

Admissions from A to Z

*NursingCAS & Admissions
Workshop*

**Best Practices, Challenges and
Strategies with NursingCAS**



- Tuition-driven institutions
- Competitive environment
- An institution needs $x\#$ of applicants to meet $x\#$ of matriculated students in order to exceed or meet an operating budget
- If budget is not met – then cuts will affect students and staff making it difficult to function and provide a quality educational experience

Enrollment's Impact on Budget

- To meet the matriculated student goal, you must have x# of inquiries, applicants, admits, and enrollees
- Admissions staff are tasked by leadership to meet goals
- The financial health of an institution is directly tied to recruitment, admissions, and enrollment work

Program	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Inquiries												
Applications												
Acceptances												
Enrollees (Deposits)												
Goal for Matriculated Students =												

Formula for Success

MSN program historically had 30 – 40 applicants annually. Applications were submitted via ApplyTexas and the registrar's office printed files, calculated GPAs and nursing school would retrieve files, admissions committee would use an archaic system to make admissions decisions

In 2011, joined NursingCAS, able to transition from paper to paperless. The admissions committee could execute admissions decisions electronically. Saved time and money by not having to print paper copies and create physical files

In 2012, with NursingCAS, applications increased by 31% to meet our targeted yield of 60 matriculated students with qualified applicants on the wait list



Case Study

Challenge

- Needed to increase applicant pool for hybrid program
- Difficult market (experience, work and family commitments)
- Needed to provide financial incentive as motivation to return to school

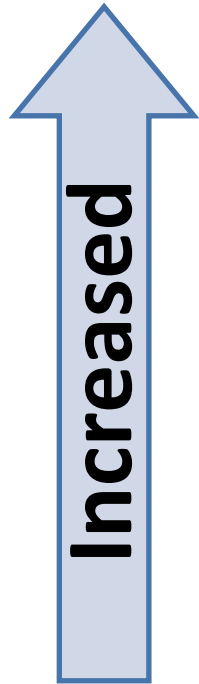
Solution

- Instituted Rolling Admission (easy to do via NursingCAS)
- Mined the applicant pool data to look for qualified candidates with RN licensure that might not be considering the RN-MSN
- Executed a quick turnaround for decisions in order to keep applicants interested in the program and provide information on available scholarship funds



- Better results with NursingCAS than former Texas Common Application system
 - 2011 vs. 2012
- 33% increase in out-of-state and international applicants
 - Increase in ethnicity (specific focus on expanding African American pool)
 - Increase in male applicants
- 20% increase in BSN applicants
- **31% increase in MSN applicants**
- 80% increase in PhD applicants
- February 2011 approved for DNP program
 - Yielded a class of 18 - short timeline

Overall Results



Program Exposure
Operational Efficiency
Applicant Satisfaction
Admissions Committee
Productivity
Forecasting Ability

BEFORE (without NursingCAS)

- Pencil and Paper
- Location of Files Unknown
- Filing cabinets
- 3 months to make admissions decisions
- Boggled down by processing and inefficiencies

AFTER (with NursingCAS)

- Two Computer Screens
- Shared access to all files online
- Electronic files stored in the cloud
- 6 weeks to make admissions decisions
- Able to focus and compete for the best and brightest

How NursingCAS Can Help



- **Improved experience for the admissions committee**
 - Prior to NursingCAS, busy faculty members serving on the admissions committee had to review paper files in their office
- **With NursingCAS, faculty can conduct file reviews online from anywhere at their convenience**
 - Ability to use an electronic scoring rubric, ranking, comments, and notes



Impacts

Need

The number of RNs needed will grow to 3.45 million by 2020, a 26% increase

Demand

Colleges of Nursing can meet the need through Enrollment Management

Facing a nursing shortage and a need for professionals to meet healthcare workforce demands

Environment

- Well-defined strategies to shape the student body
- Meeting healthcare needs by 2020 through well planned recruitment methods!



Role of Enrollment Management



Define goals

Establish budget

Feed the pipeline

Leverage data

Establish partnerships

Evaluate your progress

Recruitment Framework

Program Name	Term of Entry	Enrollment Target
BSN	Fall	100
MSN	Fall	30
DNP	Fall	10

Consider:
Demographics, Mission, Vision, Execution

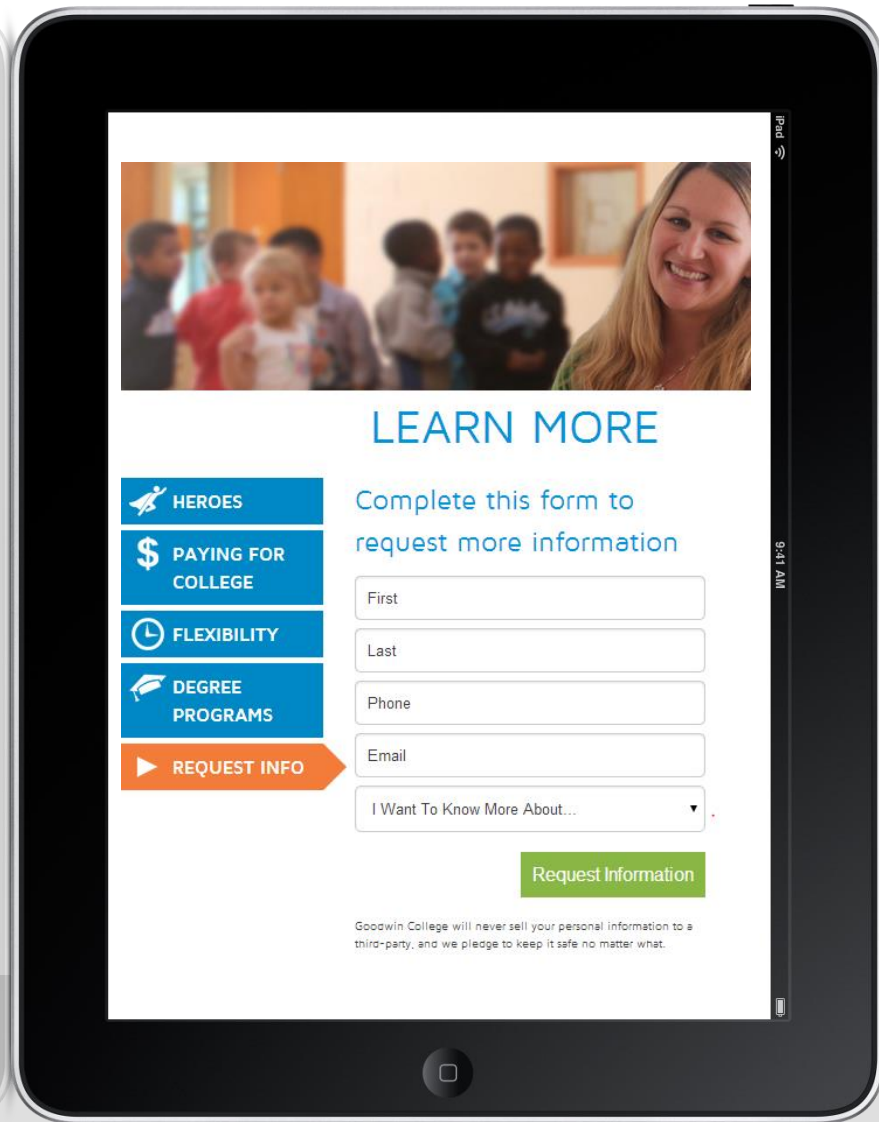
Define Goals

Name and type of strategy	Exhibiting at National Association of Hispanic Nurses (NAHN) Conference
Cost and funding source	\$1500 exhibit charge, cost to travel to event, staff to cover event, printing costs for materials to distribute, shipping of materials (annual exhibiting budget is \$2500 – weigh against all exhibiting opportunities)
Attendance and reach	500 – nurses, administrators, clinicians, students, members of NAHN
Description and details	On July 15 in Miami, FL – attended last year, high traffic at table
Impact on targets	Aligns with mission to recruit underrepresented groups or those that want to work with underrepresented groups
Evaluation	Attend and record # of prospects and applications that are generated

Establish a Budget

Activity/Event	Location	Date/Time	Who Attended	Staffing	Notes	Other
Exhibit National Association of Hispanic Nurses	Miami Hyatt	July 12– 15	50 prospects came to the table, resulted in 20 applications	Sally (advisor) and Dr. Trask (faculty)	Follow up with email to prospects	Attend again next year
	Include Map		How did you collect the information?			
	Set up details		What did you do with the information?			

Budget – Activities Report



Total Enrollment: 47

Ethnicity:

White:	21	Native H.
Hispanic/Latino:	15	Pacific I
Asian:	3	Native A
Multi-Ethnic:	0	Alaskan
Black:	3	Unknow

Adult Gerontology ACNP: 9

Family Nurse Practitioner: 20

Psychiatric Mental Health NP: 10



Feed the Pipeline

Cycle	Progress	September	October	November	December	January	Total
Prospects	Goal:						
	Actual:						
	Overall:						
Applicants	Goal:						
	Actual:						
	Overall:						
Admits	Goal:						
	Actual:						
	Overall:						
Enrolled*	Goal:						
	Actual:						
	Overall:						

***Some schools require applicants to submit an enrollment deposit in order to secure their place in the program. Deposits are an effective mechanism to control your yield.**

Leverage Data

MISSION DRIVEN STRATEGY



Leadership

Innovation

Partnership

Diversity

Health

DATA DRIVEN

**Data
Efficiency**



Technology



**High
Performance**

Connect with continuing education offices at hospitals to develop relationships in order to engage and recruit nurses to encourage them to continue their education

Host web-based information sessions during the lunch break for nurses at hospitals in the state (not in driving distance)



Host “academic mobility” sessions and invited area community colleges to attend to educate them on your program offerings and how to apply

Communicate with the continuing education/professional development offices at local hospitals to distribute information about the program

Connect with area hospital executives to seek opportunities to engage with nurses on staff. For example – hosted a table during Nurses’ week with takeaways

Establish Partnerships

Yield = # of Offers/# Enrolled

Program	Target	Applications	Offers	Yield
BSN	100	250	122	105
MSN	30	75	42	35
DNP	10	12	8	7



Beware of “**melt**” – admitted applicants who commit to enroll but do not show up will impact a program’s yield

Evaluate your Progress

No cost to schools
Minimal cost to applicants:

Undergraduate Programs

First Program	\$45.00
Each Additional Program	\$30.00

Graduate Programs

First Program	\$65.00
Each Additional Program	\$35.00

**Measure the Potential
Financial Impact of
Adopting NursingCAS**

NursingCAS Cost Savings Calculator

Administrative Savings
Enrollment Savings
Temporary Help Savings

Opening Mail, Postage, Processing Documents, Filing, Data Entry, Copies, Printing, Answering Calls and Email
Calculate GPAs, Quality Control, Prepare Reports, Notification of Candidates
Answer Phones, Open Mail, Help with Administrative Tasks

Application Cycles Per Year:

Number of Applicants Per Cycle:

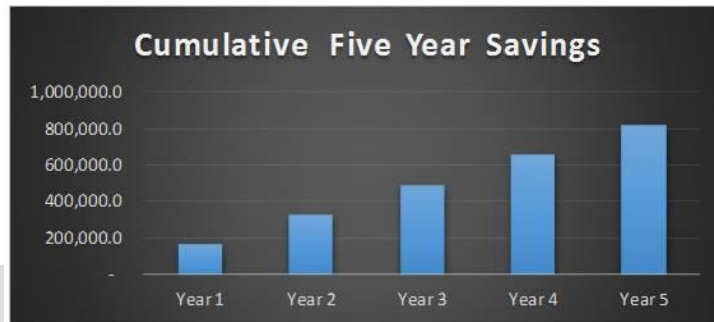
Average Annual Administrative Salary Per FTE:

Average Annual Enrollment Salary Per FTE:

Temp Help or Student Rate Per Hour:

Benefits Rate per FTE:

Savings Per Admissions Cycle* \$ 41,025
Savings Per Year, All Cycles* \$164,100



NursingCAS
The Centralized Application Service for Nursing Programs

Sign in to NursingCAS

Login with your username and password below.
First time here? Get started by creating your account!

Username

Password

Sign In

Create an Account

[Reapplying or looking for a different application?](#)

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* Estimated Savings Based on Program Historical Information, Individual Savings May Vary Based on Individual Data

<http://www.nursingcas.org/roi-calculator.html>

A woman with blonde hair, wearing a teal and green top, is sitting at a desk. She has her hands pressed against her face, looking directly at the camera with a stressed or overwhelmed expression. In the background, there are several stacks of books on the desk. The overall scene suggests a busy, high-pressure work environment.

Have you considered how much time, money, and energy your staff spends on processing applications to your nursing programs each admissions cycle?

Labor Involved in Processing

$$-dy^2 - dz^2$$

$$\left. \begin{matrix} m u_i \\ \sqrt{1-u^2} \end{matrix} \right) \left| \begin{matrix} m u_i \\ \sqrt{1-u^2} \end{matrix} \right. \text{Impuls}$$
$$\left. \begin{matrix} m u^2, m u_i \end{matrix} \right) \left| \begin{matrix} m \left(\frac{1}{\sqrt{1-u^2}} - 1 \right) \\ \sqrt{1-u^2} \end{matrix} \right. \text{dim } \frac{g}{cm}$$

$$\frac{v x'}{v^2} \left| \begin{matrix} x = \frac{x' + v t'}{\sqrt{1-v^2}} \\ y = y' \\ z = z' \end{matrix} \right.$$

Have you been asked to forecast if you will meet enrollment targets? What tool(s) do you use to forecast?

$$y_v = \ddot{m} u_v F(u)$$
$$Q = Q_0 + m Q(u)$$



Forecasting Enrollment

If you had more time and an increased budget what types of recruitment activities would you want your staff to pursue?



Efficiencies and Recruitment

BEFORE: Admissions Staff Burdened by Administrative Tasks (without the support of a CAS)



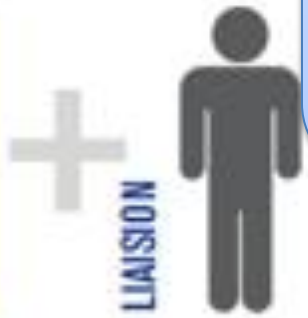
- Verify all prerequisites
- Calculate GPAs
- Authenticate transcripts
- Open mail
- Digitize documents
- Answer phone and emails on application process and status of application
- Coordinate faculty reviews
- Facilitate interviews

How would you calculate the overall cost to process one application for any of your programs?

AFTER: Admissions Staff Can Now Focus on Strategic Initiatives (with the support of a CAS)



- Recruit
- Build relationships with prospective students
- Create strong brand affinity for programs
- Analyze key enrollment data
- Report important trend data to provost
- Respond to grants
- Choose best-fit applicants



Cost of Processing an Application

Tasks	Staffing & Associated Cost	Total Cost
Open mail, postage, process documents, file, data entry, copies, printing, answering calls and emails	FTE Administrative Assistant .5 FTE x \$30,000	\$15,000
Calculate GPAs, quality control, prepare reports, and notify candidates of status	Personnel, FTE, Enrollment Manager .3 FTE x \$45,000	\$13,500
Answer telephones and open mail	Temporary Help (Peak Times)	\$4,500
TOTAL COST		\$33,000

SAVINGS PER ADMISSION CYCLE:



\$33,000

ANNUAL PER APPLICANT SAVINGS:



\$66

Potential Savings Exercise



Questions