


NETWORK YOUR WAY TOWARD INNOVATIVE PHD STUDENT RECRUITMENT

PRESENTED BY CAROLYN CHOW

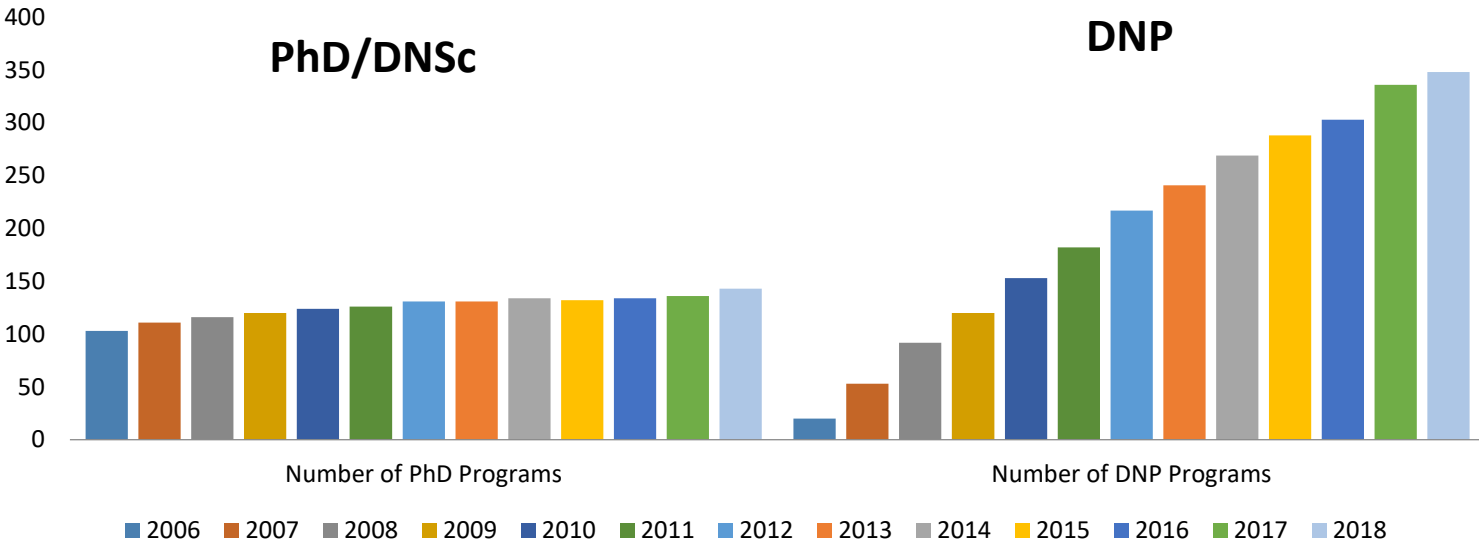
*AMERICAN ASSOCIATION OF COLLEGES OF NURSING
GRADUATE NURSING ADMISSIONS PROFESSIONALS
SALT LAKE CITY, UT
APRIL 2, 2019*



SESSION OBJECTIVES

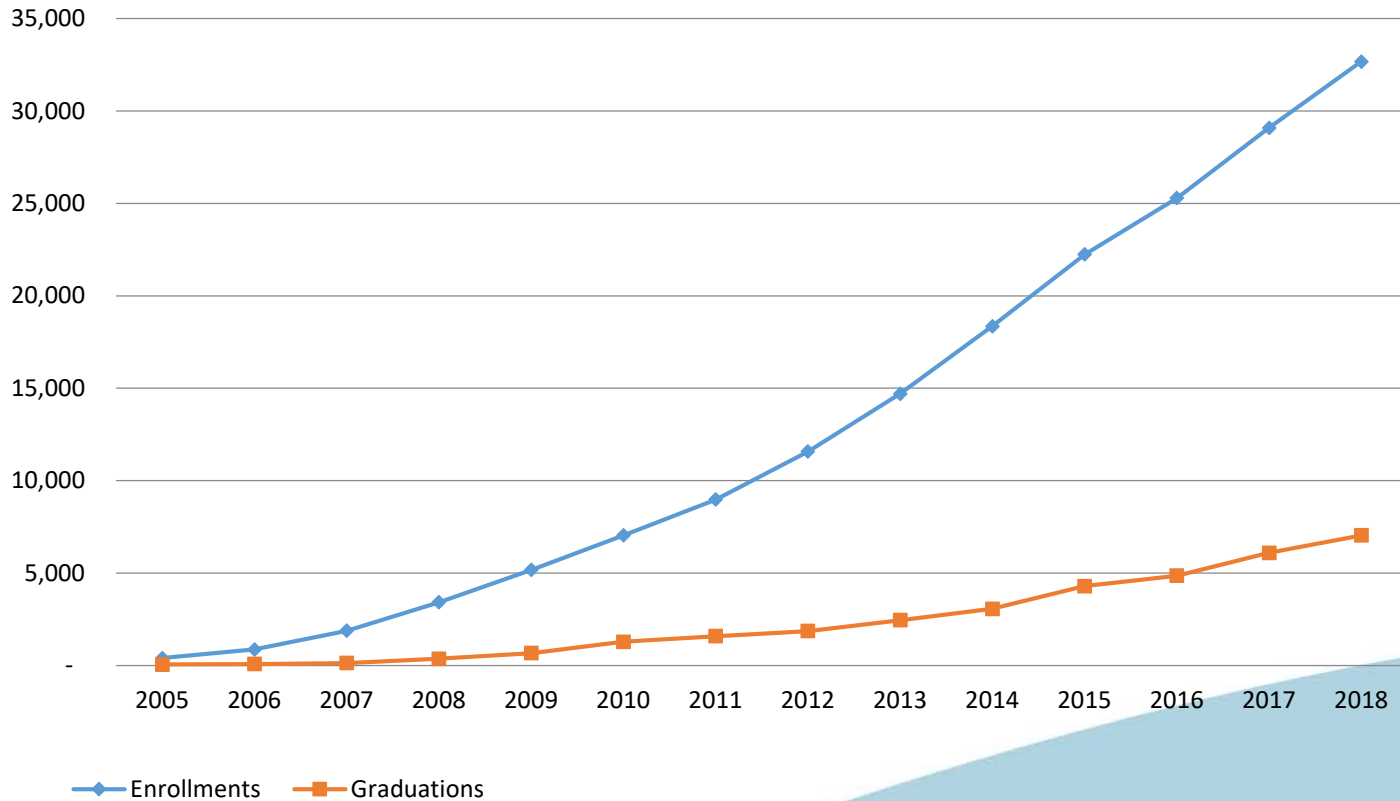
- National trends toward the need for innovative recruiting strategies.
 - Discussion of policies, processes, and practices that work well.
 - Ignite your School's PhD recruitment plan!
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Growth in Doctoral Nursing Programs: 2006-2018

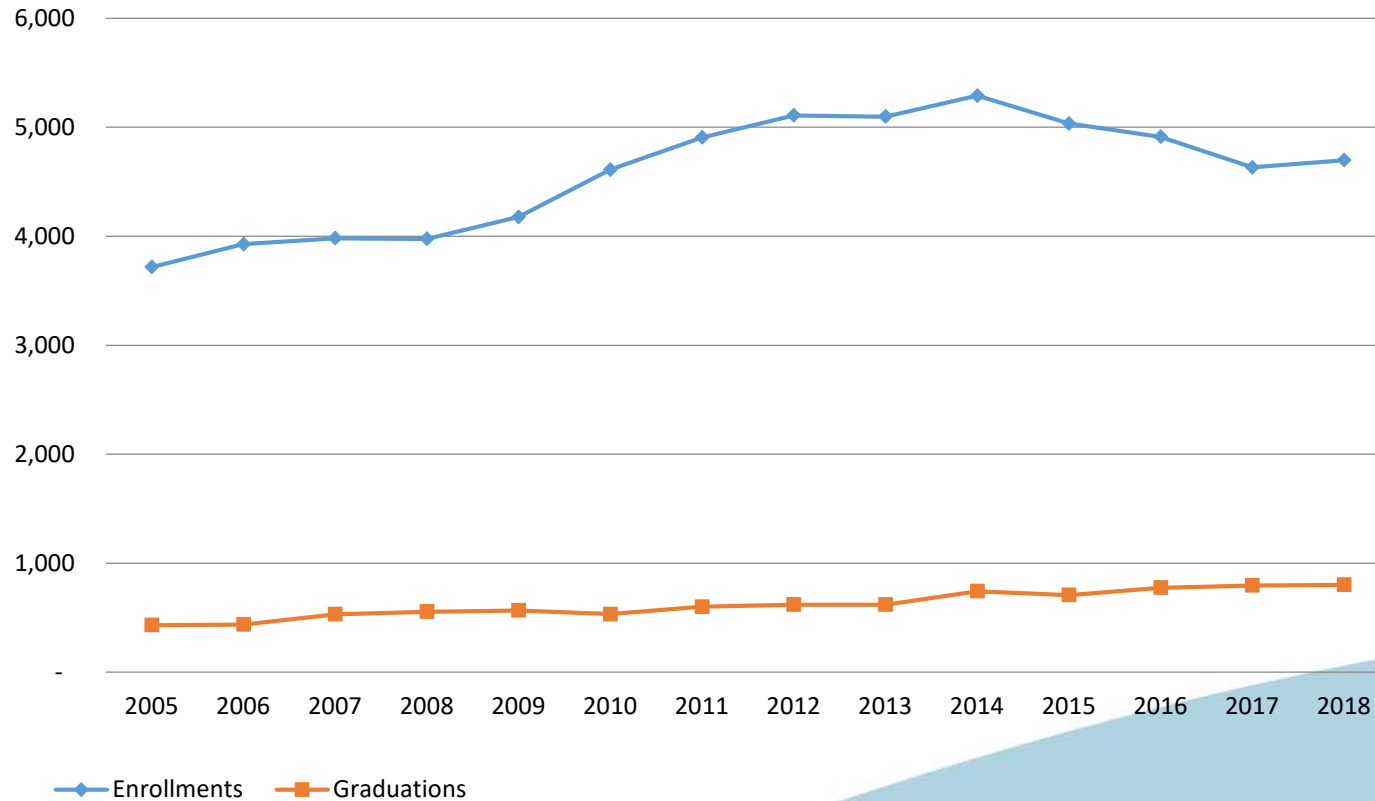


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Enrollment and Graduations in DNP Programs: 2005-2018

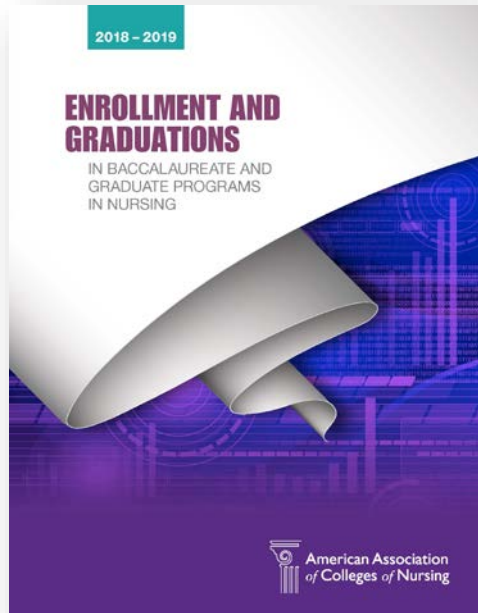


Enrollment and Graduations in PhD/DNS Programs: 2005-2018



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2018 AACN SURVEY DATA



Enrollment Increases Since 2017

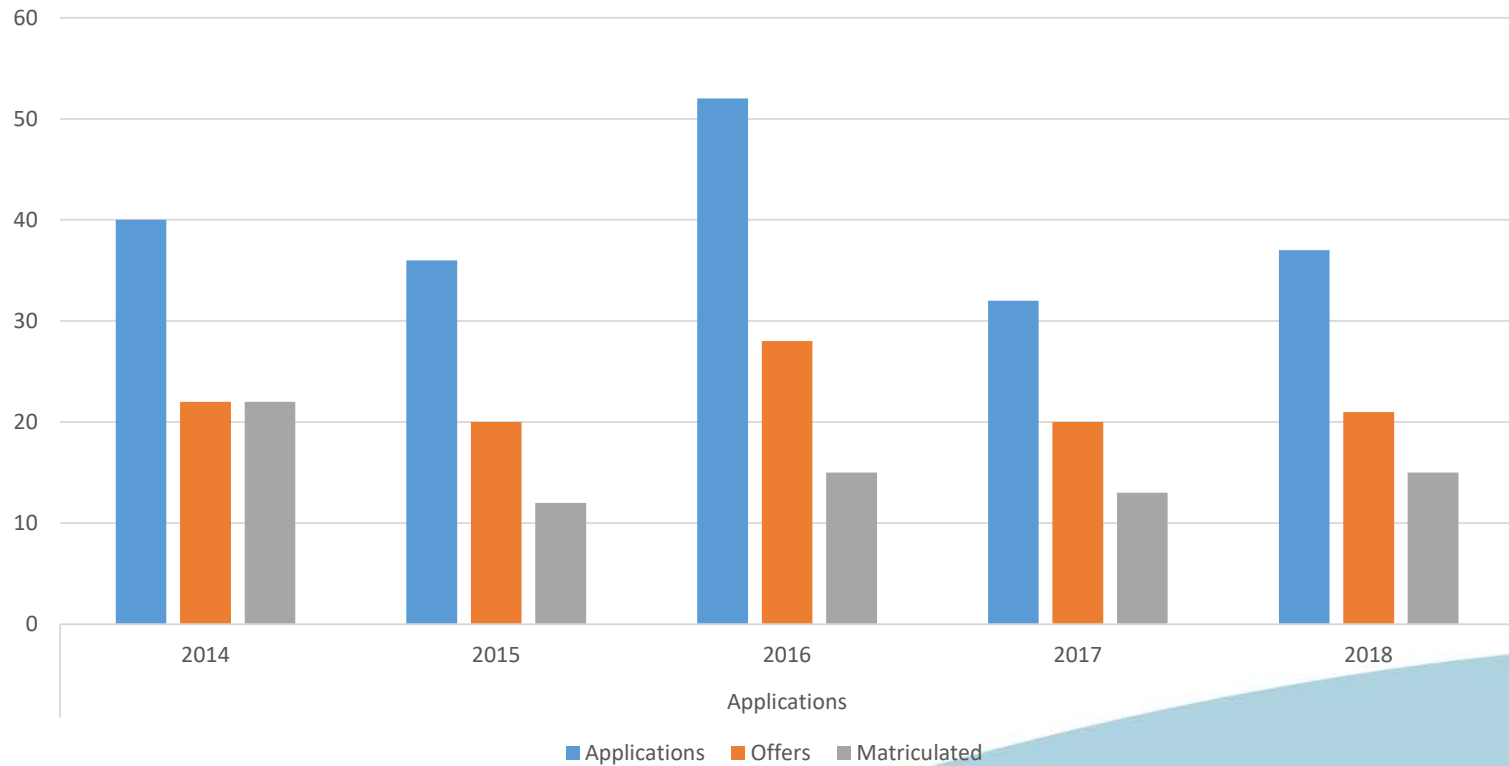
DNP Programs	+12.3%
Entry-Level BSN Programs	+5.7%
MSN Programs	+5.4%
PhD Programs	+0.7%
RN to BSN Programs	+0.6%

Survey Response Rate: 88.9%

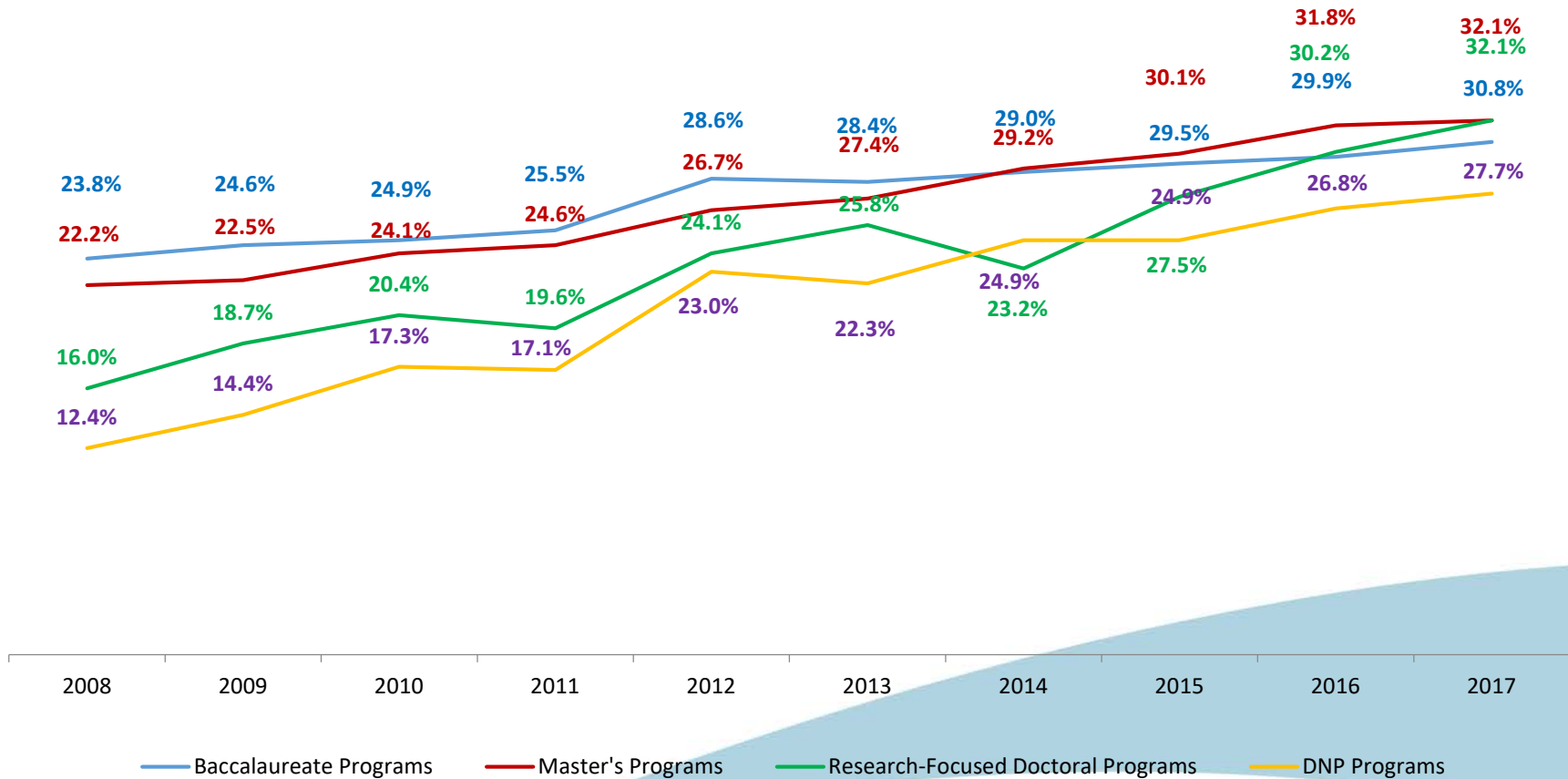
Learn more at

www.aacnnursing.org/data


UNIVERSITY OF WASHINGTON PHD ADMISSIONS 2014-2018



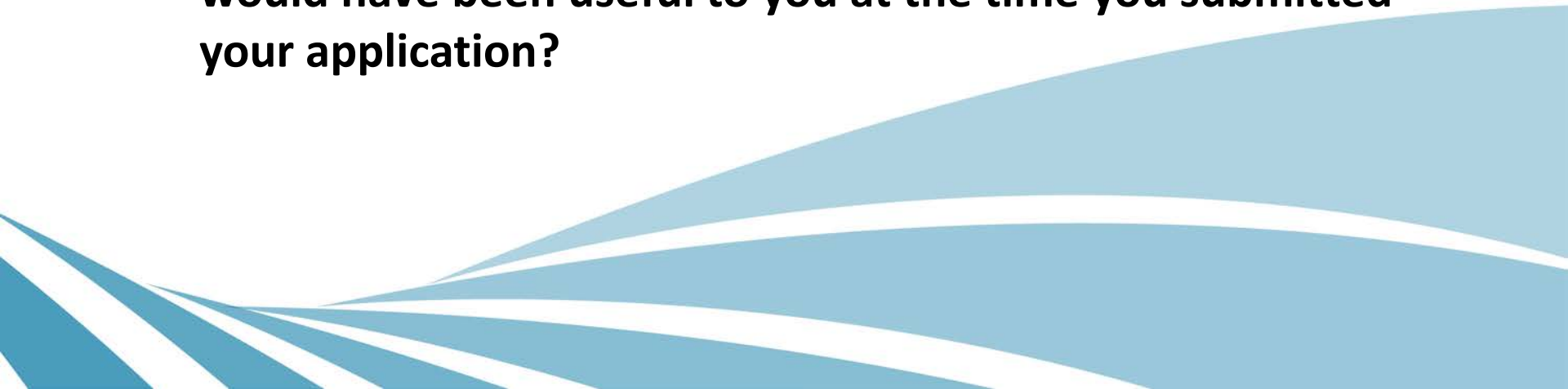
PERCENTAGE OF GRADUATES WHO ARE MINORITIES BY TYPES OF NURSING PROGRAMS, 2008-2017



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?**
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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?**
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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?
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POLICIES, PROCESSES, AND PRACTICES

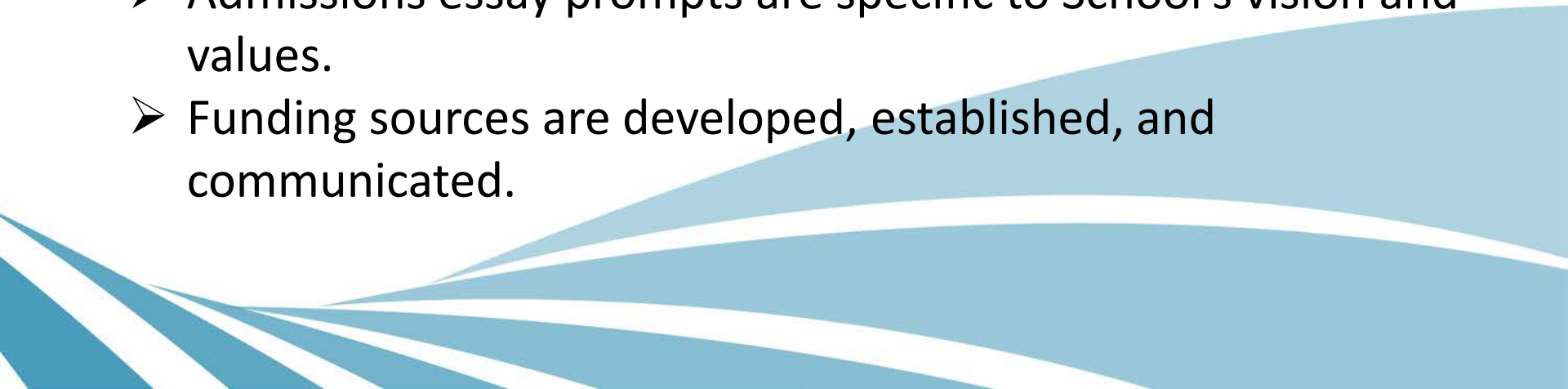
These are your concrete recruitment strategies and tasks.

- Informed by your whys.
 - Informed by information you get from your current students.
 - Embody your school's priorities.
 - Communicated via website, recruiters, application materials.
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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.
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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.
 3. Report outs.
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NEXT STEPS

Organize your plan so all stakeholders know what to expect.

- Activity
- Who
- Resources
- Deadline
- Evaluation/Benchmark
- Details
- Executive Team/Organizational/Institutionalize

RECRUITMENT PLAN SAMPLE

Activity	Who	Resources/FT E	Deadline	Evaluation/Benchmark	Details	ET
Update Faculty Profiles	Dept. chairs (can delegate) and staff – implement	<ul style="list-style-type: none"> • Staff time • Faculty time • TIER 	<ul style="list-style-type: none"> • Tie in w/ (May 15?) • Merit reviews 	<ul style="list-style-type: none"> • # Faculty completed/updated • Keyword search/keywords listed/done for profiles 	<ul style="list-style-type: none"> • Annual update <ul style="list-style-type: none"> - Template - Photos • Emeritus <ul style="list-style-type: none"> - Accepting students? • Key words – for search tool • Google Scholars, Cybal? • Date – last updated 	<ul style="list-style-type: none"> • Mandatory, Chairs enforce annually <ul style="list-style-type: none"> - End of Spring? - Tie to Merit? • Delegate template to AS/Advancement <ul style="list-style-type: none"> → Beta test w/students

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