Effective Leadership for BSN Recruitment in Rural Communities

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**Faculty Disclosures**
Goal:
• Discuss recruitment strategies related to rural BSN program enrollment

Objectives:
• Name one effective leadership style for recruitment
• List at least two strategies used for recruitment
Introduction

• IOM Future of Nursing Report

• Historically low numbers of BSNs in rural areas
  • Limited access to BSN education
  • Barriers to higher education

• Distance partnerships
• The most effective way to encourage nurses to work and remain in rural areas is to provide their education locally.

• So, how do we market the program to surrounding counties and ensure there is adequate enrollment?

Problem
Effective leadership, an outreach vision, and a strategic plan for the recruitment of BSN students in rural communities were necessary for sustainable enrollment.
METHODS

• Leadership Styles
• Marketing & Recruiting strategies
Leadership Styles

Transformational

Situational

Path-Goal
Transformational Leaders
• New vision, empowers others, strive to meet challenges

Situational (Contingency) Leaders
• No one leadership style is best in all situations

Path-Goal Leaders
• Set realistic goals, create clear path, work-goal attainment

Leadership Styles
According to Higher Ed Benchmarks: 
2013 Effective Recruitment Strategies

#1 – campus open house
#2 – campus visits for students
#3 – campus visits for school counselors
#4 – online scheduling of campus visits
#5 – encourage students to apply online
What We Did:

#1 – campus open house
#2 – invited area students to campus for Honors Day events
#3 – luncheon on campus for school counselors
#4 – presented at high schools, career centers, community organizations
#5 – encourage students to apply online

Recruitment Strategies
• In less than 1 academic year, ~1000 students, teachers, administrators, and community leaders were reached through direct outreach efforts

• Sign-in sheets
• Surveys
• Enrollment data
• Identifying and tracking
  • Add tracking item to advisement documentation

• Increase social media use
  • (Instagram, Twitter, Facebook, YouTube)

• Embed nursing video on faculty pages at both institution websites

Lessons Learned
Conclusions

• Outreach leadership, vision, and strategic planning...

• Addressing IOM recommendations with positive individual and community outcomes
• Ensuring sustainable enrollment
• Producing quality BSN graduates for rural areas


References