SESSION OBJECTIVES

- National trends toward the need for innovative recruiting strategies.
- Discussion of policies, processes, and practices that work well.
- Ignite your School’s PhD recruitment plan!
Growth in Doctoral Nursing Programs: 2006-2018

Source: © American Association of Colleges of Nursing. All Rights Reserved
Enrollment and Graduations in DNP Programs: 2005-2018

Source: © American Association of Colleges of Nursing. All Rights Reserved
Enrollment and Graduations in PhD/DNS Programs: 2005-2018

Source: © American Association of Colleges of Nursing. All Rights Reserved
2018 AACN SURVEY DATA

Enrollment Increases Since 2017

- DNP Programs: +12.3%
- Entry-Level BSN Programs: +5.7%
- MSN Programs: +5.4%
- PhD Programs: +0.7%
- RN to BSN Programs: +0.6%

Survey Response Rate: 88.9%

Learn more at www.aacnnursing.org/data
UNIVERSITY OF WASHINGTON PHD ADMISSIONS 2014-2018

- **Applications**
- **Offers**
- **Matriculated**
PERCENTAGE OF GRADUATES WHO ARE MINORITIES BY TYPES OF NURSING PROGRAMS, 2008-2017

- Baccalaureate Programs
- Master’s Programs
- Research-Focused Doctoral Programs
- DNP Programs
SURVEY OF PHD STUDENTS

- When researching prospective PhD Programs, what were the most important qualities of a program?

- Why did you apply to the University of Washington School of Nursing PhD Program?

- When applying, was the UWSON your first choice?
SURVEY OF STUDENTS, CONTINUED

- What other schools have you considered?

- When choosing a program, did funding play a key role in your decision making process?

- Did you receive funding from the UW to pursue your PhD?

- Were there details about the PhD program that you felt would have been useful to you at the time you submitted your application?
NCIN DOCTORAL ADVANCEMENT IN NURSING

Readiness Self-Assessment for Doctoral Study

https://www.surveymonkey.com/r/DoctoralReadinessAssessmentDANStudentAssessment

Toolkits

HTTP://WWW.NEWCAREERSINNURSING.ORG/RESOURCES.HTML
WHY YOUR SCHOOL?

Consider:

What are your school’s mission, vision, and values?
WHOSE JOB IS IT TO RECRUIT?

AKA Resources and “What I have to work with.”

- Who is in your network?
- Who is attracting PhD applicants?
- Who do you need that isn’t involved or engaged?
- Is senior leadership involved and supportive?
POLICIES, PROCESSES, AND PRACTICES

These are your concrete recruitment strategies and tasks.

- Informed by your whys.
- Informed by information you get from your current students.
- Embody your school’s priorities.
- Communicated via website, recruiters, application materials.
POLICIES, PROCESSES, AND PRACTICES

This list will look different based on YOUR school.

Examples:

- Confirmation and/or development of mission, vision, values.
- Current and past student surveys specific to recruiting efforts.
- Networking with colleagues at the national level.
- Use of NCIN Toolkits to communicate student-centered focus.
- Communication of priority of Diversity, Equity, and Inclusion efforts.
- Admissions essay prompts are specific to School’s vision and values.
- Funding sources are developed, established, and communicated.
NETWORK TO IGNITE YOUR PLAN!

Activity Handout

1. Take 5 minutes to consider WHY students come to your PhD program. Write those “whys” in the first two blank Why boxes.

2. Identify fellow GNAP members who are "competitor/colleagues". Take 15 minutes to collaborate, share, and establish policies, processes, and practices you can prioritize at your School.

Organize your plan so all stakeholders know what to expect.

- Activity
- Who
- Resources
- Deadline
- Evaluation/Benchmark
- Details
- Executive Team/Organizational/Institutionalize
## RECRUITMENT PLAN SAMPLE

<table>
<thead>
<tr>
<th>Activity</th>
<th>Who</th>
<th>Resources/FT E</th>
<th>Deadline</th>
<th>Evaluation/Benchmark</th>
<th>Details</th>
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| Update Faculty Profiles | Dept. chairs (can delegate) and staff – implement | • Staff time  
• Faculty time  
• TIER | • Tie in w/  
(May 15?)  
• Merit reviews | • # Faculty completed/updated  
• Keyword search/keywords listed/done for profiles | • Annual update  
- Template  
- Photos  
• Emeritus  
- Accepting students?  
• Key words – for search tool  
• Google Scholars, Cybal?  
• Date – last updated | • Mandatory, Chairs enforce annually  
- End of Spring?  
- Tie to Merit?  
• Delegate template to AS/Advancement  
⇒ Beta test w/students |
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