Collaborative Efforts Yielding a Sharp Increase in RN-BSN Enrollment

Benefits,

Challenges,

Lessons Learned

Roberta Rolland, PhD, RN, FNP
Taylor Solak, MS, RN, PMHNP-BC
Objectives

Participants will:

- Explain the demand to increase the BSN workforce
- Anticipate the challenges to increasing program enrollment
- Develop strategies to address increasing enrollment
- Discuss the benefits of collaboration among colleges and health care institutions

- Special Acknowledgements
- STTI Omicron at Large Chapter
- Upstate Medical University, College of Nursing and Alumni

- 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)
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
# Tuition Revenue

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

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

En: Enrollment; Δ: Percent Change
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

**Caution**
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
University hospitals and schools of nursing choosing to utilize this model can benefit by promoting BSN enrollment and subsequently increasing the BSN workforce.

- Retention – Student experience

- Early preparation for adequate staffing, faculty, and resources are critical for student retention and long-term success.


