


Underrepresented Persons in Nursing: Recruitment and Retention Strategies that Work.




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What does diversity mean at Duke?

- Persons underrepresented in nursing
 - Racial and ethnic minorities
 - Men



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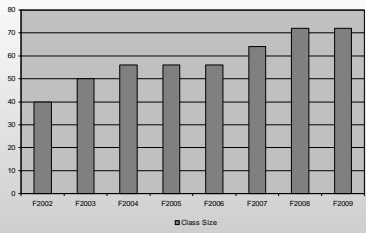
ABS N Program

- Established in 2002
 - Full-time program
 - In-residence program
- 16 month program
 - Curriculum consists of 58 credits
 - 43 undergraduate nursing credits
 - 15 graduate nursing credits
 - may be applied to one of the school's master's degree programs
- Fall and spring start dates

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ABS N Diversity Trends

Class Size

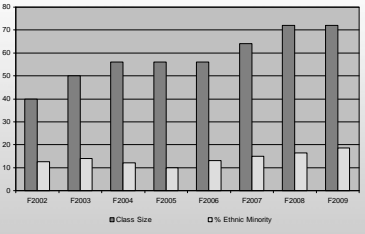


Year	Class Size
F2002	40
F2003	50
F2004	55
F2005	55
F2006	55
F2007	65
F2008	75
F2009	75

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ABS N Diversity Trends

Percent Ethnic Minorities in Relation to Class Size

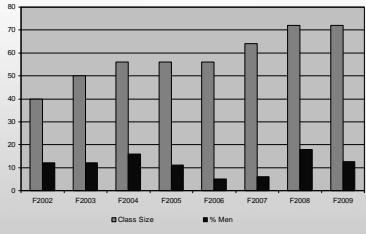


Year	Class Size	% Ethnic Minority
F2002	40	10
F2003	50	10
F2004	55	10
F2005	55	10
F2006	55	10
F2007	65	10
F2008	75	10
F2009	75	10

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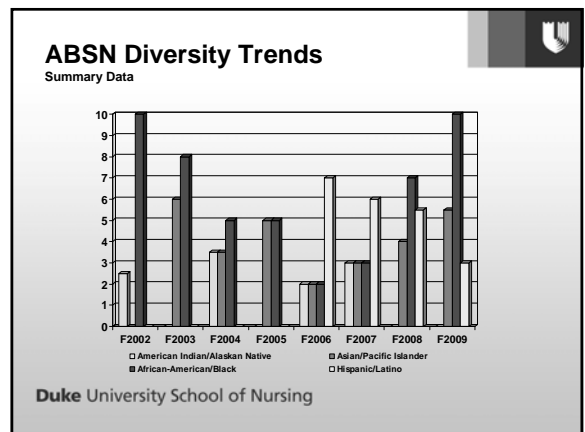
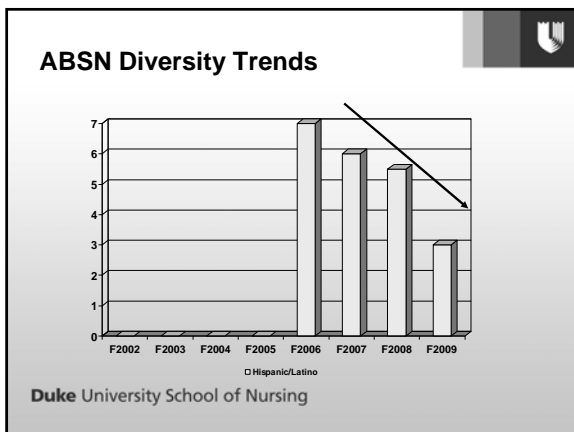
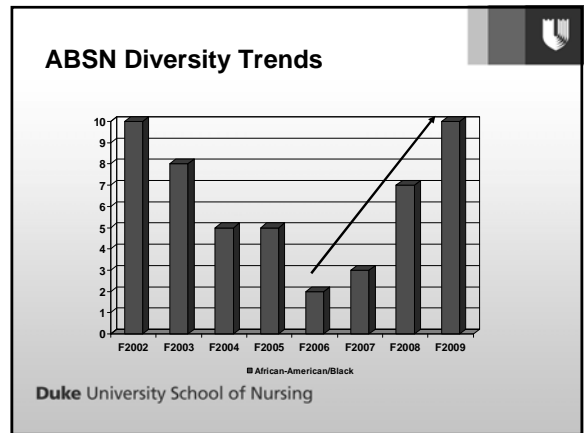
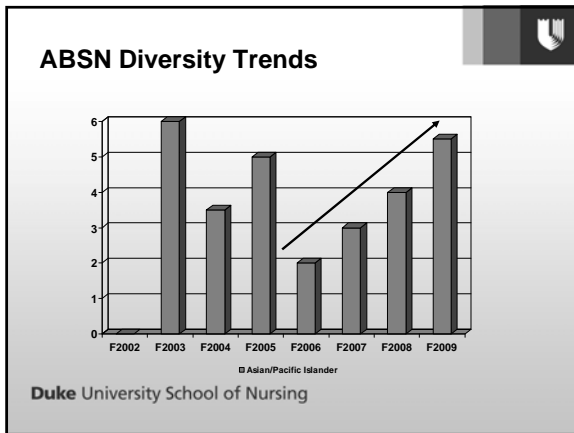
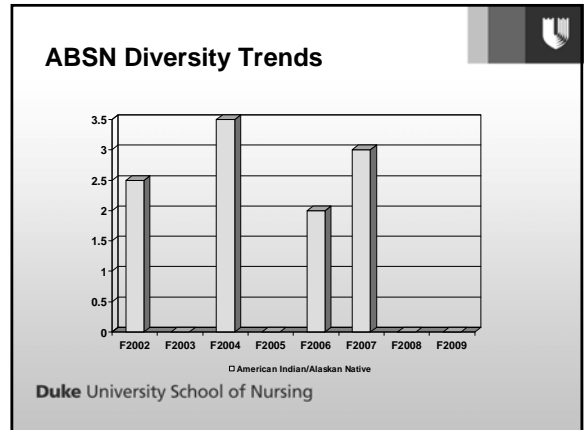
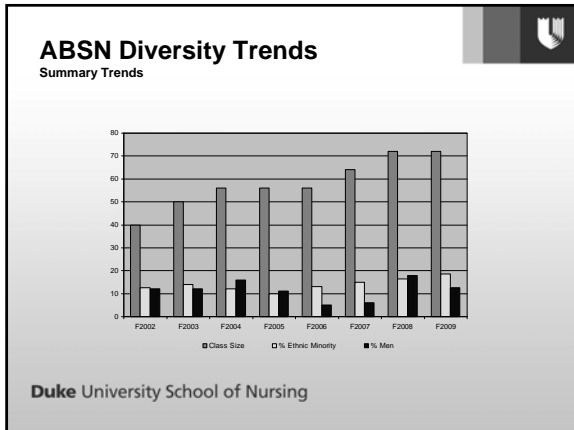
ABS N Diversity Trends

Percent Men in Relation to Class Size



Year	Class Size	% Men
F2002	40	10
F2003	50	10
F2004	55	10
F2005	55	10
F2006	55	10
F2007	65	10
F2008	75	10
F2009	75	10

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ABS N Diversity Trends

Summary Data

Overall...

- persons underrepresented in nursing has increased in the ABSN program at Duke University School of Nursing
- sustained growth in persons underrepresented has grown as class size has increased
- greatest increase in enrollment of students underrepresented in nursing within past 2 years

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ABS N Recruitment Strategies

Student Involvement

- Diverse student panels at information sessions
- Diverse student panels and volunteers on interview days
- Marketing materials with students from underrepresented groups depicted

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ABS N Recruitment Strategies

Grant Funded Initiatives to Increase Diversity

- Department of Defense Grant
 - "Partnering Research Involving Mentoring and Education (PRIME) in Prostate Cancer"
- HRSA grant to support ABSN program growth
 - Grant 1, 2007-2010: Technology integration to allow expansion
 - Grant 2, 2009-2012: Add spring cohort and double enrollment
- Duke Endowment Grant
 - "Making a Difference in Nursing" summer program

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ABS N Recruitment Strategies

Recruitment Activities

- Dedicated student recruiter
- Increase in number of on-site information sessions
- Enhancement of published and web-based information
- Targeted recruitment at HBCUs and Graduate and Professional Fairs

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ABS N Recruitment Strategies

Administrative Focus on Diversity

- Increase in diversity of faculty
 - Growth of faculty: 38 to 55
 - 7 men
 - 5 women from underrepresented groups
- Diversity of Administrative Leadership Team
 - one associate dean of color
 - one assistant dean of color
 - one associate dean who is male
 - one assistant dean who is male
- Dedicated student recruiter who is a female of color

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ABS N Recruitment Strategies

Expanded Scholarship Resources

- Duke University School of Nursing Scholarships
 - Increased Need-Based Scholarships
 - Number vary, up to \$7,500/each
 - Broadening the Community Scholarship
 - Three, \$10,000 scholarships per cohort
 - Rising to the Challenge
 - Two, \$10,000 scholarships per cohort
 - Service to the Public Scholarships
 - Two, \$10,000 scholarships per cohort
- RWJF New Careers in Nursing Scholarships
 - Seven, \$10,000 scholarships, 2008-2009
 - Twenty-four, \$10,000 scholarships, 2009-2010

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ABS N Retention Strategies

Student Leadership Opportunities

- Peer-elected student representatives to ABSN Program Committee
- Student representatives on Student Council
- Participation in the Duke Chapter of the American Assembly of Men in Nursing (DAAMN)
- Global and community outreach opportunities
- Peer mentoring program

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ABS N Retention Strategies

Faculty Involvement

- Faculty advising and mentoring program
- Peer mentoring program
- Remediation strategies for program success
 - >95% retention rate
- NCLEX Remediation and Review Course
 - First time NCLEX-RN pass rate = 98.4%

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Next Steps

- Continue to increase enrollment
 - Addition of Spring ABSN cohort, January 2010
- Refine recruitment efforts
 - Establish target metrics which exceed national nursing workforce data
 - Strengthen relationships with HBCUs
 - New relationships with Hispanic serving institutions

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Next Steps

- Retention efforts
 - Increased scholarship resources
 - Nurse/Student Mentoring Program with Duke University Health System
 - International Nurses Group
 - Diversity Working Group
 - Affiliate or establish student chapters
 - Asian American/Pacific Islander Nurses Association
 - National Alaska Native American Indian Nurses Association
 - National Association of Hispanic Nurses
 - National Black Nurses Association
 - Philippine Nurses Association of America

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Next Steps

- Faculty and administrative efforts
 - Continued recruitment of diverse faculty
 - Mentoring of new faculty

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