

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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