals
- May be able to predict adjustments to improve yield
Application Management Tips and Discussion

• What works?
• What doesn’t?
• Any advice?
NUTS and BOLTS

Resources

- Technology
- Professional Development
- People
Technology Resources

1. Admissions Database and Reporting Tools
2. Calendaring Tools
3. Project Management Tools
4. Design Software (photo and video editing)
5. Email Campaign Management
Favorite Technology Tool

• What are you all loving at this time?
• What makes your life easier?
People Resources

• School of Nursing
  • Faculty | Staff | Students

• University Colleagues
  • Marketing and Communications | Admissions | Graduate College | Info/Technology Services

• Nurses
  • Alumni | Nurse Leaders | Organization Contacts | Hospital Contacts

• Professional Colleagues
  • NAGAP | NACADA | GNAP
Relationships that Matter

• Who are some people that are vital to your work success?
• Who did you not expect to be important to your role that is?
Professional Development

• Nursing
  • Nursing School Websites | Nursing Organization Newsletters | State Nursing Magazines | Pew Charitable Trusts | Institute of Medicine | Robert Wood Johnson Foundation

• Higher Education
  • Chronicle of Higher Education | Inside Higher Ed | Books

• Professional Development
  • Webinars and Tutorials – YouTube | Leadership Development | GNAP & AACN presentations/reports
Tips for Professional Development

• What do you think is important?
Personal Development

1. Health
2. Hobbies
3. Passions
NUTS and BOLTS

Conclusion:
How to get the most out of the GNAP conference
Attend the Sessions!

- Joanne Thomas
  - A Holistic Approach to Managing Change

- Kristi Lehmer MBA, Zachary Nichols MEd, Ashley Thomas, Helen Jone-Toms
  - Building a Master Communication Plan

- Joan Stanley, PhD, RN
  - AACN Annual State of Graduate Nursing Education Report

- Chris Wilson, MSN, RN-BC
  - Guiding the Professional Development of Nurses
Attend the Sessions!

• New! Café Sessions!
  • Facilitated sessions and activities to explore current trends, discuss challenges, and share marketing, recruitment, and admissions ideas

• Marketing in a Digital World - Social Media | Marketing in a Digital World – Website Optimization | Marketing in a Digital World – Online Advertising | Accept or Deny? | Recruitment Challenges – Doctoral Programs | Recruitment Challenges – APRN Programs | Recruitment Challenges – MSN Programs | How Admission Professionals can help bring Diversity, Equity and Inclusion in Nursing | Before you Communicate: Make a Plan

• New! Power Presentations!
  • Ted Talk style presentations on incorporating alumni into recruitment practices, the power of mini interviews in achieving a holistic admissions review process, and an overview of maintaining and tracking compliance with State Boards of Nursing

• Panel Discussion: Strategies for Recruiting Men to Graduate Nursing Programs
Network and Engage!

- Optional Networking Dinners
- GNAP Fun Walk

Be Bold
Ask Questions
Share your Ideas
Offer Feedback
Ask for Advice
Share your Challenges
Be a Mentor

Attend Networking Dinners
Meet up for coffee or a meal during NSNA or recruitment events
Track who you meet
Follow up with call, text, thank you card
Follow on Social Media

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Volunteer for a 2018-2019 Committee

- Steering
- Conference Program
- Hospitality
- Communications
- Sponsorships
- Awards
Start thinking about being a presenter for next year!

- Share your Marketing Expertise
- Introduce new Technology
- Present Innovations in Recruitment
- Report on Successful Partnerships
- Teach Management and Leadership Skills
THANK YOU!!!!!!

• Jordan Burner: Point Loma Nazarene University
  • jburner@pointloma.edu
• Melissa Fruscione: Saint Mary’s College
  • mfruscione@saintmarys.edu
Higher Education

- NACADA: An association of professional advisors, counselors, faculty, administrators, and students working to enhance the educational development of students. https://www.nacada.ksu.edu/

- NAGAP: Association for Graduate Enrollment Management is devoted exclusively to the concerns of individuals working in the graduate enrollment management environment. http://www.nagap.org/

- NAP: Nursing Advancement Professionals (AACN) http://www.aacn.nche.edu/networks/nap

- INSIDE HIGHER ED https://www.insidehighered.com/

- CHRONICLE OF HIGHER EDUCATION http://www.chronicle.com/

- UNIVERSITY BUSINESS MAGAZINE https://www.universitybusiness.com/

Nursing Organizations

- (NLN) National League for Nurses http://www.nln.org/
- (AANP) American Association of Nurse Practitioners https://www.aanp.org/
- (AANA) American Assoc of Nurse Anesthetists http://www.aana.com/Pages/default.aspx
- (AANP) American Association of Nurse Practitioners https://www.aanp.org/
- (ANCC) American Nurses Credentialing Center http://www.nursecredentialing.org/Certification.aspx
- (NACPM) National Association of Certified Professional Midwives http://nacpm.org/
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- (NLN) National League for Nurses http://www.nln.org/
- (AANP) American Association of Nurse Practitioners https://www.aanp.org/
- (AANA) American Assoc of Nurse Anesthetists http://www.aana.com/Pages/default.aspx
- (AANP) American Association of Nurse Practitioners https://www.aanp.org/
- (ANCC) American Nurses Credentialing Center http://www.nursecredentialing.org/Certification.aspx
- (NACPM) National Association of Certified Professional Midwives http://nacpm.org/
Nursing Education Reports

- View Current AACN Initiatives: http://www.aacn.nche.edu/leading-initiatives


- 2016 DNP Fact Sheet
  - http://www.aacn.nche.edu/media-relations/fact-sheets/dnp

- 2015: AACN Futures Task Force: Define efforts and focus for AACN.

- 2015: Rand Study on The DNP by 2015
  - http://www.rand.org/pubs/research_reports/RR730.html
Nursing Education Reports

- 2013 The Case for Academic Progression: Why Nurses Should Advance Their Education and the Strategies that Make this Feasible

- 2013: Impact of the Clinical Nurse Specialist Role on the Costs and Quality of Health Care

- 2011 The Essentials of Master's Education in Nursing

- 2010 The Future of Nursing | Focus on Education

- 2010 Institute of Medicine - The Future of Nursing: Leading Change, Advancing Health
Nursing Education Reports

- 2008 APRN Consensus Model
  - http://www.nursingworld.org/consensusmodel


- 2006 The Essentials of Doctoral Education for Advanced Nursing Practice

- 2004: AACN Position Statement on the Practice Doctorate in Nursing

- 1999: To Err is Human: Building a Safer Health System
  - http://www.nationalacademies.org/hmd/~/media/Files/Report%20Files/1999/To-Err-is-Human/To%20Err%20is%20Human%201999%20report%20brief.pdf

  - https://healthforce.ucsf.edu/publications/recreating-health-professional-practice-new-century
Nursing Accreditation Organizations

- ACEN: Accreditation Commission for Education in Nursing
  - http://www.acenursing.org/

- CCNE: Commission on Collegiate Nursing Education
  - http://www.aacn.nche.edu/ccne-accreditation

Graduate Nursing and Careers

- AACN’s “Your Guide to Graduate Nursing Programs”
  - www.aacn.nche.edu/publications/brochures/GradStudentsBrochure.pdf

- NSNA’s Career Planning Guide

- NursingCAS (Centralized Application Service)
  - http://www.nursingcas.org/
Nursing History

- Nursing Education: Past, Present, Future (Chapter 2)
  http://www.jblearning.com/samples/0763752258/52258_CH02_Roux.pdf
- American Association for the History of Nursing
  https://www.aahn.org/
- History of Nursing Education: In Our Past, Lies Our Future
  http://www.nursingeducationhistory.org/
- The History of Nursing
  http://www.nursingschoolhub.com/history-nursing/
- 2015: Historical Perspectives on an Expanded Role for Nursing, Arlene W. Keeling
- 2012: History lesson: Nursing education has evolved over the decades
  https://www.nurse.com/blog/2012/11/12/history-lesson-nursing-education-has-evolved-over-the-decades-2/
- Florence Nightingale Bio
  https://www.biography.com/people/florence-nightingale-9423539
Nursing History

• 2012: History lesson: Nursing education has evolved over the decades
https://www.nurse.com/blog/2012/11/12/history-lesson-nursing-education-has-evolved-over-the-decades-2/

• 2003: Health Professions Education: A Bridge to Quality.
Institute of Medicine (US) Committee on the Health Professions Education Summit; Greiner AC, Knebel E, editors. Washington (DC): National Academies Press (US); 2003.
Today

• Joint Statement on Academic Progression for Nursing Students and Graduates

GNAP Resources

• Prior Conference Presentations
  http://www.aacn.nche.edu/networks/gnap/presentations

• GNAP: Network site
  http://www.aacn.nche.edu/networks/gnap/home