

Advancing Nursing Education: BSN Completion Messaging Materials for Associate Degree Nursing Faculty

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Objectives

- ▶ Describe opportunities to address the IOM's *Future of Nursing* report for increasing the proportion of baccalaureate-prepared nurses to 80% by 2020.
- ▶ Acknowledge the benefits and importance of ADN students' continuation of their nursing education.
- ▶ Describe BSN completion messaging materials created to encourage ADN students to pursue advanced education.
- ▶ Discuss how the BSN completion messaging materials can be used to support and encourage ADN nurses to pursue their BSN.
- ▶ Discuss ways to evaluate the effectiveness of using BSN completion messaging materials in ADN programs

Nursing Education

- ▶ Associate's degree in Nursing (ADN)
 - ▶ Technical or Community college
 - ▶ 2 - 3 year completion
 - ▶ Educated as entry level RN practitioner
 - ▶ Meet the core components of nursing practice
 - ▶ Practice as a direct caregivers in a variety of health care settings
- ▶ Bachelor's of Science degree in Nursing (BSN)
 - ▶ 4- year completion
 - ▶ Additional education and training
 - ▶ Strengthens student's analytical and critical thinking abilities
- ▶ RN to BSN Education Progression

History of Nursing Academic Progression Initiatives

- ▶ 1965 - ANA's white paper
- ▶ 1992 - Fagin and Lynaugh
- ▶ 2008 - BSN-in-10 Legislation Proposed
- ▶ 2010 - Healthcare Reform Legislation - ACA
- ▶ 2010 - Institute of Medicine Report - Future of Nursing
- ▶ 2010 - Tri-Council for Nursing
- ▶ 2012 - AACN, N-OADN & Community College Organizations



National Organization for Associate Degree Nursing



- ▶ Leading advocate for associate degree nursing (ADN)
- ▶ Promotes academic progression of ADN graduates to reach their maximum professional potential.
- ▶ ADN programs provide accountability, accessibility, affordability, and diversity in the nursing profession
- ▶ Registered nurses are educated in more than 900 national AD nursing programs
- ▶ 57% of the nursing workforce is AD-educated

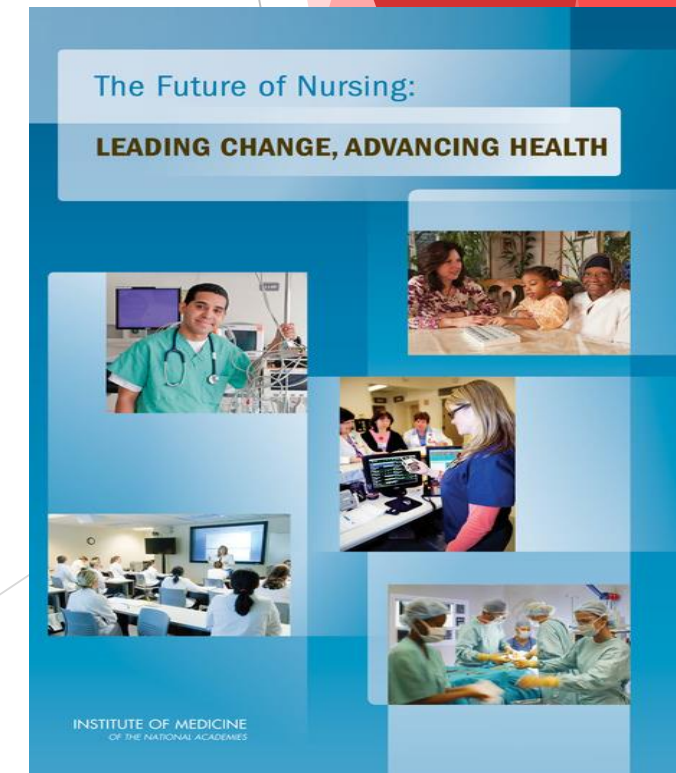
BSN Completion

- ▶ Builds on current nursing knowledge
- ▶ Wider competency and skill set
- ▶ Education includes:
 - ▶ Leadership & Management
 - ▶ Quality Improvement
 - ▶ Information Technology
 - ▶ Health Care Systems and Policy
 - ▶ Evidence-Based Practice
 - ▶ Ethics
 - ▶ Care Coordination
 - ▶ Organizational Environments & System Thinking
 - ▶ Community/Public Health
 - ▶ Trends & Issues Facing Healthcare



National Movement for BSN - Initiatives

- ▶ Increase new registered nurses from BSN programs
- ▶ Increase access, enrollment, and completion to RN-BSN programs
- ▶ The American Nurses Credentialing Center (ANCC) Magnet Recognition Program®
- ▶ “BSN in 10” legislation
- ▶ Institute of Medicine - Future of Nursing report



Support for RN to BSN Education

- ▶ Evolving health care system
- ▶ Aging workforce
- ▶ Aging patient population
- ▶ Multiple medical complexities of patients
- ▶ Movement of care into public health and community settings
- ▶ Increasing use of technology
- ▶ Enhance leadership skills



Factors Related to BSN Education

- ▶ **Employer hiring preferences for nursing school graduates:**
 - ▶ 43.7% - Hospitals and other healthcare settings require new hires to have a minimum of a bachelor's degree (BSN)
 - ▶ 78.6% - Employers who express strong preference for BSN graduates
(American Association of Colleges of Nursing, 2015)
- ▶ **Increasing Academic-Practice Partnerships**
- ▶ **Increased need for Advanced Practice Nurses and Nursing Faculty**

Academic Progression in Nursing Education - National & Kansas

- ▶ Improved Nursing Education System
 - ▶ Builds on ADN education & training
- ▶ Open communication
- ▶ Seamless education articulation plans
 - ▶ Transfer of ADN courses
- ▶ Collaborative models between programs
- ▶ Standardizing “non-nursing program” courses
- ▶ Improved education accessibility and flexibility

Models for Academic Progression

- ▶ RN to BSN: Seamless transition from associate to bachelor degree by cooperative work between community colleges and universities
- ▶ Dual admission programs
 - ▶ Shared ADN/BSN
 - ▶ Begin BSN at the end of ADN program
- ▶ Fostering associate to masters programs
- ▶ BSN completion programs offered at community colleges



THE NURSE'S CAPE



HISTORICAL PROOF
THAT NURSES ARE

*Super
Heroes*



Motivating Factors for Nurses to Obtain a BSN

Support from employers and educational institutions increase the likelihood that RNs will return to school.

Intrinsic motivators:

- ▶ Gain new knowledge & advance skills
- ▶ Enhance critical thinking and use of evidence-based information
- ▶ Prepares nurses for a broader scope of practice
- ▶ Increases leadership abilities
- ▶ Supports positive role modeling with completion of undergraduate degree
- ▶ Promotes a better understanding of on-going healthcare issues
- ▶ Expands employability

Extrinsic motivators:

- ▶ Provides career and professional advancement
- ▶ Improves options for organizational incentives and rewards



Indicator 1: Education

IOM Recommendation:
Increase the proportion of nurses with baccalaureate degrees to 80 percent by 2020

Percentage of employed nurses with a baccalaureate degree in nursing or higher degree

2020 80% —

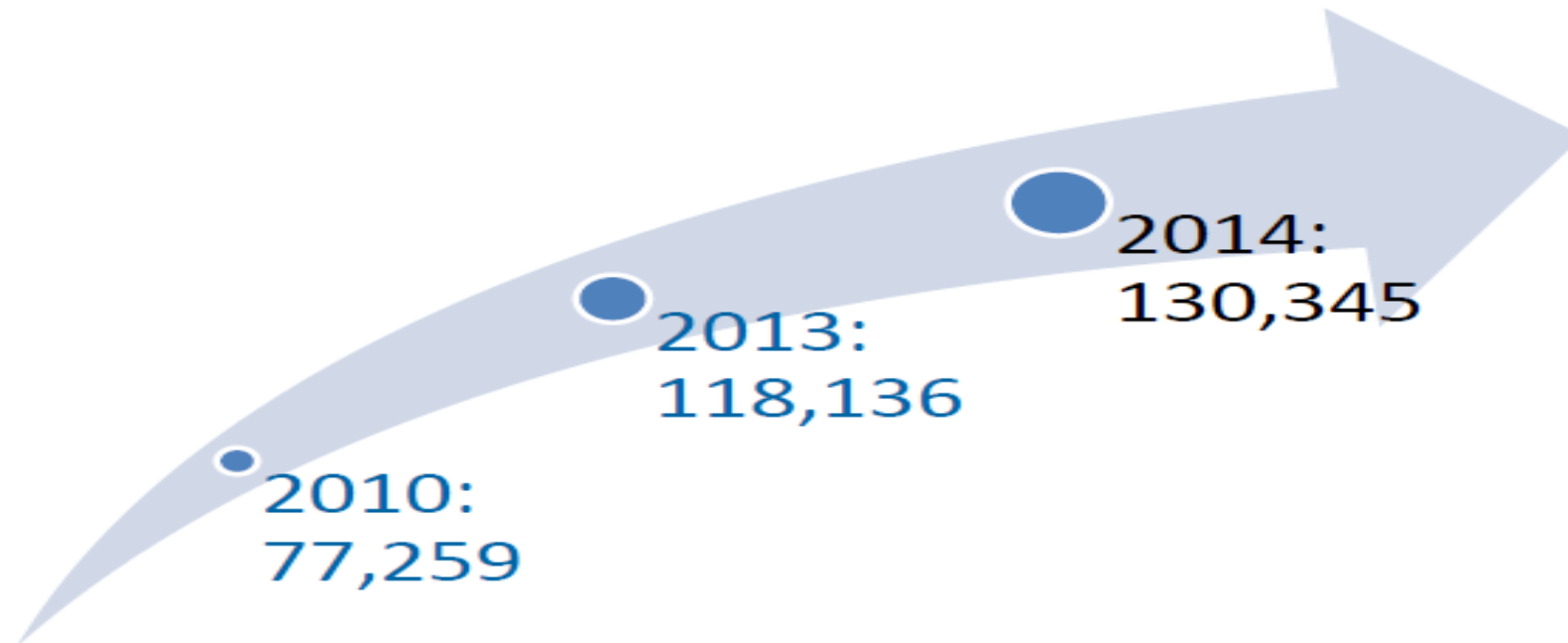
2013* 51% —
2011 50% —
2010 49% —



Data Source: American Community Survey, Public Use Microdata Sample (series)
*No change between 2012 and 2013.

2014 - 65% had obtained a baccalaureate or higher degree (in any field)
(National Council of State Boards of Nursing, 2015)

Number of students enrolled in RN to BSN programs



Gorski April 28, 2015

From fall 2010 to 2014, the number of students enrolled in RN-to-BSN programs increased from 77,259 to 130,345, a 69% increase.

(Center to Champion Nursing in America, 2015)

United States BSN Education Progression

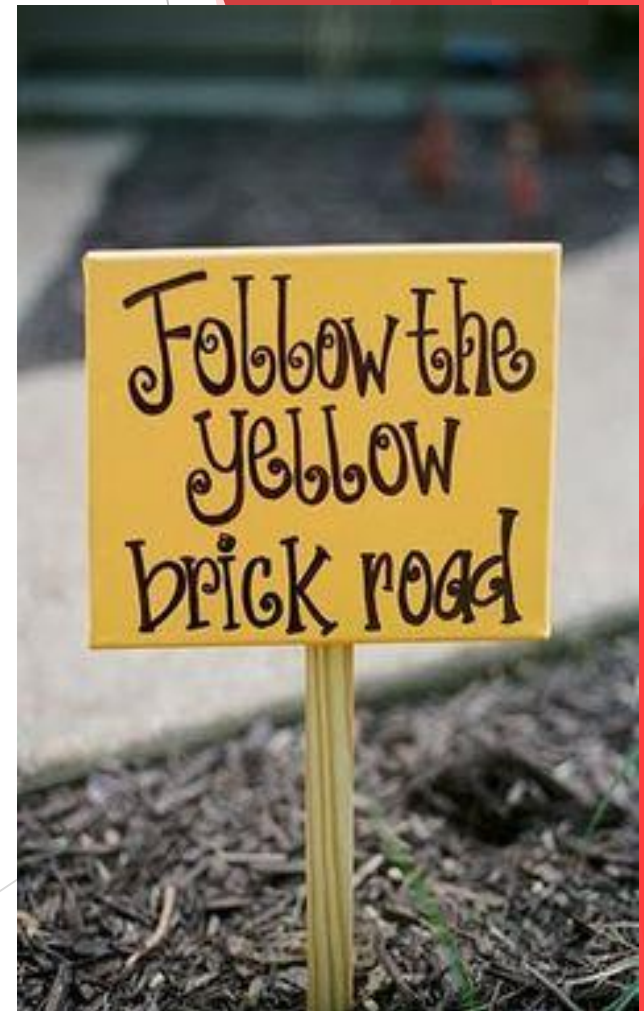
- ▶ 2013 - 61% of RNs have baccalaureate or higher degree
 - ▶ 2008-2010 HRSA data - 55% had a baccalaureate or higher degree
 - ▶ 2000 HRSA data - 50% had a baccalaureate or higher degree
- ▶ 2015 - 42% of RNs had a BSN or higher degree as their initial credential, while 65% had obtained a baccalaureate or higher degree (in any field) as their highest level of education.
- ▶ Currently over 690 RN to BSN programs are available
 - ▶ Program length varies between 1 to 3 years

Kansas BSN Progression

- ▶ Approx. 51,000 RNs licensed in Kansas
- ▶ 60.5% of RNs have a BSN or higher degree
 - ▶ 14.9% have a master's degree or higher

(Shen, Q., Peltzer, J., Teel, C., & Pierce, J., 2015)

- ▶ More than 15 RN to BSN programs
 - ▶ Online & On-site options
 - ▶ Acceptance of ADN program courses
 - ▶ Seamless transfer and entry
 - ▶ ADN/BSN Dual Enrollments



Additional Education Progression Initiatives

- ▶ Additional options need to be considered.
- ▶ Importance of ADN Faculty in advising and encouraging nursing education progression.
- ▶ Resources can assist nursing faculty in crucial advising conversations.

ENVISION YOUR NURSING FUTURE

Taking the *Next Step* in **Your Nursing Education**



Development of BSN Completion Messaging Materials

Literature Review

- ▶ ADN faculty related to advising ADN students on academic progression:
 - ▶ Faculty role in encouraging associate degree nursing students to pursue a bachelor of science in nursing
 - ▶ ADN faculty perspective on nursing education progression
- ▶ BSN completion toolkit created for hospital nurse executives to share with current RNs
- ▶ Additional areas:
 - ▶ Professional support & trends
 - ▶ Kansas Nursing Programs
 - ▶ Communication/Messaging for a Desired Outcome

Creation of BSN Completion Messaging Materials

- ▶ Materials were developed for ADN faculty to use for student advising on academic progression.
- ▶ Sessions to review the messaging materials occurred with faculty from two Kansas ADN programs, one small-sized and one larger-sized.
- ▶ Faculty were asked to evaluate the materials and provide recommendations for improving materials.
- ▶ Materials presented and distributed to all Kansas ADN programs in Fall 2016.

BSN Completion Messaging Materials

Assortment of BSN completion materials:

- ▶ List of Kansas RN to BSN Programs
- ▶ RN to BSN Fact sheet
- ▶ RN to BSN education pathway sheet
- ▶ RN to BSN Frequently Asked Questions (FAQs)
- ▶ Kansas RN to BSN Programs & Scholarship brochure
- ▶ Posters on BSN completion:
 - ▶ Advancing Nursing Education - Preparing Nurses for the Future
 - ▶ Advancing Nursing Education - Kansas Information
- ▶ Advancing Nursing Education Power Point presentation
- ▶ Advancing Nursing Education Videos on Nursing Academic Progression - Weblinks
- ▶ Reference & Resource list

Advancing Nursing Education

Kansas Nursing Programs - Preparing Nurses for the Future!

**Expand
Knowledge**

**ADN
Courses
Transfer!**

**Flexible
RN to BSN
Programs**

**Increase
Skills**



**Academic
Partnerships**

**Leadership/
Management**

**Advanced
Education**

**Population
Health**

**↑ Employment
Opportunities**

• **Contact your academic advisor to develop your career plan today!** •

Advancing Nursing Education: Preparing Nurses for the Future!



National Goal:

80% of RNs to have a BSN by 2020

Seamless transition from RN to BSN

Kansas Stats:

60.5% RNs have BSN or higher

> 15 RN-BSN programs in Kansas

Expand knowledge

Increase skills

Exposure to research, community & leadership

Pathway To:

Leadership
Management
Advanced Practice
Academia
Your Dream!

Increase your confidence

Seek your highest potential!

Be the best nurse you can be!

**Nursing involves Lifelong Learning! Take control of your Knowledge!
Be Inspired, Grow & Make a Difference!**

Videos on Nursing Education Progression

- ▶ **Advancing Nursing Education, Advancing Health**
https://www.youtube.com/watch?v=Cl_J0YGdpfE&feature=youtu.be
- ▶ **Inspiration for Aspirations: School Again**
https://www.youtube.com/watch?v=iT0ygHn4CYg&feature=player_embedded
- ▶ **Discover Nursing by Johnson & Johnson:**
https://www.youtube.com/watch?v=_s05qFON5EA&feature=youtu.be
- ▶ **Kansas Action Coalition:**
<http://www.kansasactioncoalition.com/ksac-videos.html>

BSN Completion Messaging Materials Evaluation

ADN program administrator and faculty from two community colleges:

- ▶ Located in a small-sized community college (n=6)
- ▶ Located in a medium-sized community college (n=9)

Presentation of Materials

Multi-method strategy used:

- ▶ 5-point Likert scale used - 10 questions
- ▶ Written feedback and verbal feedback

Evaluation Responses

Evaluation Statements	Responses			
	ADN Program Medium Community College (n = 9)		ADN Program Small Community College (n = 6)	
	Mean	SD	Mean	SD
1. The information in the messaging materials is easy to understand.	4.67	0.50	4.67	0.52
2. The message is clear and logical.	4.55	0.53	4.67	0.52
3. The content covered presents relevant information on BSN completion.	4.67	0.50	4.67	0.52
4. The materials contain the information I need to advise students about academic progression.	4.77	0.44	4.67	0.52
5. The messaging materials are attractive.	4.67	0.50	4.67	0.52
6. Illustrations have a suitable design.	4.67	0.50	4.67	0.52
7. I would feel comfortable presenting this information.	4.44	0.73	4.67	0.52
8. The materials will help to convey the message of academic progression.	4.77	0.44	4.67	0.52
9. I am very likely to use these BSN Completion messaging materials with students.	4.44	0.88	4.50	0.84
10. Overall, I liked these materials.	4.77	0.44	4.50	0.84

Evaluation Comments

Written feedback:

- ▶ Appreciation for the list and variety of the messaging materials
- ▶ Kansas RN to BSN programs and scholarships brochure was viewed as “awesome” and helpful for students.
- ▶ The power point presentation and potential for providing in a narrative format was viewed as beneficial for online students
- ▶ Appreciation for the presentation, interesting content and materials that are easy to read and follow

Verbal feedback:

- ▶ “provides confidence for ADN students”
- ▶ Format “nice to share with students taking online course”
- ▶ “we need good nursing workforce numbers to help understand how many nurses have their BSN today”

Recommendations

Recommendations from the evaluations included:

- ▶ Add NSNA scholarship information
- ▶ Direct nurses to ask employer about tuition reimbursement benefit
- ▶ Share these materials with nurses in practice, specifically long term care and school nurses

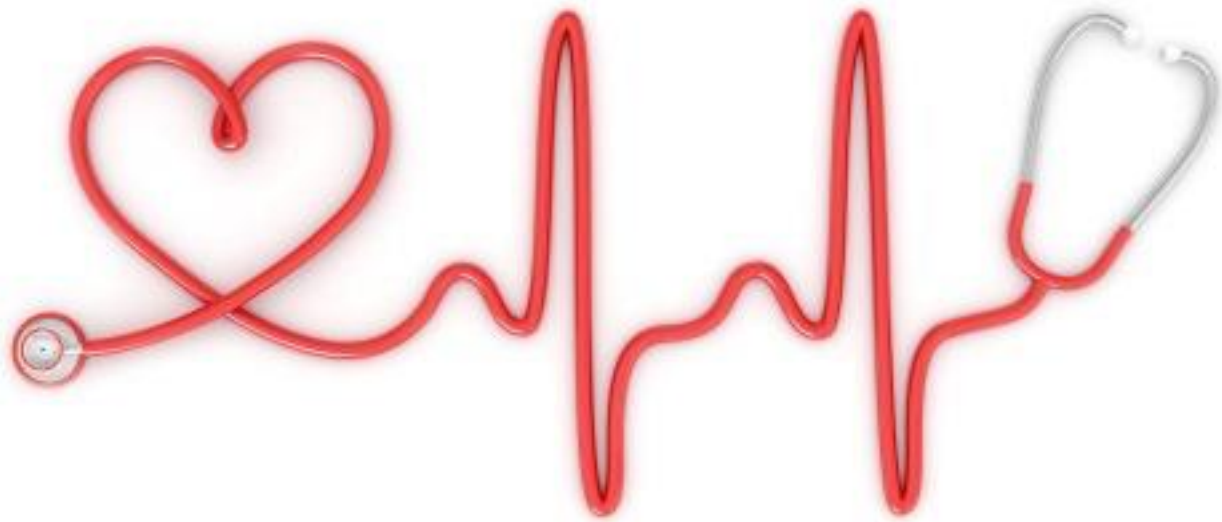
Sample Project Implications

- ▶ Evaluating the usability and relevance of the BSN completion messaging materials with the ADN faculty;
- ▶ Identify if the materials have an impact on ADN students' decision to pursue advanced education;
- ▶ Determine if there is an increase in RN to BSN program enrollment; and
- ▶ Identify opportunities for use of the materials in practice settings and with other nursing leaders.

High Points of the Project

- ▶ From the review of the literature, the need for BSN completion messaging materials for ADN faculty was identified
- ▶ Developing BSN completion messaging materials for ADN faculty to share with students
- ▶ Sharing the materials with ADN administrators and faculty - receiving positive feedback

Questions



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