



Robert Wood Johnson Foundation

American Association
of Colleges of Nursing



Using Communications to Attract and Retain NCIN Scholars

New Careers in Nursing and GYMR Public Relations

September 30, 2010

Agenda



- 1. Goals and Objectives**
- 2. The Core of Communications**
- 3. Using Communications to Connect with Prospective Students**
- 4. Panel Discussion: Successful Methods of Recruitment and Retention**
- 5. Q/A Session**
- 6. Resources**

Goals and Objectives



NCIN Goals:

Help alleviate the nursing shortage

Increase diversity in the nursing workforce

NCIN Grantee Communications Objective:

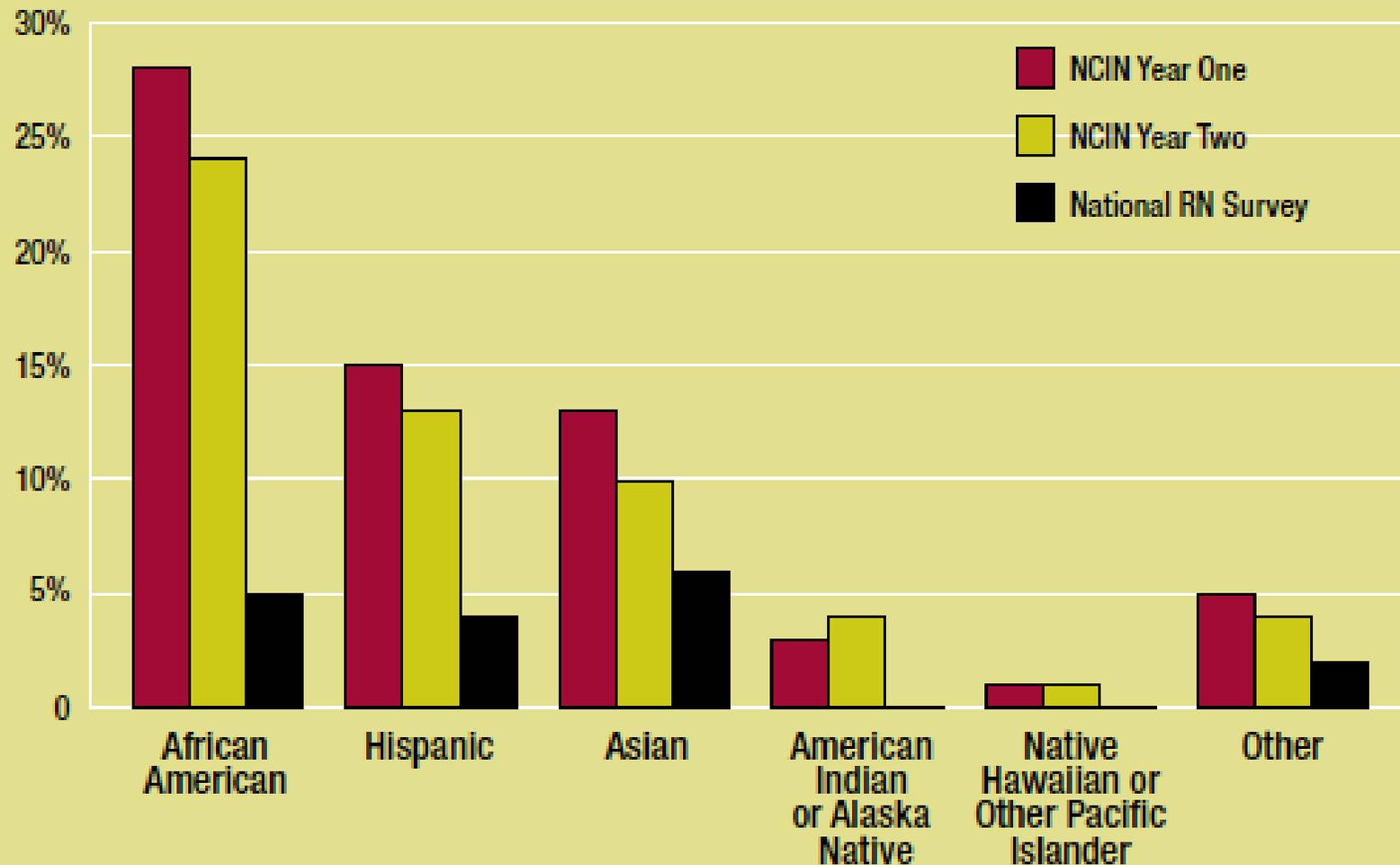
Recruit and retain more qualified students from underrepresented groups in nursing or disadvantaged backgrounds



Our Successes and Our Challenges



Robert Wood Johnson Foundation



RACE/ETHNICITY IN NURSING

The Core of Communications



Robert Wood Johnson Foundation



Recruitment



Communications – Making the Connection with Perspective Students



Recruitment

Know Your Audience



Who are the Potential NCIN Scholars?

Recruitment

Know Your Audience



Target Audiences:

- **Potential students who**
 - have bachelor's degrees
 - are underrepresented in nursing or come from disadvantaged backgrounds
 - may be compelled to enroll in a nursing program if provided financial assistance
- **The influencers of these potential students**



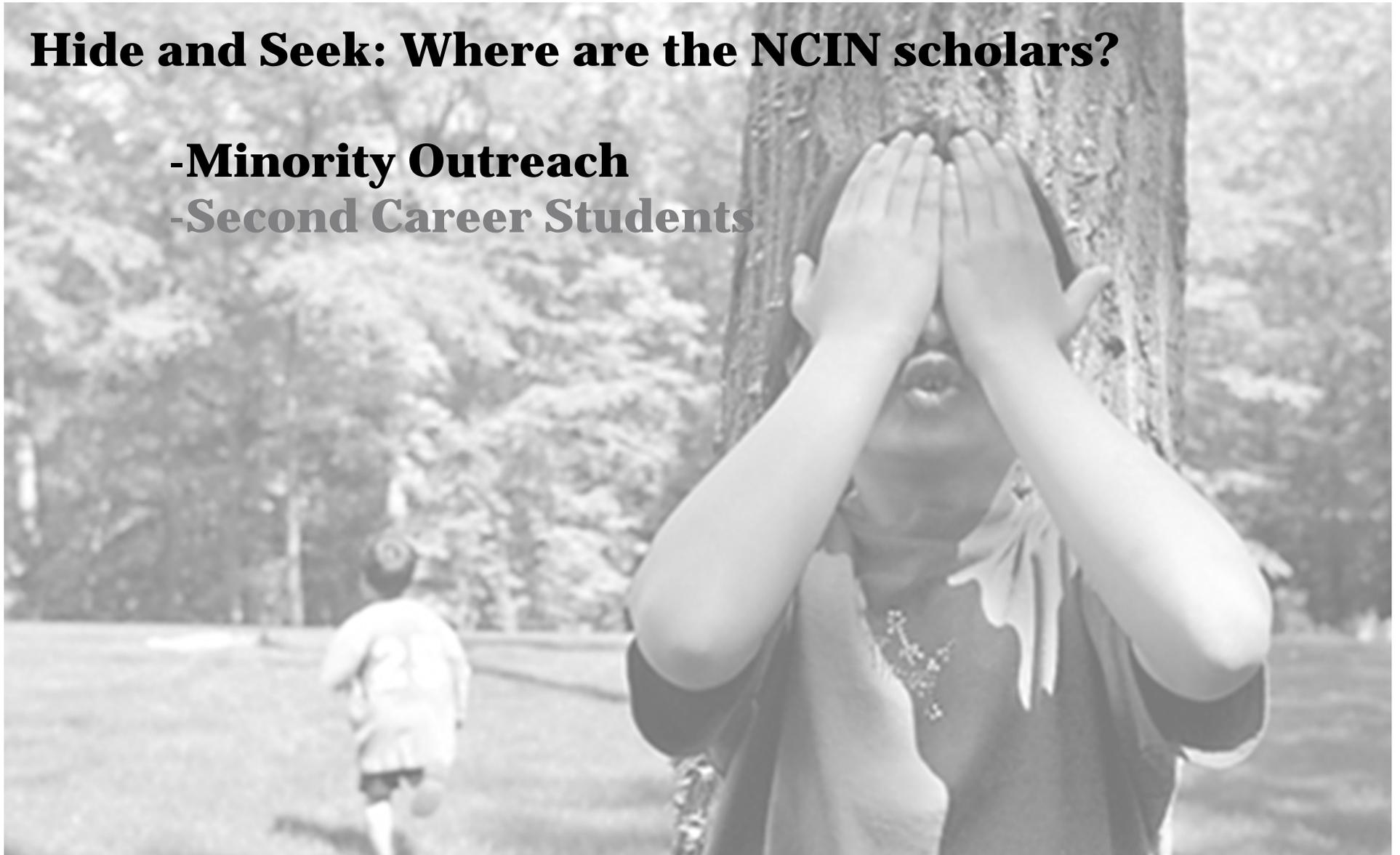
Recruitment

Reach Your Audience



Hide and Seek: Where are the NCIN scholars?

- Minority Outreach**
- Second Career Students**





Reaching Black Students



The nationwide college graduation rate for black students is 42% with black men graduating at 35% and black women at 46%.

Historically black colleges produce 25% of the nation's black graduates.

America's large state universities educate three fourths of all African-American college students in the United States.



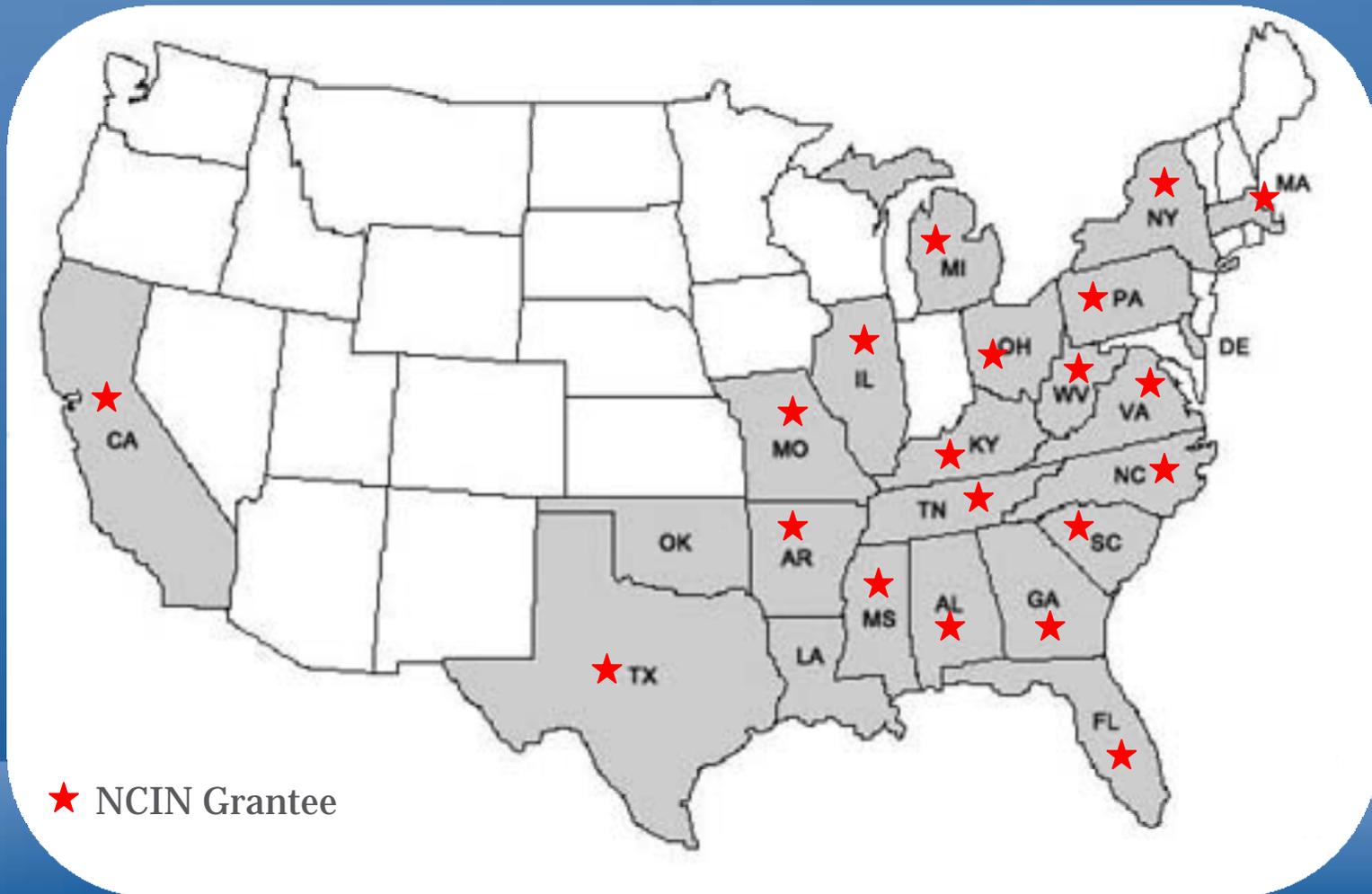
*Source: The Journal of Blacks in Higher Education, 2007

Reaching Black Students



Robert Wood Johnson Foundation

Map of Historically Black Colleges and Universities



Reaching Black Students



Robert Wood Johnson Foundation

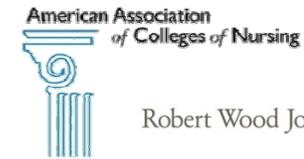
Harvard University has produced the highest black student graduation rate of any college or university in the nation (95 percent). Other high performing institutions include:

- ★ Amherst College
- ★ Princeton University
- ★ Wellesley College
- ★ Brown University
- ★ Northwestern University
- ★ Washington University
- ★ Wesleyan University
- ★ Williams College
- ★ Stanford University
- ★ Yale University
- ★ Dartmouth College
- ★ Davidson College
- ★ Columbia University
- ★ Duke University
- ★ Georgetown University
- ★ Smith College
- ★ Swarthmore College
- ★ University of Virginia
- ★ Wake Forest University

★ Universities/Colleges with NCIN grantees in-state



Reaching Hispanic/Latino Students



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Barriers to enrolling Hispanic accelerated nursing students:

In 2007, Hispanics represented about 15% of the U.S. population and about 12% of full-time college students. But Hispanics received only 7.5% of the bachelor's degrees awarded that year.

51% of Hispanic students who start college complete a bachelor's degree in six years.

Many Hispanic students drop out of college because of financial challenges – even when they had debts for courses as low as \$200 that blocked them from re-enrolling.

Hispanic students are less likely to be aware of loan and scholarship assistance.

*Source: American Enterprise Institute

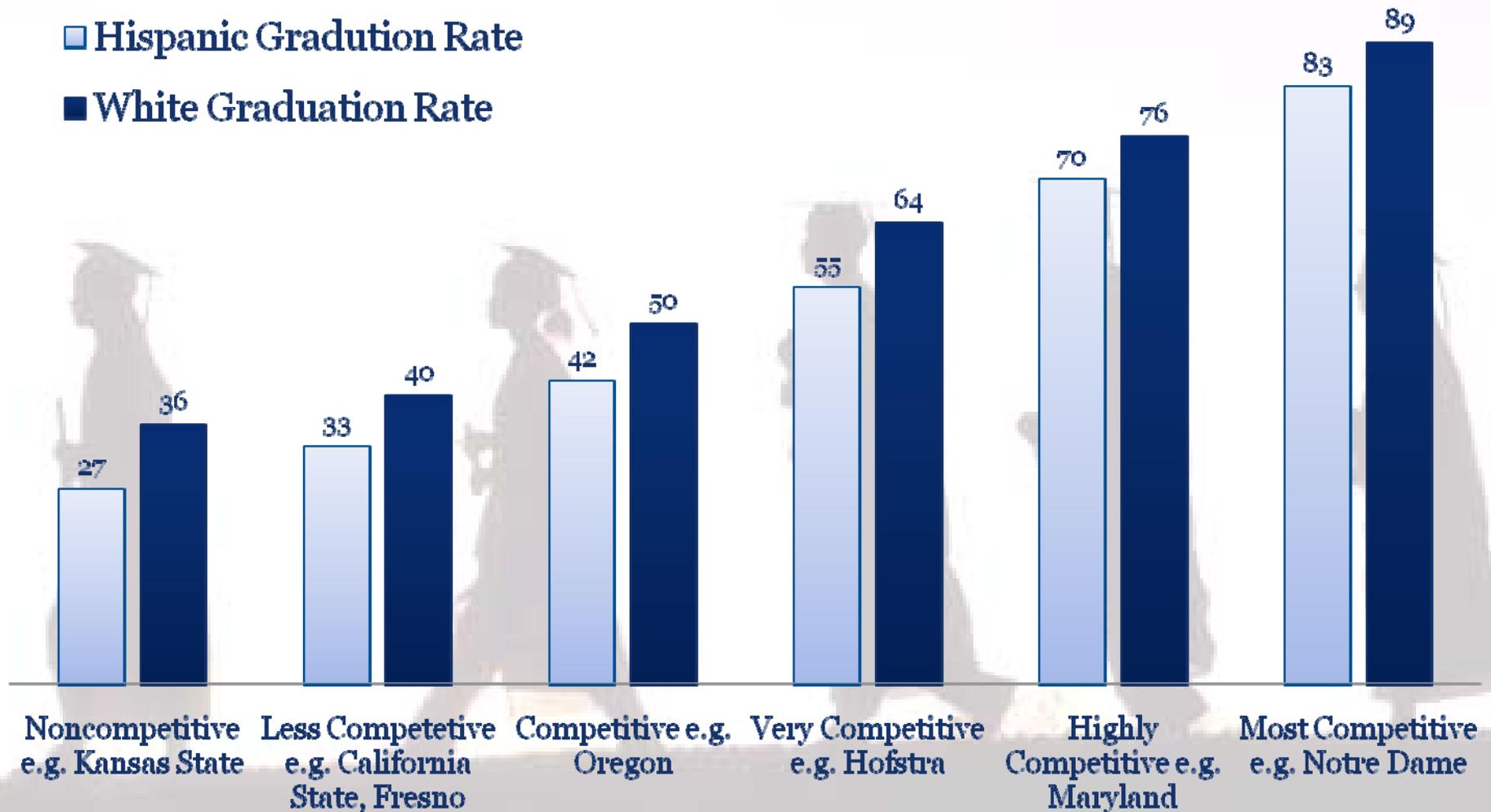
Teaching Hispanic/Latino Students: *Hispanic graduation rates lag whites*



Robert Wood Johnson Foundation

Graduation Rates by Academic Institutions (Percentages)

- Hispanic Graduation Rate
- White Graduation Rate



Teaching Hispanic/Latino Students



Robert Wood Johnson Foundation

Overcoming barriers:

White House Initiative on Educational Excellence for Hispanic Americans.

- Pipeline of Hispanic college students will increase

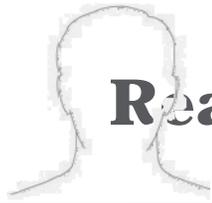
White House recognition of Hispanic-Serving Institutions (HSIs).

- Cal Poly Pomona
- Florida International University
- University of Texas, El Paso
- University of Texas, Pan Americans

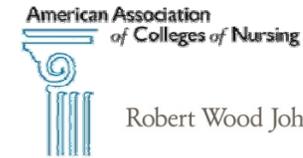
The Hispanic community is now the fastest-growing segment of the U.S. population.

Hispanics tend to be more group-oriented, have larger families and often think in terms of doing something for the family rather than the individual.

*Source: White House Initiative on Educational Excellence for Hispanic Americans: A Summary of Activities, 2008



Reaching Native American Students



Robert Wood Johnson Foundation

Barriers to enrolling Native Americans:

Social Support:

Native Americans often are the first in their family or their community to pursue a college education. Many can feel ambivalent about leaving a tribe to attend an institution.

Age:

Native American students are typically older than other college students.

Cost:

Traditional Native American culture may deemphasize individual self-improvement versus a focus on the community.

Role Models:

The lack of Native American nurses in both the community and mass media make it difficult for this population to identify with the field of nursing. Additionally, Native Americans are misinformed about the nursing scope of work.

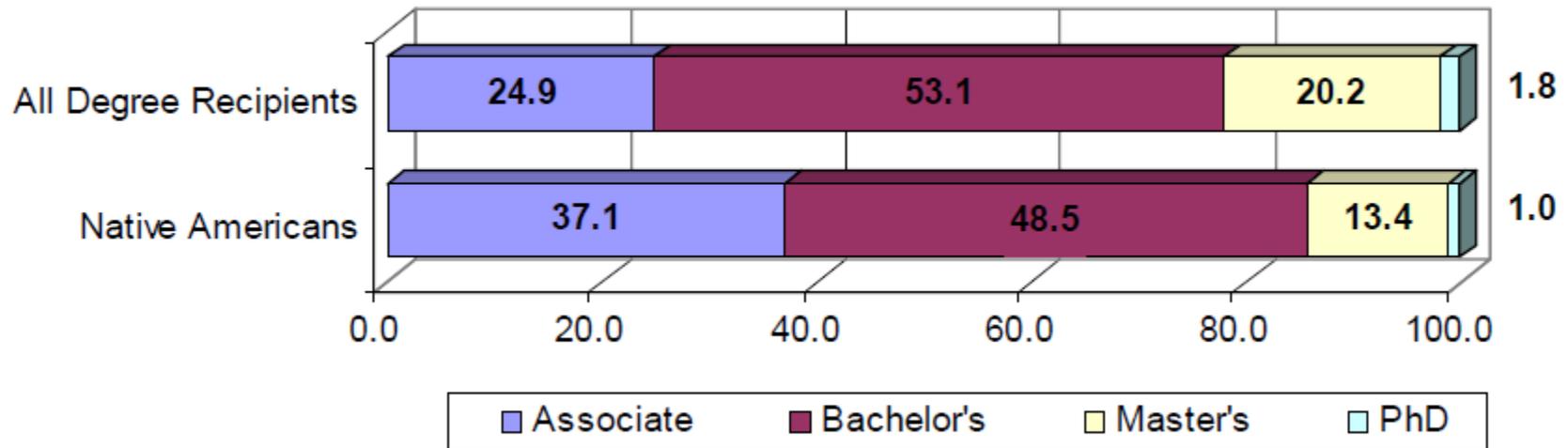
Source: Barriers to Nursing Education for Native American High School Students

Reaching Native American Students



Robert Wood Johnson Foundation

Distribution of Degrees Conferred by Level, 2003



Source: CPST, data derived from NCES, IPEDS Collections Survey

Reaching Native American Students



Robert Wood Johnson Foundation

Overcoming barriers:

Many Native Americans believe that education is the only way out of poverty.

There are several grants and scholarships available to Native Americans and full-blooded Natives have access to free tuition in certain states.

The establishment of tribal colleges and universities has made reaching concentrated populations of Native American students easier.

California and Oklahoma combined included about 25% of the total Native American population.

27% of the total Native American population has attained a bachelor's degree or higher.

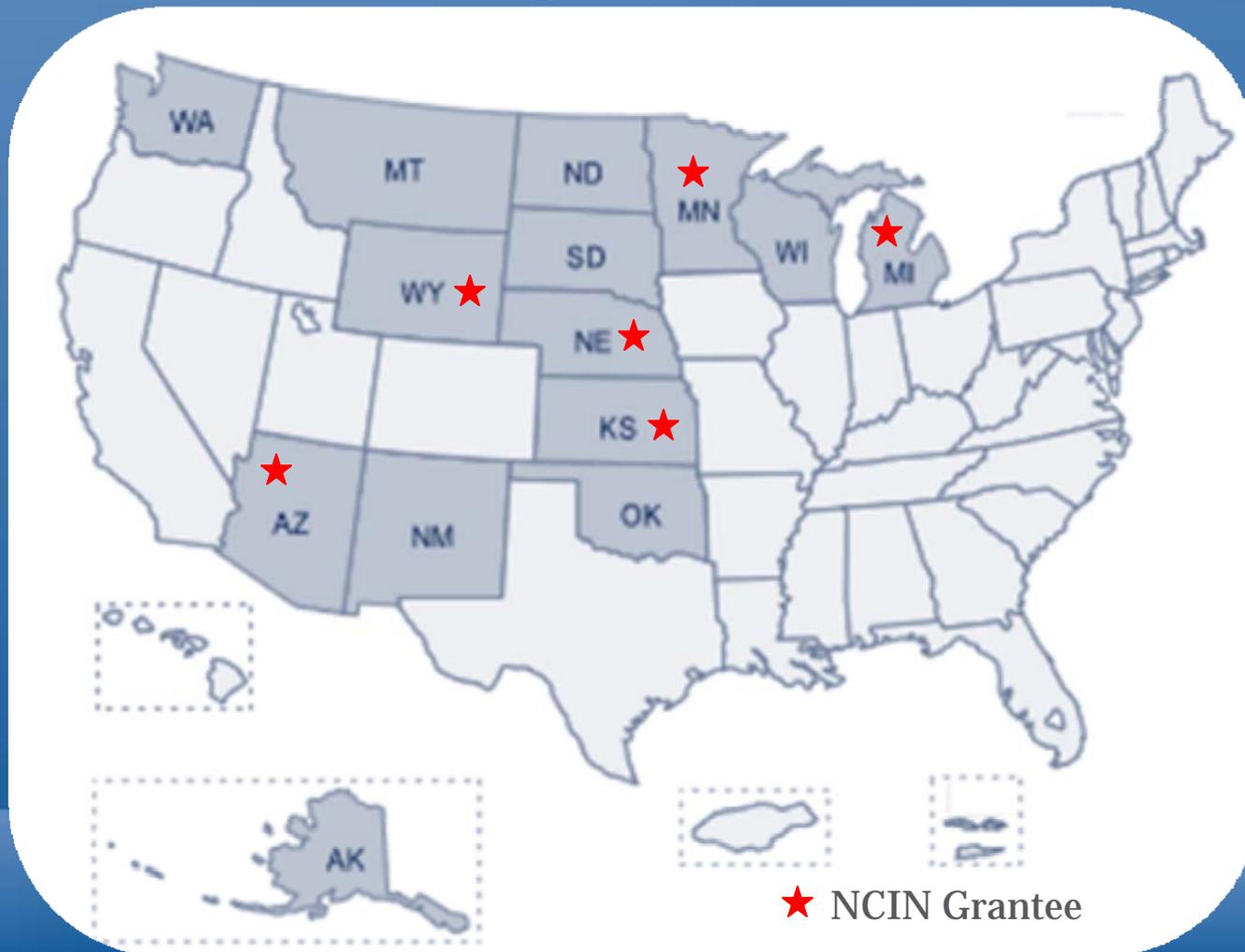
Source: The Sullivan Commission, 2004 and the U.S. Census Bureau 2002

Reaching Native American Students



Robert Wood Johnson Foundation

Tribal Colleges and Universities



★ NCIN Grantee

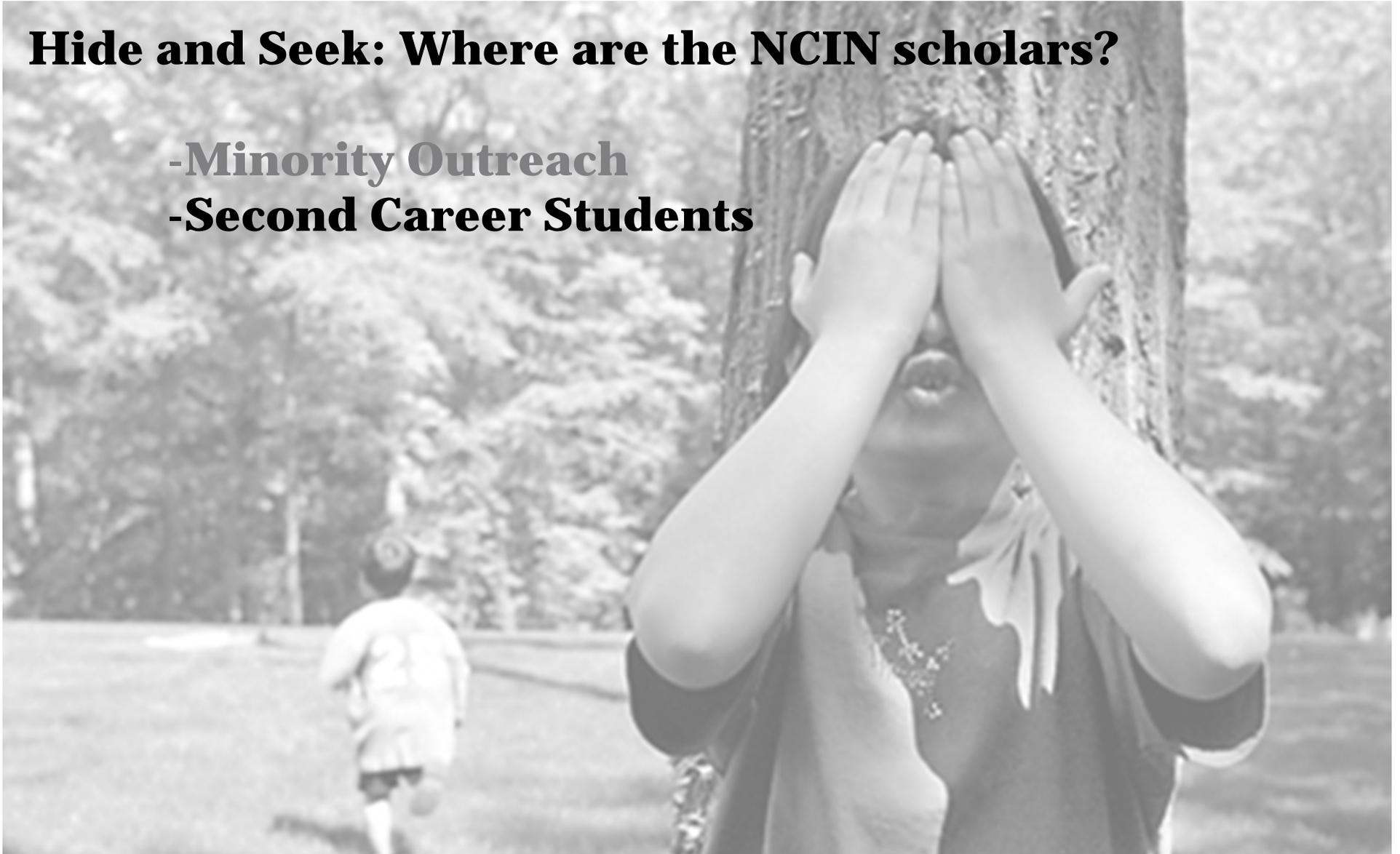
Recruitment

Reach Your Audience



Hide and Seek: Where are the NCIN scholars?

- Minority Outreach**
- Second Career Students**



First Lady Michelle Obama Addresses Nurses



Recruitment



Robert Wood Johnson Foundation

The Current Workforce Environment:

Since the start of the recession in December 2007, the U.S. has lost 8.4 million jobs. Almost 10% of the population is currently unemployed.

Career Trend: Worst jobs to have in a recession

Mortgage Lending

Real Estate Sales

Retail

Leisure

Entertainment Industry

Construction

Mechanics/Manufacturing

Journalism

Firefighters

Dairy Farmers

Source: CareerCast, 2010

Recruitment



Why do people transition into nursing?

Job security:

Current nursing shortage means that nurses will continue to be in demand.

Change in career:

Two groups seem to transition into nursing the most. The first are those in their mid 30s, have had a career early on, started a family, and now want a new profession that is more stable and flexible to their needs. The second are those over 40 who have finished their first career and are now looking for something completely different.

Job Fulfillment:

An estimated 50% of workers are dissatisfied with their current job. Those who transition into nursing believe that their work is valuable and makes a difference to society.

Source: Guide to Nursing Schools, 2010

Recruitment



Robert Wood Johnson Foundation

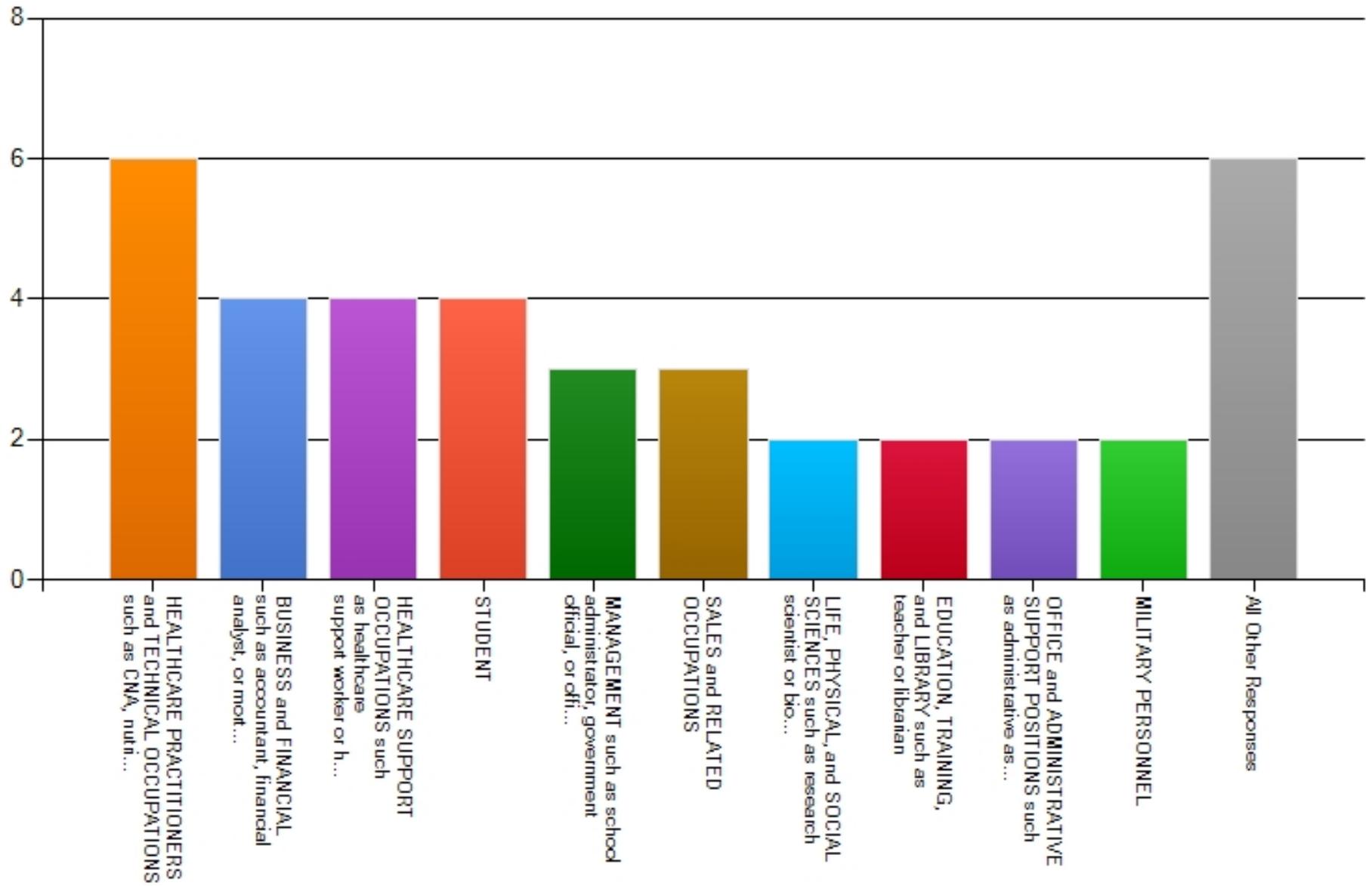
Where do NCIN scholars come from?

Major categories of previous career path

- Healthcare fields
- Office and administration report
- Education
- Came straight from undergraduate degree
- Retail, sales and restaurant
- Management, director, researcher, public relations
- Science
- Banking and finance
- Specialized degree (architect, engineer, lawyer, realtor)
- Skilled labor (electrician, plumber, etc)

Source: Guide to Nursing Schools, 2010

WHAT WAS YOUR CAREER/JOB BEFORE YOU STARTED THE NURSING PROGRAM? IF YOU HAVE (OR MOST RECENTLY HAD) TWO JOBS AT THE SAME TIME, ANSWER FOR THE JOB YOU HAD THE LONGEST.



Recruitment

Know Your Audience



Target Audiences:

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- **The influencers of these potential students**



Non-Academic Third Party Organizations





TIME OUT!

- **What populations do you typically have trouble recruiting?**
- **What recruitment tactics are you currently using at your schools of nursing?**

Recruitment



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Recurring Themes:

Get the word out about NCIN's financial assistance.

69 percent of African Americans who enrolled in college but did not finish said that they left college because of high student loan debt .

Encourage visibility of NCIN scholars on campus.

Minority students may feel more comfortable around people with similar backgrounds and offering mentorship and support can be critical for success.

Develop strategies that reach the community, not just the individual.

A decision to pursue higher education is often made in consultation with a variety of family, friends and other trusted groups.

Determining Your Communications Activities



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Getting Your Messages Out Internally



Presentations at school/faculty meetings

Ensure NCIN is on the agenda.

Articles in school newspapers and office of communications

Provide periodic updates on what's going on with your program via your internal communications vehicles.

Update the institution with successes

Play back media and stakeholder successes.



Orientation News Etc Arts & Entertainment Sports Opinion Distractions ▾ Archives

Vanguard

News in Brief

Like Be the first of your friends to like this. 2 retweet email share print

College of Nursing Re-awarded Scholarships

USA's College of Nursing recently received funding to award scholarships from the Robert Wood Johnson foundation (RWJF) and the American Association of Nursing (AACN) through the RWJF New Careers in Nursing Scholarship Program (NCIN).

Getting Your Messages Out *Externally*



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Media outreach

Press releases to local print and broadcast news outlets

Special health observances

Social media channels

Speaking engagements

Career fairs

Feeder schools

Local hospitals

Faith community platforms

Health fairs in your community



Panel Discussion



Robert Wood Johnson Foundation

Successful Efforts to Recruit and Retain Underrepresented Students in Nursing

Quiz your colleagues

*Sylvia Britt, B.S.N., M.S.N., D.S.N.
University of Alabama*

*Margaret (Peggy) Griffith, M.S.N., R.N., C.N.E., C.D.E.
University of Pennsylvania*

*Susan Larson, M.S.N., Ph.D.
MidAmerica Nazarene University*



American Association
of Colleges of Nursing



Robert Wood Johnson Foundation

*Sylvia Britt, B.S.N., M.S.N., D.S.N.,
University of Alabama*



UAB SCHOOL OF
NURSING

AMNP(Accelerated Master's in Nursing Pathway) Recruitment Methods

Fall 2010

How does the UABSON reach potential
AMNP students?

Sylvia Britt, DSN, RN,
Assistant Professor, Program Director
University of Alabama School of Nursing



AMNP Recruitment Methods

- **Information Session** –Wednesday each week from 12 – 1 PM in NB 1029
- **Open House** – held several times per year next is Saturday, October 9, 2010
- **Web Based** – SON web site, Facebook & Google
- **Peace Corps Fellows** – Recruits returning peace corps volunteers



AMNP Recruitment Methods

- **Word of Mouth – Faculty, Students & Staff**
- **UAB Native Students – BS, MS & PhD**
- **College Recruitment – Traditionally Black Colleges**
- **Print Media and Flyers – News articles and handouts**



AMNP Recruitment Methods

UABSON AMNP Website



Student Information

Student Information Research Partnerships Technology & Distance Education Alumni & Development International Affairs

Home >> Student Information >> Academic Programs >> AMNP

Student Information

- Academic Programs
 - BSN
 - RN-BSN/RN-BSN-MSN
 - AMNP
 - AMNP Admission Requirements
 - Application Deadlines
 - Fact Sheets
 - Outcomes
 - AMNP Resources
 - Tuition & Fees
 - Scholarship & Financial Aid
 - Frequently Asked Questions
 - Contact Us
 - MSN
 - DNP
 - PhD
 - Non-Degree Options
 - Honors and Scholars Programs
 - Peace Corps Fellows
- Admission
- Scholarships & Financial Aid
- Student Life
- Current Students
- Fellowship, Traineeship and Loan Programs
- Technology & Distance Ed
- Application Deadlines

AMNP—Accelerated Master's in Nursing Pathway

The Accelerated Master's in Nursing Pathway (AMNP) provides an option for students who have a bachelor's degree in a field other than nursing and are not registered nurses to pursue a nursing degree. This unique category of students is eligible for master's level admission to this graduate program once prerequisite nursing foundation course requirements are met. The program has been developed in response to the growing need for well-educated, highly skilled professionals who can manage complexity within clinical environments. Upon completion of the pre-licensure phase of the program, students apply to take the National Council Licensure Examination (NCLEX-RN). Students may work as an RN while completing requirements for the MSN degree.

Students who complete Phase II of the AMNP program will be prepared to take the Clinical Nurse Leader (CNL) national board certification exam through the American Association of Colleges of Nursing (AACN). The CNL is a microsystem leader in all health-care delivery system settings in which health care is delivered.

For additional information, refer to the links in the Table of Contents on the left side of the page or below.

[Apply Now](#)

- [AMNP Admission Requirements](#)
- [Application Deadlines](#)
- [Fact Sheets](#)
- [Outcomes](#)
- [AMNP Resources](#) (contains the graduate catalog and program of study)
- [Tuition & Fees](#)
- [Scholarship & Financial Aid](#)
(Additionally students should read about the [Peace Corps Fellows Program](#))
- [Frequently Asked Questions](#)
- [Contact Us](#)

AMNP Recruitment Methods

UABSON AMNP Website

Accelerated Master's Entry to Nursing Pathway (AMNP) for Second Degree Students

The **Accelerated Master's Entry to Nursing Pathway (AMNP)** is an alternate pathway into the existing master's in nursing (MSN degree) for applicants who have a bachelor's degree in a field other than nursing, who are **not** registered nurses, and who seek MSN preparation as either a Clinical Nurse Leader (CNL) or another focus. While the program was designed to articulate with the clinical nurse leader specialty track, students may opt to transfer to another specialty track after the pre-licensure phase. The AMNP was developed in response to the growing need for well-educated, highly skilled professionals who can manage complexity within clinical environments.

The **AMNP program** is not intended to prepare individuals for a specific job title as a "Clinical Nurse Leader;" graduates will likely obtain various professional positions from different employers. It is also anticipated that new CNL grads will be hired as novice nurses in whatever position they seek.

The **Program** is divided into two phases: (I) the Pre-licensure phase and (II) the CNL phase. Students in the Phase I **must be prepared to dedicate 40 hours or more a week** to the coursework and clinical for this program. Students find that it is not feasible for them to work while completing Phase I of this program. This is not a distance accessible program.

Phase I: The pre-licensure phase: 50 Credits, 1395 contact hours

Phase I consists of 12 months of full time study in which students complete the required courses and clinical experiences equivalent to a BSN degree and are eligible to apply for licensure as a registered nurse. Phase I will be an intense learning experience and students will emerge with the knowledge and skills required to function as a registered nurse. Upon successful completion of Phase I requirements, the UAB University Registrar will send a certified letter to the Alabama Board of Nursing stating that students have successfully completed requirements equivalent to a BSN degree and are eligible to take the National Certification Licensure Exam for RNs (NCLEX-RN). Students who successfully complete the NCLEX-RN may apply for licensure and for employment as a Registered Nurse.

Phase II: The CNL Phase: 22 Credits, 675 contact hours

Phase II consists of four semesters of part time study via distance education through the school of nursing and clinical work as a registered nurse. The part-time CNL phase focuses on developing an exciting new role in nursing, the Clinical Nurse Leader (CNL). **Successful completion of Phase II leads to a Master of Science in Nursing degree (MSN) with eligibility to take the AACN CNL board certification exam. Only after successful completion of the AACN CNL board certification exam may the RN use CNL designation as part of their professional title.**

AMNP Recruitment Methods Website for Peace Corps



*International
Affairs*

Student Information Research Partnerships Technology & Distance Education Alumni & Development International Affairs

International Affairs
PAHO/WHO Collaborating Center
Global Activities
Child Health Nursing Network (Red ENSI)
Educational Programs
Distance Education Opportunities
Study Away Opportunity: Honduras Study Abroad Course
International Nursing Leadership Program
International Writing Collaborative
Peace Corps Fellows
Research Coordinators Capacity Building
Nursing Education and Capacity-Building in Zambia
E Granary Digital Database
Global Health Partnerships
UAB Global Resources
External Resources
Contact Us
SON Home Page

Home >> International Affairs >> Global Activities >> Educational Programs >> Peace Corps Fellows

Peace Corps Fellows

In 2008, the School of Nursing was approved by the Peace Corps as a Peace Corps Fellows program. This program is available to returned Peace Corps Volunteers (RPCVs) who pursue graduate studies in a variety of subject areas. More than 40 universities currently participate in this program, offering financial assistance to RPCVs, and opportunities for them to use the knowledge and skills they developed during their overseas service during their graduate work as they participate in service learning projects with underserved communities. Information about this program is available at the [Peace Corps](#) website. [Click here for more information about our specific program Peace Corps Fellows.](#)

Through this program, RPCVs will be able to apply either to the BSN program as a second degree student, or to the Accelerated Master's in Nursing Pathway (AMNP) Clinical Nurse Leader program. To learn more about the BSN program, please click on the following link. [BSN Program](#). The Clinical Nurse Leader (CNL) is a leader in the health and delivery system in all settings in which health care is delivered. The CNL assumes accountability for patient care outcomes through the application of evidence-based information to design, implement and evaluate patient care. Following program completion, graduates are eligible to sit for a national board certification as a CNL through the American Association of Colleges of Nursing. To learn more about the AMNP program, please click on the following link. [AMNP Program](#)

A key component of the Fellows program involves partnering with community organizations to provide opportunities for students to address selected community or health problems through their clinical practicum experiences. Fellows will address two major health issues during these community experiences: reduction of health disparities, and addressing the nursing shortage.

The School of Nursing is honored to have been accepted as a Peace Corps Fellows program!

To complete an application, please click on the following link [Peace Corps Fellows](#)

AMNP Recruitment Methods

Student Facebook





AMNP #3

[Wall](#) [Info](#) [Discussions](#) [Photos](#) [Video](#) [Events](#)

Attach:     [Share](#)

[Options](#)
[Remove](#)

[Message All Members](#)

[Edit Group Settings](#)

[Edit Members](#)

[Invite People to Join](#)

[Create Group Event](#)



Information

Category:
Student Groups – Academic Groups

Description:
This group is for all the AMNP students from cohort 3!

Privacy Type:
Closed: Limited public content. Members can see all content.

Admins

- Keila Brown (Tougaloo)
- Tommy Skinner



Lauren Rozycki Hi everyone! I just wanted to send you all a little message of encouragement. You all are wonderful and I feel so blessed to be able to get to know you all. School has been crazy, but I think the only way we can get through it (with a smile on our face) is to be positive and encourage each other. Just wanted to let you know I am thinking of you all!

Friday at 9:21am · [Comment](#) · [Like](#) · [Flag](#)

 Katie Rozofsky likes this.

 [View all 4 comments](#)

 **Michelle Morris** you are so awesome lauren!!!!
Yesterday at 11:30am · [Like](#) · [Delete](#)

 **Niki Vaughn** Awww... so sweet, thanks!! Right back at you!! :)
3 hours ago · [Like](#) · [Delete](#)



Katie Rozofsky Hey, nerdy labor day question for everyone...the computer lab is closed for the holiday, and I'm wondering if there's another way to get that information from the blood videos. For anyone who watched the videos, was it pretty general information that I could find somewhere else?

September 6 at 9:18am · [Comment](#) · [Like](#) · [Flag](#)

AMNP Recruitment Methods

Student Facebook

Closed: Limited public content.
Members can see all content.

Admins

- Keila Brown (Tougaloo)
- Tommy Skinner
- Mollie Scheib (Alabama)
(creator)

Members

6 of 34 members

[See All](#)



Niki
Vaughn



Michelle
Morris



Shanone
Medlock



Neha Patel



Brittney
Harris



Ashlee
Quick

Photos

4 of 40 photos

[See All](#)



Katie Rozofsky Hey, nerdy labor day question for everyone...the computer lab is closed for the holiday, and I'm wondering if there's another way to get that information from the blood videos. For anyone who watched the videos, was it pretty general information that I could find somewhere else?

September 6 at 9:18am · [Comment](#) · [Like](#) · [Flag](#)



Michelle Morris Hey, does anyone know anything about this AMI case study that's due next week??? Where is it? How to do it? etc...did I miss this info at some point?!?!? happy labor day weekend everybody!!!

September 4 at 9:09am · [Comment](#) · [Like](#) · [Flag](#)



Katie Rozofsky <http://www.youtube.com/watch?v=az7i91RhFrA&feature=related>



Respiratory PEEP
www.youtube.com
Ventilation using PEEP

[September 2 at 7:15pm](#) · [Comment](#) · [Like](#) · [Share](#) · [Flag](#)



Katie Rozofsky http://www.youtube.com/watch?v=IUZ3Plmz_YQ&feature=related

September 2 at 7:15pm · [Like](#) · [Delete](#)



Katie Rozofsky <http://www.youtube.com/watch?v=nGJlePPGQn0&feature=related>

September 2 at 7:16pm · [Like](#) · [Delete](#)



Katie Rozofsky <http://www.youtube.com/watch?v=BHgVn7O0eXM&feature=fw>

September 2 at 7:16pm · [Like](#) · [Delete](#)

Write a comment...



UAB SON AMNP

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About 634,000 results (0.24 seconds)

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Everything

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Show search tools

[SON taking apps for new AMNP program - UAB.edu](#)

SON taking apps for new AMNP program. Article Body. UAB's School of Nursing still is accepting applications for the first semester of its ...

main.uab.edu/Sites/reporter/articles/40873/ - Cached - Similar

[Expectations high for new Nursing graduate program - UAB.edu](#)

Download the April 14, 2008 issue of the UAB Reporter ... and Cecilia Ohman say the new AMNP program for students earning second degrees will extend the SoN ...

main.uab.edu/show.asp?durki=116732 - Cached

Show more results from main.uab.edu

[\[PDF\] Accelerated Master's Entry to Nursing Pathway \(AMNP\) for Second ...](#)

File Format: PDF/Adobe Acrobat - [Quick View](#)

Sep 22, 2009 ... For more information please <http://www.uab.edu/son> or contact: Student Nurse Recruiter. OR. (205) 975-7529. Sylvia Britt, RN, DSN. AMNP ...

www.uab.edu/nursing/images/stories/info_sa/amnp_fact_sheet.pdf

[AMNP—Accelerated Master's in Nursing Pathway - UAB.edu](#)

SON Intranet · SON Home Page ... AMNP—Accelerated Master's in Nursing Pathway ... Students who complete Phase II of the AMNP program will be prepared to ...

www.uab.edu/nursing/student-information/acad-prog/amnp - Cached

Show more results from www.uab.edu

[AMNP 2010/11 Graduate Programs-Master's level-SON Alabama ...](#)

Sep 8, 2009 ... Alabama University SON AMNP Graduate Program for 2010/11 for the ... For more information, please visit: <http://www.uab.edu/nursing/student-> ...

www.scholarship-programs.org/amnp-201011...son.../09/ - Cached - Similar

[Scholarships Programs | Research Positions | Scholarship Grants ...](#)

Sep 8, 2009 ... Alabama University SON AMNP Graduate Program for 2010/11 for the Master's ... With more than \$433 million dollars in funding, UAB is home to ...

www.scholarship-programs.org/page/208/ - Cached

[DEAN'S LETTER FOR UAB SON](#)

Sep 5, 2009 ... 2 DEAN'S LETTER FOR UAB SON MARCH/APRIL 2009 Calendar April 2 Greg Rohde in the CNR April 2-3 DNP Intensive April 6 AMNP Faculty Meeting ...

www.docstoc.com/docs/.../DEANS-LETTER-FOR-UAB-SON - Cached

Search Pad

SearchScan - On

59,900 results for
UAB SON AMNP

University of Alabama at Birmingham

... doctoral programs; the Accelerated Master's in Nursing Pathway (AMNP) ... CCTS and the SON. Dr. Patrick McNees. 10-11, **UAB School of Nursing** 1020 CNR

www.uab.edu/son - [Cached](#)

Accelerated Master's in Nursing Pathway (AMNP) for Second ...

The Accelerated Master's in Nursing Pathway (AMNP) is a new ... another college or university must be comparable to **UAB** courses. The Office of Student Affairs at the **UAB SON** ...

main.uab.edu/Sites/nursing/programs/36755 - [Cached](#)

Tuition & Fees

AMNP Admission Requirements; Application Deadlines ... estimates below are based on the costs listed at the **UAB** ... Tuition and Presidential Fees - **School of Nursing (SON)**

[www.uab.edu/nursing/student-information/acad-prog/amnp/...](http://www.uab.edu/nursing/student-information/acad-prog/amnp/) - [Cached](#)

SON taking apps for new AMNP program

Article Body. **UAB's School of Nursing** still is accepting applications for the first semester of its new Accelerated Master's Entry to Nursing Pathway (AMNP) for ...

main.uab.edu/Sites/reporter/articles/40873 - [Cached](#)

UAB Digital Repository of Documents: Record#544: Hèracles ...

La Biblioteca del pseudoApolodoro ofrece una narración completa y bien estructurada de la saga de Hèracles. En ella el héroe oficia tres sacrificios que **son** á& ...

ddd.uab.cat/record/544?ln=en - [Cached](#)

UAB Digital Repository of Documents: Record#38393: Bringing ...

... de aplicar un Análisis Multicriterio Participativo (**AMP** ... de costa y la recuperación de la dinámica natural **son** ... Maintained by

Sponsored Result

Amnp Could Run Huge

Find Out The Hot New **AMNP** Rumor! Get The Edge Over All **AMNP** Traders.

ThePennyStockJerk.com/AMNP

[See your message here...](#)



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[University of Alabama at Birmingham](#)

... doctoral programs; the Accelerated Master's in Nursing Pathway (AMNP) for ... CCTS and the SON. Dr. Patrick McNeas. 10-11, UAB School of Nursing 1020 CNR

www.uab.edu/son · [Cached page](#)

[Accelerated Master's in Nursing Pathway \(AMNP\) for Second Degree ...](#)

The Accelerated Master's in Nursing Pathway (AMNP) is a new ... at another college or university must be comparable to UAB courses. The Office of Student Affairs at the UAB SON ...

main.uab.edu/Sites/nursing/programs/36755 · [Cached page](#)

[Tuition & Fees](#)

AMNP Admission Requirements; Application Deadlines ... estimates below are based on the costs listed at the UAB ... Tuition and Presidential Fees - School of Nursing (SON)

www.uab.edu/nursing/student-information/acad-prog/amnp/tuition-fees · [Cached page](#)

[SON taking apps for new AMNP program](#)

Article Body. UAB's School of Nursing still is accepting applications for the first semester of its new Accelerated Master's Entry to Nursing Pathway (AMNP) for students earning ...

main.uab.edu/Sites/reporter/articles/40873 · [Cached page](#)

[UAB Digital Repository of Documents: Record#544: Hèraclides ...](#)

La Biblioteca del pseudoApolodoro ofrece una narración completa y bien estructurada de la saga de Hèraclides. En ella el héroe oficia tres sacrificios que son á&amp;amp;amp; ...

ddd.uab.cat/record/544?ln=en · [Cached page](#)

[UAB Digital Repository of Documents: Record#38393: Bringing public ...](#)

... de aplicar un Análisis Multicriterio Participativo (AMP) ... de costa y la recuperación

MORE ON THIS PAGE

Welcome to the University of Alabama at Birmingham School of Nursing. The University of Alabama at Birmingham School of Nursing, chartered as the University of Alabama School of Nursing in 1950, is distinct as an integral part of a world-renowned research university and academic health science center at UAB in our local and global community to ...

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*Margaret Griffith, M.S.N., R.N., C.N.E., C.D.E.
University of Pennsylvania*

University of Pennsylvania NCIN Marketing Strategies

- Communicate with Central Admissions Office to promote goals of NCIN
- Verbal notification: telephone inquiries; open-houses
- Flyers mailed with all correspondence
- Announcement of opportunity posted on Penn Nursing website
- Broaden recruitment areas to target student populations consistent with NCIN goals

University of Pennsylvania Profile: NCIN Cohort #1

Racial Heritage	Applicants	NCIN Yield
American Indian	3	2
Black	56	5
Asian	38	0
Latino/Chicano	14	4
White	187	3
Mixed Heritage	14	1
Other/Not reported	49	0
Totals	361	15

University of Pennsylvania

Profile: NCIN Cohort #2

Racial Heritage	Applicants	NCIN Yield
American Indian	9	3
Black	34	5
Asian	49	2
Latino/Chicano	17	3
White	215	2
Mixed Heritage	9	0
Other/Not reported	98	0
Totals	431	15

University of Pennsylvania

Gender Representation: Accelerated Students

Year	Male	Female	Total Matriculants
2005	2 (5%)	41 (95%)	43
2006	3 (6%)	44 (94%)	47
2007	4 (8%)	47 (92%)	51
2008	6 (14%)	37 (86%)	43
2009	12 (15%)	68 (85%)	80
2010	8 (10%)	69 (90%)	77



American Association
of Colleges of Nursing



Robert Wood Johnson Foundation

Susan Larson, M.S.N., Ph.D.
MidAmerica Nazarene University

MIDAMERICA

NAZARENE UNIVERSITY



Marketing Strategies

- Marketing materials reflect diversity of ethnicity & gender with pictures of student body
- Use of bold color and masculine bold/block printing
- Assure *non-marketing materials* {*although isn't everything essentially marketing materials?*} (i.e., alumni magazine, etc.) also reflect student diversity

Marketing Strategies



- Evidence of service learning & opportunities of global experiences (with diverse students represented)
- Formal marketing plan (attached in word document)
- Routine meetings with marketing office to update status of marketing/recruiting plan
- Targeted recruitment to areas of diversity (i.e., education fairs, in urban areas etc.)
- Reward/Honor diverse students in pinning ceremony (on stage, up front)
- Educate faculty re. helping diverse students succeed in the academic environment
- Hiring of diverse faculty members

Marketing Plan



- Sent MNU tailored press release to approximately 50 select media from greater Kansas City media list. The announcement was picked up in *Kansas City Business Journal*, *Kansas City Star*, *Kansascity.com* and *NCN News*.
- Released an announcement of RWJF funding to *Kansas City Nursing News*. An article was published shortly after and focused on the scholarship offered to MNU through NCIN.
- MNU produced a 1/4 page ad on nursing that was placed in *Kansas City Nursing News*, *Accent Magazine* and the newsletter for the Prince of Peace Church.
- MNU produced a nursing careers radio spot which was inserted into the rotation (budget of \$47,000) and a second radio spot for BSN programs that was added to the general MNU radio campaign.
- Produced video vignettes from RWJF materials for display on the MNU website and other nursing pages.
- Developed a brochure for accelerated BSN nursing programs featuring MNU new nursing students with minority backgrounds. Brochures have been distributed at recruitment fairs and is available on the MNU website.

Marketing Plan



MNU Commercial

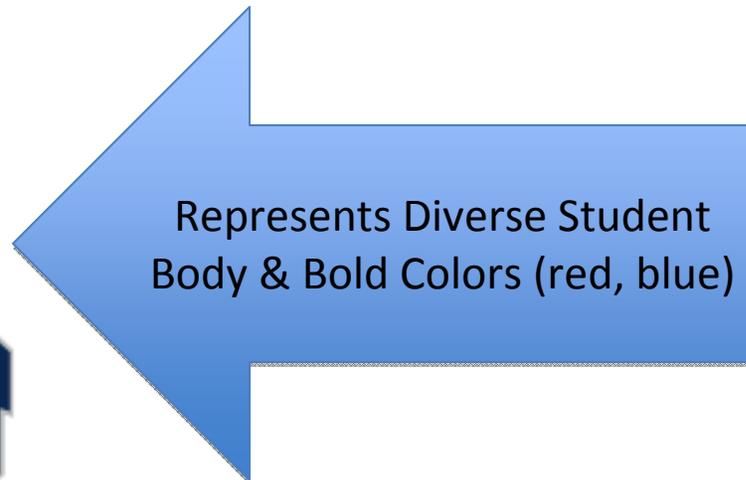
Marketing Results



Male/Ethnicity Percentages of Students by Graduated Year

Year	Total Grads	Male	%	Ethnicity	%	Combined Male/Minority <i>(individuals not duplicated in count)</i>	%
2000	31	5	16%	4	13%	8	26%
2001	32	0	0%	2	6%	2	6%
2002	26	0	0%	0	0%	0	0%
2003	21	0	0%	3	14%	3	14%
2004	11	1	9%	1	9%	1	9%
2005	29	0	0%	5	17%	5	17%
2006	36	3	8%	4	11%	6	17%
2007	35	8	23%	4	11%	9	26%
2008	40	11	28%	6	15%	14	35%
2009	70	7	10%	12	17%	17	24%
2010	108	18	17%	37	34%	44	41%

Logos and Promotional Banner



Marketing Resources



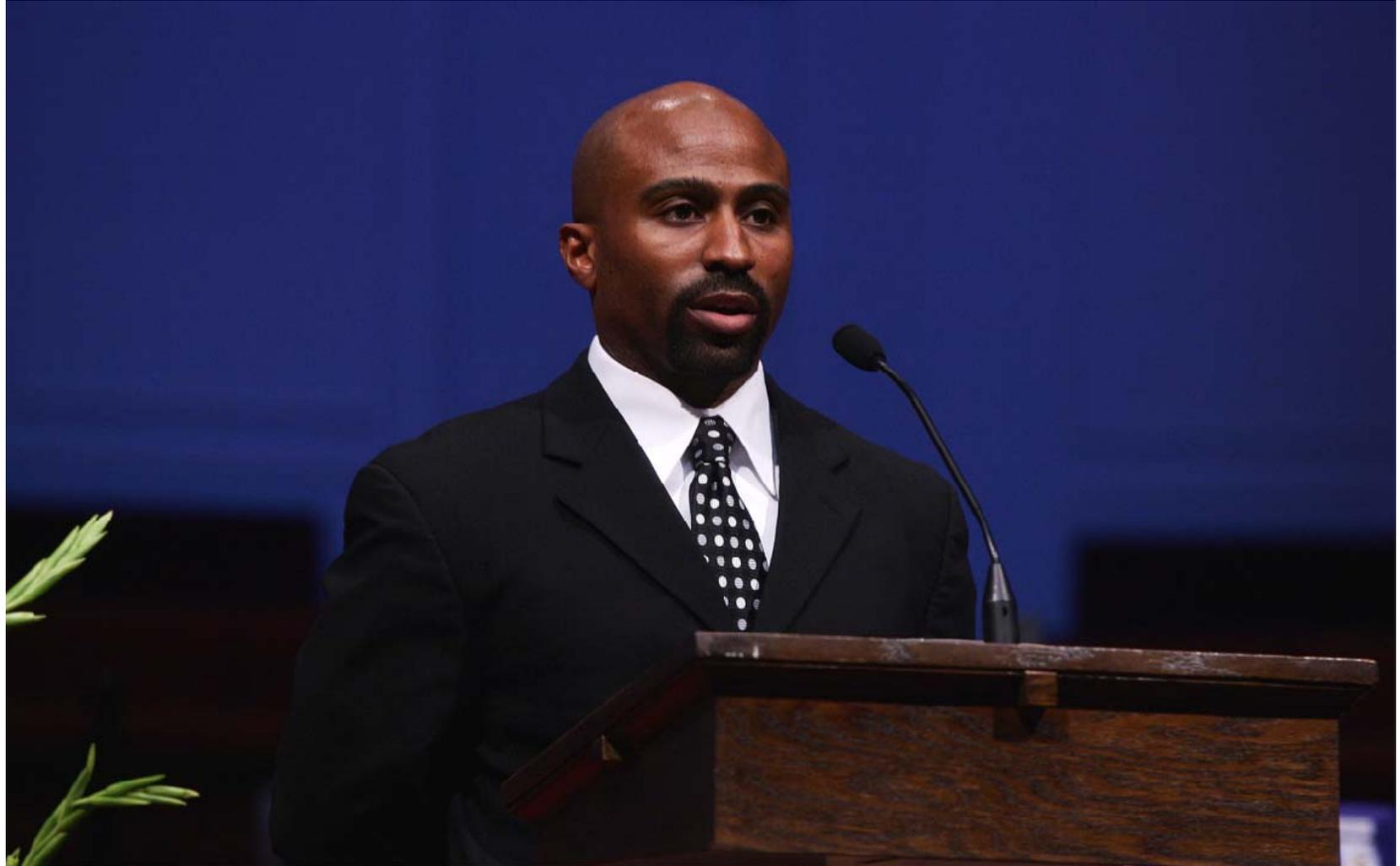
PIONEERING SPIRIT | PASSION TO SERVE | PURPOSEFUL LIVES

Assure Print Materials Represent Diversity (alumni relations, etc.)









MNU Nursing:



**Leading the way
in a changing world**

It has been said that nurses are at the center of health care. Without them, health care like the lovely lady Mrs. O'Connell says: "It's by 2025 America's health care system will fall 250,000 cases short of the demand that's because a majority of today's nurses are nearing retirement at the same time, hospitals expect more education from the nursing workforce. The National Advisory Council on Nurse Education and Practice is calling for two-thirds of nurses to have earned a BSN or higher. Today only about 47 percent of nursing women have their bachelor's degree."

With its array of BSN, RN to BSN and MSN degree programs, the MNU School of Nursing and Health Science is helping solve the national problem. Nursing growth at MNU has been tremendous since its beginning in 1981 and increases in part of its history. In fact, MNU's accelerated nursing education model became the first of its kind in Kansas in 1991.

Recent interest in MNU's programs has also grown significantly. Since MNU opened nursing studies at MNU have more than tripled from 87 students in 2012 to 277 in 2013.

MNU recently gained national support for its accelerated nursing program, receiving a \$400,000 grant from the Robert Wood Johnson Foundation (RWJF) that will allow MNU to award 20 scholarships of \$10,000 each to new nursing students. The first awards are slated for May 2014.

The grants are part of the RWJF New Careers in Nursing Scholarship Program, an initiative in partnership with the American Association of Colleges of Nursing. The foundation is focused on alleviating the nation's nursing shortage by expanding the pipeline of adult students who enroll in accelerated nursing programs. The program especially seeks to bring diversity to the nursing profession by expanding groups traditionally underrepresented in nursing. These are minority males and those health care trainees from an economically disadvantaged background who already have a bachelor's degree in a field other than nursing.

In being selected for the award, MNU's School of Nursing and Health Science is proud to be on the national stage in nursing education, along with prominent health education leaders Duke, Johns Hopkins and Wilkes, who also received grants from the foundation. Only 38 universities received the 2009 New Careers in Nursing grant, a huge accomplishment for Mid-America Nazarene University.

"We went through a rigorous application process," says Susan Larson, Ph.D., B.N., interim dean of the MNU School of Nursing and Health Science. "We were the only school in Kansas to receive this grant. I think our 20-year experience with accelerated nursing education made a difference in winning this award."

Currently, the nursing profession is only 18 percent male and 24 percent minority, while the U.S. population is 53 percent minority. In summer 2009, enrollment in the MNU accelerated BSN program was 20 percent male and 46 percent minority.

Tony Foster is in the MNU accelerated BSN program and will graduate with his BSN in May. He was a U.S. Navy officer and also spent 13 years as a personal trainer after completing his psychology degree. When he decided to enter the health care profession, it was a friend who suggested nursing, and Tony had to think that option through.

"I didn't know any male nurses," Foster says. "But I kept an open mind."

What he has learned at MNU has expanded his view of nursing.

"There's no question that I understand the profession," he says, "and it's not just me. The program has given us all a better appreciation and respect for nursing."

In addition to patient care, today's nurses conduct research, teach in university settings, assist in policy making, manage health care organizations and serve on boards.

For Foster, nursing was a single master's with a full-time job and two bachelor's degrees. Today, he's in the accelerated BSN program.

"The scholarship program made it easier for me to enter the nursing profession," he says. "I looked at other schools, but I wanted to get it done quickly. MNU offered a way."

Some who've entered the MNU accelerated program considered nursing for years ago, yet for various reasons didn't pursue it. Cynthia Thomas moved from Tennessee to Kansas solely to enroll in MNU's accelerated BSN program. She had worked in the health insurance field for 12 years, yet found it unfulfilling. She hoped to do something to help she could make a stronger human impact.

"I went through a period of reflection and remembered I always wanted to be a nurse," Thomas says. "MNU met my priority for a Christian college, and was

like other programs, offered scholarships to adults."

Another factor in the opening of adults in the accelerated nursing program: the economy.

"After the third or fourth layoff, many people are looking for a career that offers stability," Larson says.

Financial stability, however, isn't everything, according to Jenkins.

"If it was about money," she says, "I would have stayed in my job. At this stage in life, I have a better perspective. I've been looking for something fulfilling that offers skills to hang my hat on down the road. Nursing will be a rewarding career for me."

Jenkins added that the timing was just right for her. "I was in the insurance, then an EMT, and worked as a lab scientist in a hospital," she says. "Everything I've experienced will make me a better nurse."

Nursing education at MNU extends beyond the Olathe and Liberty classrooms. An important part of MNU's nursing is to expose students to small cultural settings.

"We work locally with inner city schools and outreach groups, including the Kansas City Veterans' Mission," Larson says. "We also take annual excursions to clinics in Guatemala."

Student nurses also benefit from MNU's advanced technology. In 2008, the nursing school added a Simulation Studio, which provides enhanced learning opportunities. In addition, a grant awarded by the Department of Energy helped equip MNU's new Simulation Studio, as well as providing for

new equipment in MNU's science classes.

Learning that occurs with insurance of no harm to patients is immensely helpful to a student. For example, Larson says, imagine a nursing student giving an antibiotic to a patient without reading one the patient's isn't allergic to the medication. In the simulation setting, the instructor can cause the allergic reaction, and the student nurses will have to critique and analyze the chain of events regarding the patient's response.



One of the goals of the New Careers in Nursing Fund is to bring more diversity to the nursing profession.

MNU is home to two adult simulation and one pediatric simulator, as well as a pregnancy simulator, which allows replication of the childbirth experience.

And when MNU knew it would not have space for its simulation, a unique example of academic community partnership was created. Olathe Medical Center offered to house one of the simulators, creating a situation in which both MNU and OMC staff can benefit.

In another aspect of the nursing profession evolution, BSN prepared nurses are seeking to move into emerging management opportunities or into roles that help educate future nurses. In January 2010, MNU launched its new accelerated Master of Science in Nursing (MSN) program. Two MSN tracks are available: Nursing Education and Health Care Administration.

"The new program helps fill the growing need for nurse educators — an underlying cause of the nursing shortage," Larson says.

The Health Care Administration track prepares nurses for leadership roles, from nursing manager to chief executive officer of a health care organization. The Nursing Education track prepares nurses to teach in health care facilities or nursing schools.

Interest in nursing as a career is high. Nearly 90,000 qualified applicants were received in 2009 by U.S. nursing

continued on page 19

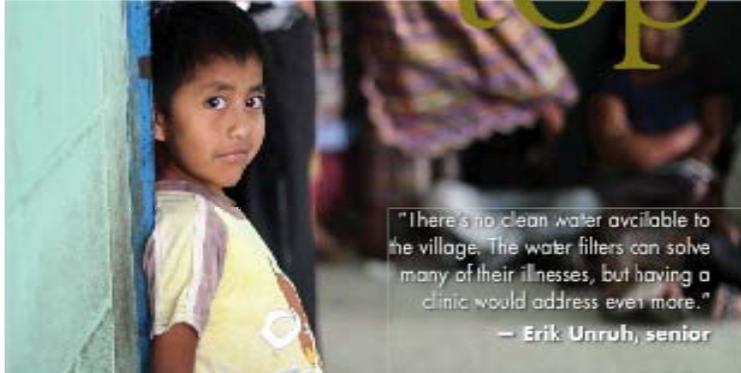
"We were the only school in Kansas to receive this grant. I think our 20-year experience with accelerated nursing education made a difference."

Susan Larson, Interim Dean



Passion to Serve

Over the top



"There's no clean water available to the village. The water filters can solve many of their illnesses, but having a clinic would address even more."

— Erik Unruh, senior

At the end of the semester, the students of the Go Global Certificate program are proud to report that they have raised over \$300,000 for the village of Guatemala. The students have been working hard to raise money for the village of Guatemala. They have been working hard to raise money for the village of Guatemala. They have been working hard to raise money for the village of Guatemala.

"What I became 'We did it' as students surpass the \$300,000 goal to help a village in Guatemala"



A group of students posing for a photo outdoors.

Students have been working hard to raise money for the village of Guatemala. They have been working hard to raise money for the village of Guatemala. They have been working hard to raise money for the village of Guatemala.

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Students on a boat, likely participating in a service project.



Students working together on a project.

How do they do it?

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Passion to Serve 2009-2010 by the numbers

24
Number of Go Global Certificates earned. Certificate requires foreign language, modern international coursework, and either an international academic experience abroad or approved on-curricular or service-oriented internationally focused activities.

1,800
Volunteer episodes performed, from simple tasks to the complex.

45,000/\$810,000
Local and global service hours performed at an industry standard of \$18 an hour. Service Corporation for National and Community Service.

\$151,000
Total dollars raised by students to fund mission trips in 2009-10.

\$62,212
Total amount raised for Patriotic Clerics.

\$1,023,212
Combined total giving by the MNU community.

Questions ?

Resources



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