

Successful Initiatives Yielding a Sharp Increase in RN-BSN Enrollment

**Benefits,
Challenges,
Lessons Learned**



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Objectives

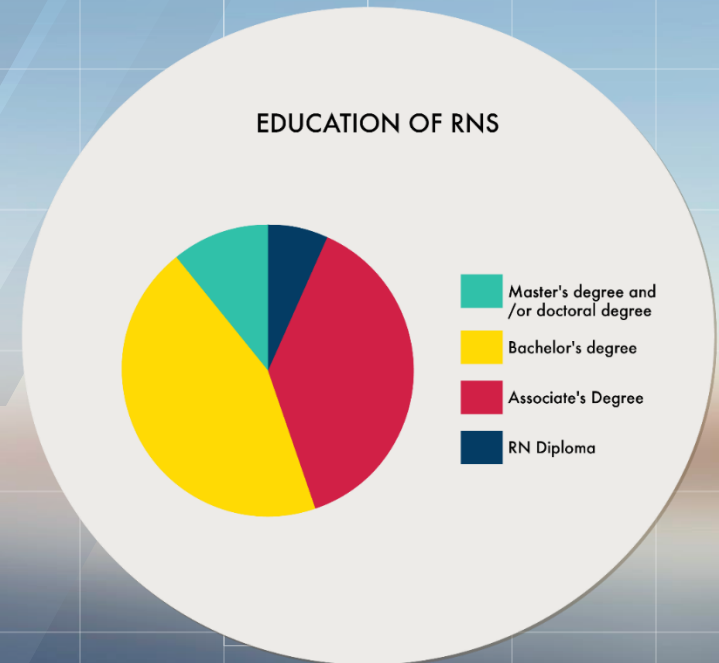
Participants will:

- Explain the demand to increase the BSN workforce
 - Recognize the challenges to increasing program enrollment
 - Identify strategies to address increasing enrollment
 - Discuss the benefits of collaboration among colleges and health care institutions
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- Special Acknowledgements
 - STTI Omicron at Large Chapter
 - Upstate Medical University, College of Nursing and Alumni
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- Nothing to disclose

The Demand

BSN Prepared Nurses

- **Advanced Educated RNs** (Salmond & Echevarria, 2017)
- **The Future of Nursing** (IOM, 2010)
- **American Nurses Credentialing Center Magnet Recognition Program** (2011)
- **Patient Outcomes** (Aiken et al., 2003; Audet et al., 2018)
- **BSN in 10** (NYS Senate Bill S6768)



Sources
1. The US Nursing Workforce: Trends in Supply and Education, Health Resources and Services Administration, Bureau of Health Professions, National Center for Health Workforce Analysis, April 2013
2. The Registered Nurse Population: Findings from the 2008 National Sample Survey of Registered Nurses, US Department of Health and Human Services, Health Resources and Services Administration, September 2010

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Instant Decision Day

Collaborative Efforts

- College of Nursing, University Admissions
- Hospital Nursing, , Nursing Recruitment

The goals of the event were to:

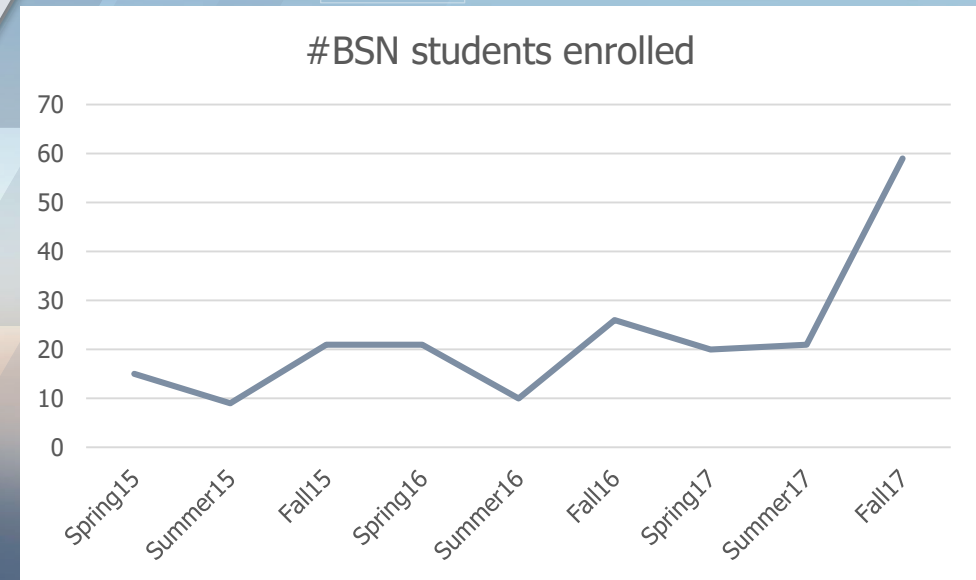
- Optimize marketing to hospital nurses
- Improve the ease of enrollment
- Support a cultural shift toward valuing BSN completion
- Promote the accessibility of the RN-BSN program

April and May 2017

- Flyers, emails
- Leadership, Nursing Congress
- Tuition Assistance

The application and enrollment to the RN-BSN program **increased 195%** among the University Hospital's RNs in Fall 2017.

- 179 % increase in RN-BSN program overall from previous year



State-Run University Hospital RN Enrollment in RN-BSN Program

Tuition Revenue

State-Run Hospital Nurse Enrollment, Revenue, and Percent Change by Year and Semester

Year	Semester												Δ
	Spring						Fall						
	FT		PT			Total	FT		PT			Total	
	En	Revenue (Enrolled x \$3,335)	En	Credits (cr)	Revenue (cr x \$278)		En	Revenue (Enrolled x \$3,335)	En	Credits (cr)	Revenue (cr x \$278)		
2016	4	13,340	20	131	36,418	49,758	5	16,675	21	133	36,974	53,649	3,891 (7.8%)
2017	2	6,670	18	140	38,920	45,590	7	23,345	52	349	97,002	120,367	74,777 (164%)
Δ						- 4,148 (8.3%)						66,718 (124.4%)	

En: Enrollment; Δ: Percent Change



Caution Success Just Ahead

Issues to Consider

- Hospital
- Staffing
- Scheduling
- College
- Increased class sizes (physical space)
- Increased sections
- Shortage of instructors (new instructors)
- Shortage of preceptors

Strategies

Collaborative Solutions

Hospital & College

- Synchronous classes scheduled on one specific day
- Zoom option for attending synchronous sessions
- Qualified hospital personnel recruited as adjunct instructors and preceptors
- Faculty paired with newer instructors
- Collaborated with Educational Communications - Course Management

As a Result

- Increased networking – strengthened relations
- Faculty invited to participate in hospital committees and activities
- Hospital working closer with college activities, health fairs, IPE



Implications

For Practice

- University hospitals and schools of nursing choosing to utilize this model can benefit by promoting BSN enrollment and subsequently increasing the BSN workforce.
- The joint mission of the hospital and the college is to promote optimum health and wellbeing to the patients, communities, and populations they serve.
- Early preparation for adequate staffing, faculty, and resources are critical for student retention and long-term success.



Questions

Thank you



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