Fostering Retention: A Success in Transitioning a RN-BSN Program to Online Delivery

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Background

♦ Student retention with online course delivery

♦ RN-BSN student retention for distance programs

♦ Unique challenges of RN-BSN students
James Madison University
RN-BSN

- Hybrid program prior to August 2013
- Needs assessment completed
- Faculty preparation
- Transitioned to fully online August 2013
Program Retention Strategies

- Seamless progression
  - Articulation agreements
  - Support & guidance for pre-requisite and general education course work

- Variables deemed critical to program success
  - Connections/relationships
  - Academic/technology support
  - Strong faculty advisement
Curriculum Strategies

♦ Onsite orientation

♦ Relationship building with peers/faculty

♦ Technology support
  ♦ On campus technology support resources
Recruitment & Retention Outcomes

- Retention rates of 97% or higher in first 2 years of moving to fully online

- Significant enrollment increases

- Overwhelmingly positive student feedback & participation
Lessons Learned

- Onsite orientation fostering relationship building; technology support; and confidence building

- Engendering a Community of Learning

- Student centered focus to promote success
References


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