DISCOVERING THE HIDDEN FORCES OF SUCCESSFUL RECRUITMENT AND RETENTION OF AFRICAN AMERICANS IN BSN PROGRAMS

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LEARNING OBJECTIVES

• Identify specifics influencing recruitment and retention of African Americans in BSN programs.
• Commit to integrate innovative strategies designed to foster African Americans in BSN programs.

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No Disclosures
PROBLEM AND PURPOSES

• Problem
  ▪ Theories: not grounded in specific data
  ▪ Voices of the students: missing

• Purposes
  ▪ Explore actions and processes experienced
  ▪ Identify a theory: specific aspects of student recruitment and retention
THEORETICAL FRAMEWORK

The stages of Van Gennep (1964)
- Separation
- Transition
- Incorporation
## The Phases of the Theoretical Framework

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>(Separation)</th>
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<tbody>
<tr>
<td></td>
<td><em>Separation category.</em></td>
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<td></td>
<td><em>Words such as: “at the beginning“ or “at first,” or</em></td>
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<table>
<thead>
<tr>
<th>Phase 2</th>
<th>(Transition)</th>
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<tbody>
<tr>
<td></td>
<td><em>Transition phase.</em></td>
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<td><em>Words such as: “during the program“ or “while in the program“ or “while in the program“</em></td>
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<thead>
<tr>
<th>Phase 3</th>
<th>(Incorporation)</th>
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<tbody>
<tr>
<td></td>
<td><em>Incorporation category.</em></td>
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<tr>
<td></td>
<td><em>Responses referring to “end“ or “last semester: the“</em></td>
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</tbody>
</table>
LITERATURE REVIEW

Importance of Bachelor of Science in Nursing Programs

Retention and Recruitment according to Researchers and Healthcare Providers

Shortage of Bachelor of Science Nursing Graduates
LITERATURE REVIEW

- Recruitment and Retention according to Educational Theorists
- Proposed Teaching and Learning Strategies
- Barriers and Support to Recruitment and Retention of African Americans
LITERATURE REVIEW

- Noncognitive Barriers
- Contributions of Nursing Theorists
- Social Structure and Interactions Influencing Recruitment and Retention
RESEARCH METHOD AND DESIGN

• Qualitative Research Method
  - Researchers to immerse in the human experience.

• Constructivist Grounded Theory Design
  - Constant comparison
  - Theoretical sampling
  - Preservation of participants’ voice
RESEARCH QUESTIONS

• RQ1: How does nursing workforce continue to be imbalanced and not representative of the population being served?
• RQ2: What theory of student recruitment and retention that is uniquely applicable to African American BSN students emerges from the interview data?
POPULATION AND SAMPLE

- African American BSN graduates
- Interviews with 14 ($N = 14$) participants.
- Purposive sampling
- Smaller sample and more in-depth interviews.
DATA COLLECTION AND ANALYSIS

• Field Test
• Pilot Study
• Main study:
  ▪ 14 participants
  ▪ Nine semi-structured interviews questions
• The qualitative software NVivo 10® (2014)
  ▪ Step One
  ▪ Step Two
  ▪ Step Three
  ▪ Step Four
  ▪ Step Five
THE RESEARCH PROCESS

#1 Opening Coding
Coding Interviews
Content of each interview named, sorted, categorized, compared, and evaluated

#2 Focused Coding
Category Integration
Theme Emergence

#3 Axial Coding
Themes Analyzed for Theory Development

#4 Selective Coding
3 Sub-themes Emerged and Written

#5 Theory Development
Main/Central Theme Emerged

Conceptual Relationships Established
Memoing
Member checking
Core Categories Properties

Frequency of Occurrence
Ideas/Concepts
Coding to Generate Themes

No New Themes
No New Data
Data Saturation

Theme Content Categorized
Compared and Evaluated

Themes Compared and Evaluated

Frequency of Occurrence
Ideas/Concepts
Coding to Generate Themes

Theme Content Categorized
Compared and Evaluated

Themes Compared and Evaluated

Frequency of Occurrence
Ideas/Concepts
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Theme Content Categorized
Compared and Evaluated

Themes Compared and Evaluated
NINE THEMES

• Honoring the silent contracts commitment
• Uncovering inner strengths
• Awakening the altruist within
• Sacrificing on purpose
• Community of Helpers
NINE THEMES

- Getting the Emotional Support
- Efficiently recruited
- Efficiently retained
- Special needs efficiently addressed
THREE CATEGORIES

- Inner skills and dispositions
  - Honoring silent contracts commitment.
- Embracement of external supports
  - Community of helpers.
- Learning context redefined
  - Efficiently recruited, efficiently retained, special needs efficiently addressed.
African American students rely on inner skills and dispositions as they redefine the learning context and embrace external support systems for successful recruitment and retention in a BSN program.
DIAGRAMING THE THEORY

Trilogy of African American Success
In Bachelor of Science Nursing Program

Intrinsic Characteristics
- Honoring Contract
- Uncovering Inner Strength
- Awakening Altruism
- Sacrificing
- Community of Helpers
- Emotional Support
- Efficiently Recruited
- Efficiently Retained
- Meeting Special Needs

Extrinsic Characteristics
- Separation
- Transition

Extrinsic Characteristics On Campus

Incorporation
SIGNIFICANCE:
LEADERSHIP/EDUCATION/RESEARCH

- **Leadership**
  - The financial support
  - Availability of academic supports
  - Role of family commitment and integration.

- **Education**
  - Unique social structure and interaction perspectives.
SIGNIFICANCE: LEADERSHIP/EDUCATION/RESEARCH

• Research
  ■ Successful graduates.
  ■ Current and failed students: needed.
  ■ Faculty and academic leaders’ perspectives.
RECOMMENDATIONS:
LEADERSHIP/EDUCATION/RESEARCH

• Leadership
  ▪ Assistance
  ▪ Engagement extension
  ▪ Admission process
  ▪ Remediation system
  ▪ Nursing educators: design, coordinate, monitor, and evaluate learning activities.
RECOMMENDATIONS:
LEADERSHIP/EDUCATION/RESEARCH

• Education
  - Community as classroom
  - Teaching methods: engagement
  - Courses design: communication and advocacy skills
RECOMMENDATIONS:
LEADERSHIP/EDUCATION/RESEARCH

• Research
  ▪ A quantitative correlational study
  ▪ A longitudinal study
  ▪ Linear regression: sample of younger students
QUESTIONS?
REFERENCES


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