

Leveraging NursingCAS

*AACN's Master's
Conference
February 26, 2016*

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Focus on Master's Programs



- 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 the 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



A **Centralized Application Service** for prospective students to research and apply to RN diploma, associate degree, baccalaureate, master's, and doctoral programs at participating nursing schools nationwide using one, online application.



Powerful Admissions Software for staff to manage and analyze their applicant pool. Schools can have an unlimited number of users with customized access. Ongoing training and support is provided. **No Cost to Schools.**



Integrated Administrative Services including the processing and management of transcripts, supporting materials, calculating GPAs, and providing applicant service and support.

How NursingCAS Can Help



American Association
of Colleges of Nursing

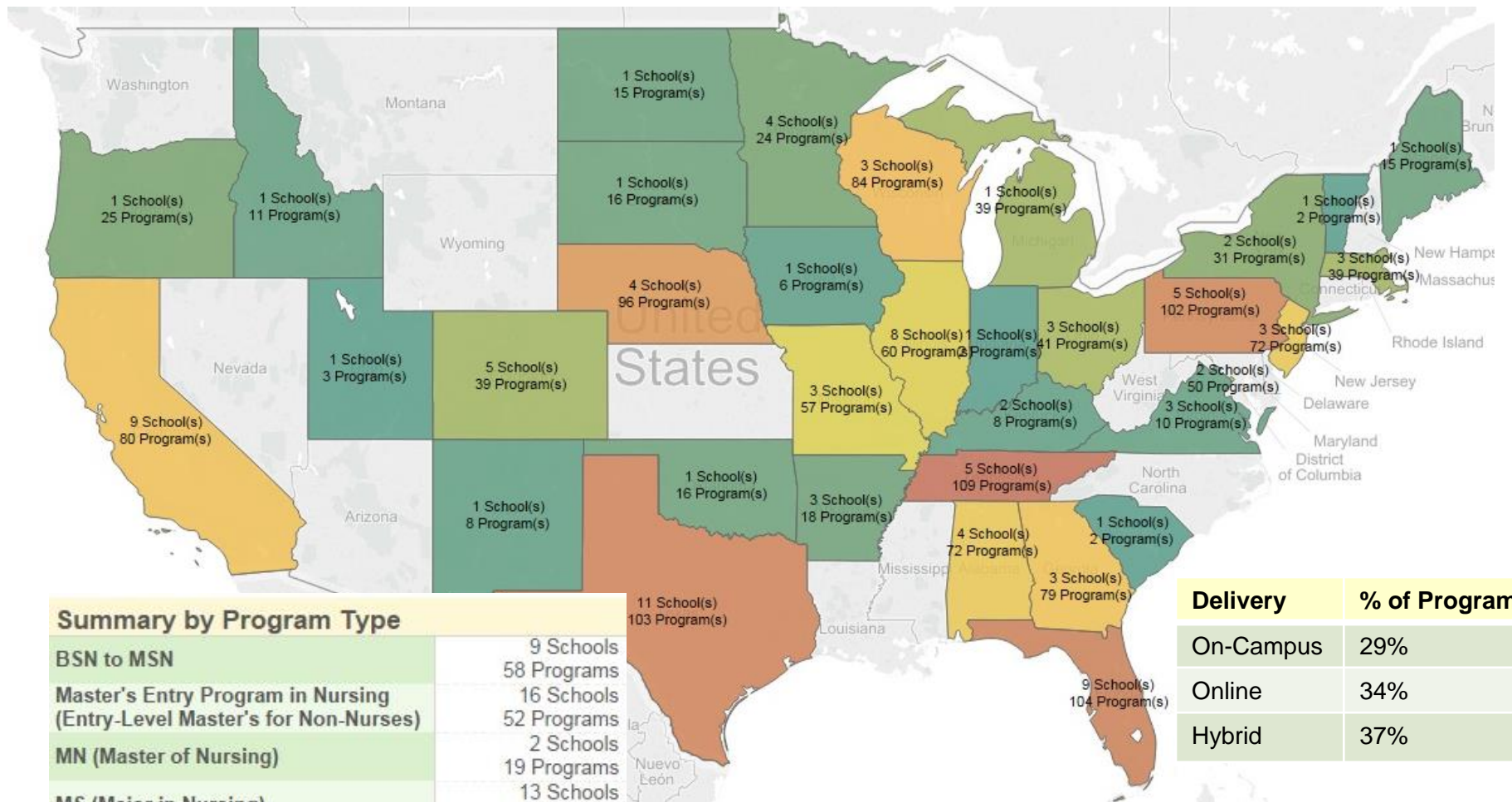
AACN is the national membership organization for over 780 nursing schools; providing public support for professional nursing education, research, and practice

Liaison International provides the software, processing, and support to applicants and participating schools. Industry leader with 20 years of experience working with 25 different health profession.



NursingCAS partners with participating schools to provide an online application to students who wish to apply to that school's programs and processes applications on their behalf

Partnership



Summary by Program Type

BSN to MSN	9 Schools	58 Programs
Master's Entry Program in Nursing (Entry-Level Master's for Non-Nurses)	16 Schools	52 Programs
MN (Master of Nursing)	2 Schools	19 Programs
MS (Major in Nursing)	13 Schools	99 Programs
MSN	1 Schools	1 Programs
MSN (Master's of Science in Nursing)	78 Schools	678 Programs
Post Master's Certificate	58 Schools	429 Programs
RN to MSN	29 Schools	182 Programs
Grand Total	104 Schools	1,518 Programs

Delivery	% of Programs
On-Campus	29%
Online	34%
Hybrid	37%

“State” of Programs

Specialty Tracks	% of Type
Nurse Practitioner - Family Education/Educator	21%
Administration	13%
Nurse Practitioner - Adult-Gerontology Primary Care	11%
Nurse Practitioner - Adult-Gerontology Acute Care	8%
Nurse Practitioner - Psychiatric-Mental Health	7%
Nurse Practitioner - Pediatric Primary Care	5%
Clinical Nurse Leader	5%
Other/Not Applicable	4%
Clinical Nurse Specialist - Adult-Gerontology	6%
Nurse Practitioner - Pediatric Acute Care	3%
Informatics	3%
Nurse Midwifery	3%
Nurse Practitioner - Neonatal	2%
Nurse Practitioner - Women's Health	2%
Nurse Anesthesia	1%
School Nurse	1%
Public Health	1%
Health Policy	0.7%
Combined or Dual Track Offered	0.6%
Case Management	0.5%
Forensic	0.5%
Clinical Nurse Specialist - Women's Health	0.4%
Clinical Nurse Specialist - Pediatric	0.3%

Deadline	Fall Entry	Spring Entry	Summer Entry
Jan	16%	0.5%	8%
Feb	24%	0.5%	24%
Mar	22%	2%	9%
Apr	15%	1%	14%
May	6%	4%	0%
Jun	8%	2%	4%
Jul	3%	2%	0%
Aug	3%	3%	2%
Sep	0.3%	18%	2%
Oct	0.6%	28%	0%
Nov	0.3%	28%	25%
Dec	2%	10%	12%

15% of Programs have a "Rolling" deadline

Track and Deadline Trends

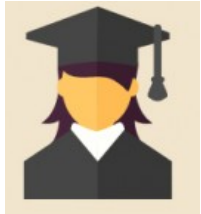
1. What types of master's programs do you offer?



2. What specialty tracks do you offer?

3. Do you offer fall, spring, summer, and rolling entry?

4. What are your deadlines date? Do you offer a rolling deadline?



5. Are you programs offered online, on-campus, and/or in a hybrid format?

6. Does your online or hybrid programs have any state distance education restrictions?

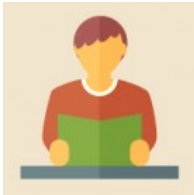
Discussion Questions- Program Offerings

Over 14,000 Applicants to Master's (Overall # of Applicants – 99,000+)

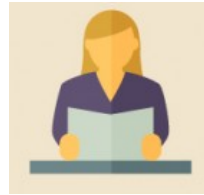
% of Submitted Applications by Type	
BSN to MSN	2%
Master's Entry Programs	17%
MN (Master of Nursing)	2%
MS (Major in Nursing)	10%
MSN	60%
Post Master's Certificate	5%
RN to MSN	4%

Race & Ethnicity	
White	66%
African American	14%
Hispanic/Latino	10%
Asian/Pacific Islander	12%
American Indian	1%
Multiple Race/Ethnicity	11%

15%
Male
Applicants



85%
Female
Applicants



Top 25 States of Residence:
TX, FL, CA, AL, IL, OK, GA, MI, NY,
TN, MN, PA, MS, OH, MD, VA, LA,
NE, NC, WI, CO, MO, AR, HI, OR

Master's Applicant Profile

NursingCAS Applicant Newsletter

Stay connected and informed.

In effort to provide better information to you in a more organized format on a regular basis, we are rolling out the NursingCAS Applicant Newsletter, which will be delivered to your email inbox on the 1st and 15th of every month. Look for this informative newsletter to learn about deadline extensions, new programs, programs with available space, upcoming events, and important reminders, when applicable.



Open Seats One of the benefits of NursingCAS is to provide notifications to applicants about programs that have available space. Did you know that more than 14,000 seats go unfilled annually? Review the listing below to determine if you would like to apply to one of these programs.



Deadline Extensions Programs often extend their deadlines in order to allow applicants more time to complete the admissions process. Review the list below to see if any programs you are interested in have extended their deadline.



New Programs New programs are added to NursingCAS frequently so in order to help you discover and learn about new offerings please review the updated list below.

A single online resource to research nursing program options and admissions requirements

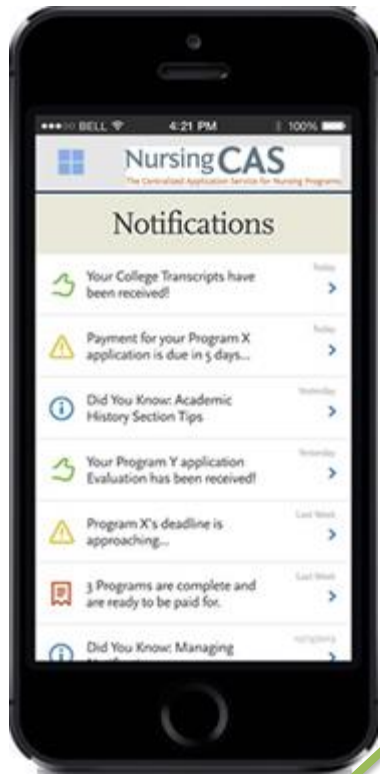
Notifications about programs with open seats, new programs, and deadline extensions

A convenient and efficient process to apply to multiple schools using a single Web-based service for a nominal fee

Reduce the need and costs associated with duplicate application data and supporting materials

Provide applicants with online status check and validation rules to reduce errors

Benefits to the Students



Real-time notifications and online status check



Centralized sections collect information common to all programs

Programs can collect custom information and documents in this section

Navigating the Application

Filter by:

School: All Schools

Location: Illinois

Degree Type: Master's Entry Program in Nursing (Entry-Le...
 BSN (Pre-Licensure)
 BSN to MSN
 DNP (Post-Baccalaureate)
 DNP (Post-Master's)
 Dual Degree Doctoral
 Dual Degree Master's
 LPN (or LVN)
 LPN to ADN
 LPN to BSN
 LPN to RN
 Master's Entry Program in Nursing (Entry-Level Master's for Non-Nurses)
 MN (Master of Nursing)
 MS (Major in Nursing)
 MSN
 MSN (Master's of Science in Nursing)
 Non-Degree Nursing
 Not Applicable
 PhD
 Post Baccalaureate Certificate
 Post Master's Certificate

Graduate Level Track: All Tracks

PROGRAM NAME

University

Master's Entry to Nursing P
Park Fall 2016 Cohort

Master's Entry to Nursing P
Park Spring Cohort

Master's Entry to Nursing P
Park Winter 2015-16 Cohort

+ Master's Entry to Nursing P
Park Winter 2016-17 Cohort

+ Master's Entry to Nursing P
Franklin Fall 2016 Cohort

Master's Entry to Nursing P
Franklin Fall Cohort

START YEAR START TERM CITY STATE DELIVERY GRADUATE LEVEL TRACK DEADLINE

Applicants can search for programs even before they start their application by visiting <https://nursingcas.liasoncas.com/applicant-ux/#/landingPagePrograms>

Welcome to NursingCAS!

Hi CTest ATest

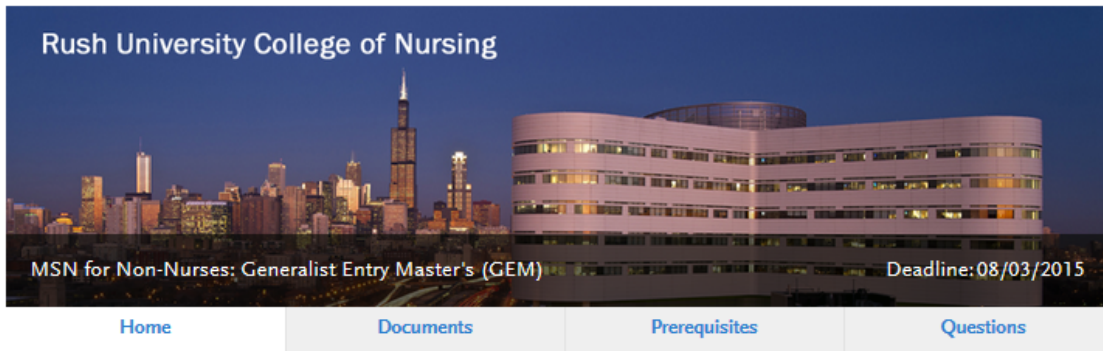
Nursing's Centralized Application Service (NursingCAS) is a service of the American Association of Colleges of Nursing. NursingCAS allows applicants to use a single online application and one set of materials to apply to multiple nursing programs at participating schools.

Through NursingCAS, prospective nursing students may apply to diploma, associate degree, baccalaureate, master's, and doctoral programs offered by participating schools. Nursing school applicants also have access to dedicated customer service support and guidance throughout the application process.



[Start Your Application!](#)

Increase your Program's Exposure



The Direct Entry Master's (MSN) for Non-Nurses: Generalist Entry Master's (GEM) Clinical Nurse Leader (CNL) program at Rush University College of Nursing comprehensively prepares students, in a two-year full-time curriculum, to be a graduate (MSN) registered nurse (RN) clinician with a focus in clinical leadership. Graduates are prepared to function at a high level in inpatient, out-patient, and community settings. This program is for students who already have a bachelor's degree in an area other than nursing.

[Click here to visit the Rush Generalist Entry Master's \(GEM\) program page.](#)

Upon receipt of your NursingCAS application, you will be asked to complete a brief Rush supplemental application. (Rush supplemental application fee is \$35.)

Applicants will be evaluated on the following:

1. All calculated GPAs of 3.0 or higher (on a 4.0 scale).
2. GRE scores are required unless waived under one of the following conditions: a cumulative GPA of 3.25 or greater; a pre-licensure nursing GPA of 3.0 or greater; or a graduate GPA (of a completed degree) of 3.5 or greater.*
3. Acceptable personal interview(s) with faculty.
4. Substantive personal essay statement
5. Three professional letters of recommendation from faculty and/or work managers (at least one letter must come from current or recent employer) are required. Relationship of recommenders to you must be in a supervisory capacity. Recommendations from friends, relatives, or co-workers will not be accepted and will cause your application to be delayed or denied.

Information for applicants with foreign education:

1. All foreign institutions attended require course-by-course ECE, WES, or CGFNS transcript evaluation.
2. The TOEFL (Test of English as a Foreign Language) is required for applicants who are non-native speakers of English. This requirement may be waived if the applicant has completed a minimum of three years of higher education AND received their baccalaureate degree in the United States.*

* If required, GRE and TOEFL scores should be sent directly to Rush University. The school code for Rush is 3262.

Program Details

App Type: Not Applicable	Concentration: Not Applicable	Deadline: 08/03/2015
Delivery: On-Campus	Department: Not Applicable	Degree Type: Master's Entry Program in Nursing (Entry-Level Master's for Non-Nurses)
Start Term: Spring	Start Year: 2016	Track: Clinical Nurse Leader

For each program a school posts on NursingCAS you can customize:

- Brand your page with an image and color scheme
- Add descriptive and instructional text to guide applicants
- Enter specific questions applicants must answer
- Identify documents applicants must submit to your program
- Set transcript and coursework entry requirements
- Display prerequisite courses so applicants can self-identify which courses from their academic history meets your prerequisites

Documents

Please upload the following documents:

Resume or Curriculum Vitae

Include work experience, educational, leadership and professional organization activities, and scholarly activities including publications, presentations, research, honors and awards.

Personal Statement

Please answer: What was your reason for choosing nursing as a career? Do you have any additional information like the admissions committee to know about you that has not been previously considered in the application?

Test Score Report (if required)

GRE and TOEFL scores less than five years old should be sent directly from ETS to Rush University. If scores are more than five years old, you may submit a copy of the original score report by uploading the Test Score Report below.

Other

Upload any additional documents you would like considered in your application.

CV/Resume

+ Add Document

Personal Statement

+ Add Document

Other Optional

+ Add Document

Test Score Report Optional

+ Add Document

Anatomy

+ Assign Course

Physiology

+ Assign Course

Prerequisites



You have not added any coursework yet!

This program requires you to identify courses you have taken that fulfill the prerequisites listed below. Click the 'Go to Transcript Entry' button to enter the appropriate courses, then return to this page to identify which courses fulfill each prerequisite.

Go to Transcript Entry

Prerequisites for this program	Credits	Grade	Description
Anatomy	3	2	Anatomy and physiology may be taken as two separate courses as Anatomy and Physiology I and Anatomy and Physiology II. Laboratory component strongly recommended. It is strongly discouraged to take anatomy and physiology online.
Physiology	3	2	Anatomy and physiology may be taken as two separate courses as Anatomy and Physiology I and Anatomy and Physiology II. Laboratory component strongly recommended. It is strongly discouraged to take anatomy and physiology online.
Microbiology	3	2	Laboratory component strongly recommended.
Chemistry	3	2	General chemistry, inorganic, organic or biochemistry with a lab are all acceptable to meet the chemistry requirement. Only one Chemistry course is required for admission. Laboratory component strongly recommended.

Prerequisites

Anatomy

Save and Exit

Select Your Anatomy Course

Anatomy and physiology may be taken as two separate courses or as Anatomy and Physiology I and Anatomy and Physiology II. Laboratory component strongly recommended. It is strongly discouraged to take anatomy and physiology online.

Minimum Credits 3 | Minimum Grades 2

JOHNS HOPKINS UNIVERSITY Transcript

Fall 2002					
	COURSE CODE	COURSE TITLE	SUBJECT	CREDITS	GRADE
+	BIO 201	Biology	Biology	4.0	B
+	Journalism	Journ 321	Journalism	2.0	C
+	Writing	Writing 201	American Sign Language	4.0	A
+	Statistics	Stats 101	Statistics	3.0	B+
+	Test	Fake 201	Agriculture	3.0	B-
+	IT 401	Internet History	Biology	3.0	D
Spring 2003					
	COURSE CODE	COURSE TITLE	SUBJECT	CREDITS	GRADE
✓	Anatomy 301	Basic Anatomy	Anatomy	4.0	B
+	ANTHRO 201	Advanced Anthropolog	Anthropology	3.0	A-

[Home](#)[Documents](#)[Prerequisites](#)[Questions](#)

Documents

Please upload the following documents:

Resume or Curriculum Vitae

Include work experience, educational, leadership and professional organization activities, and scholarly activities including publications, presentations, research, honors and awards.

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Other

Upload any additional documents you would like considered in your application.

CV/Resume

+ Add Document

Personal Statement

+ Add Document

Other Optional

+ Add Document

Test Score Report Optional

+ Add Document

Questions

There is a brief question regarding whether you come from a socially or ec federal grants and scholarships that benefit all students, we kindly ask you

Disadvantaged Background

A student from a disadvantaged background refers to a citizen, national, or a lawful Columbia, the Commonwealths of Puerto Rico or the Marianas Islands, the Virgin Is Pacific Islands, the Republic of Palau, the Republic of the Marshall Islands and the F environment that has inhibited the individual from obtaining the knowledge, skill, ar professions school, or from a program providing education or training in an allied h income below a level based on low income thresholds according to family size publi changes in the Consumer Price Index, and adjusted by the Secretary, HHS, for use in

Are you from a disadvantaged background?

Optional

yes no

Are you from a disadvantaged background?

Optional

yes no

If you answered yes, please choose as many as apply from 1 - 10 below.

Optional

- I graduated from a high school from which a low percentage of seniors receive a high school diploma.
- I graduated from a high school at which many of the enrolled students are eligible for free or reduced price lunches.
- I am from a family that receives public assistance (e.g., Aid to Families with Dependent Children, food stamps, Medicaid, public housing) or I receive public assistance.
- I am from a family that lives in an area that is designated as a Health Professional Shortage Area or a Medically Underserved Area.
- I am a high-school drop-out who received AHS diploma or GED.
- I am from a school district where 50% or less of graduates go to college or where college education is not encouraged.
- I am the first generation in my family to attend college (neither my mother nor my father attended college).
- English is not my primary language.
- I qualified for and received a government subsidy, e.g., a Pell grant, in my previous education.
- Other

If you answered "Other" to Question 2, please provide further explanation. Optional


1. **Who manages your application process work?**
 - a) The nursing school is responsible
 - b) A central admissions office (or similar) is responsible
 - c) Nursing school and admissions office works together
 - d) Varies by program

2. **Is your application and admissions process paper or web-based?**
 - a) Paper-based
 - b) Web-based (*if so, what software – ex. Hobsons or NursingCAS*)
 - c) Hybrid, combination of paper and web-based

3. **Is your application a 2-step process, meaning does the candidate need to apply for general admission to the university (*via central admission office, state system, or graduate school*) in addition to applying for admission to the nursing program?**

4. **Do you charge an application fee? If so, how much?**

Discussion Questions- Application Process

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 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

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:

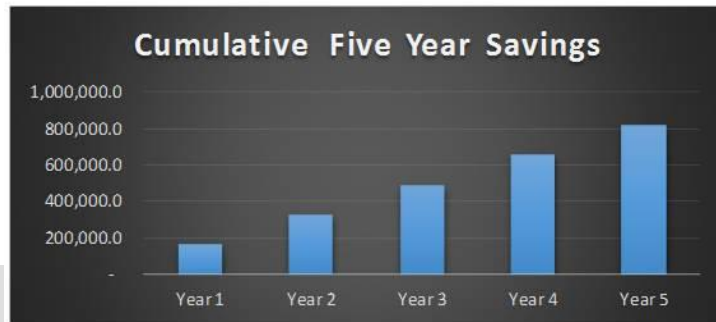
Average Annual Administrative Salary Per FTE:

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!

Sign In

Create an Account

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

[Forgot your Username or Password?](#)

©2014 Liaison International. All Rights Reserved.
Contact Us Privacy Policy Terms of Use Frequently Asked Questions

Get support for your application! 800-350-0100

f t g+

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

mynursingcas.org/cost-savings-calculator

What are your admissions requirements?

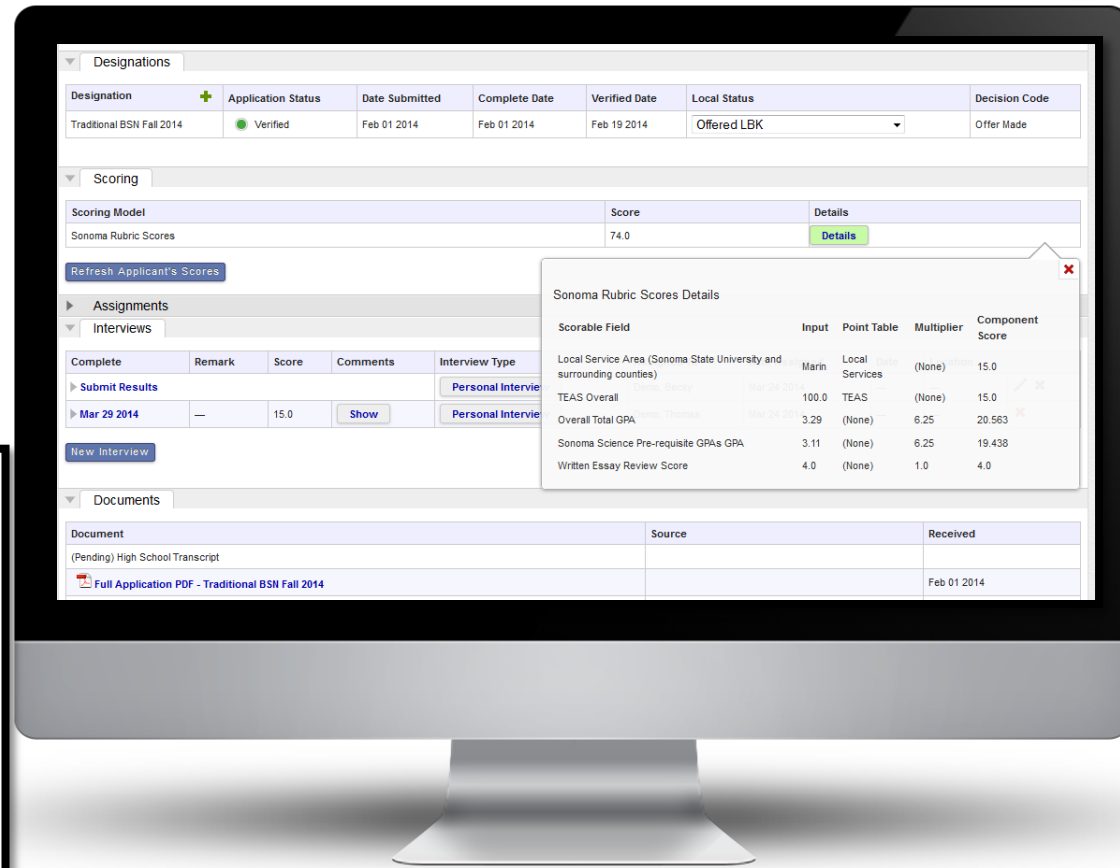
- a) Minimum GPA
- b) Other GPAs (ex. nursing)
- c) References
- d) Pre-requisite coursework
- e) Personal Statement
- f) Program-specific questions
- g) Essay(s)
- h) Resume
- i) Licensure
- j) Certifications
- k) GRE or other Test Scores
- l) Other supporting documents?

How do you review applicants?

- a) Is your review process conducted online, via paper, or a mix of paper & electronic?
- b) Do you interview candidates? How? Criteria to be interviewed?
- c) Do you score or rank applicants? What's your ranking criteria?
- d) Do you calculate GPAs? How, with a calculator, excel or other software?
- e) Do you have any admissions committee or who is responsible for making decisions?

Discussion Questions- Admissions Requirements

- Conduct an online review – by 1 or multiple users
- Create custom scoring rubric to rank candidates based on your criteria – could be holistic
- Track interviews – create custom review forms



Assignments

Complete	Remark	Score	Comments	Assignment Type	Assigned To	Due Date
<input type="button" value="Submit Results"/>	<input type="button" value="Faculty Review"/>	Reviewer, Faculty	Jun 30 2012			

Score Comments

Writing Ability:

Relevant Experience:

Science Background:

Motivations:

Average Score:

Overall Comments:

Overall Remark:

How to Leverage NursingCAS

The cloud-based admissions software for NursingCAS (called WebAdMIT) provides users with a dashboard to access applicant data and manage their pool by using a variety of tools.

Users/Access

Local Statuses

Document Access

Queries and Lists

Emails

Tracking

Calculating GPAs

Interviews

Online Review

Scoring

Decisions

Lists, Reports, Exports

Customizable Tools



WebAdMIT for NursingCAS allows for admissions management and pipeline tracking of applicants

FUNNEL THEORY

APPLICANTS

ADMITS

ENROLLEES

STUDENTS

ALUMS

The screenshot displays the WebAdMIT interface with several sections:

- Recently Added Applicants:** A table with columns for Name, DemoCAS ID, and Date Submitted. It lists five applicants: Cindy M. Doe, Anna V. Doe, Nadia K. Doe, Jennifer L. Doe, and Melissa M. Doe.
- Recently Changed Applicants:** A table with columns for Name, DemoCAS ID, and Date Changed. It lists four applicants: Marylyn C. Doe, Rachael Doe, Mary C. Doe, and Katelyn F. Doe.
- Designations by Local Status:** A list of status categories with counts: 91 None, 115 Under Review, 0 Pre-Reqs Verified, 44 Need Discussion, 23 Student Accepted, 7 Waitlisted, 1 Withdrew Application, 3 Declined Offer, 6 Rejected, and 18 Incomplete.
- Designations by Decision:** A section with a dropdown arrow.
- Designations by Application Status:** A list of status categories with counts and icons: 46 In Progress (yellow circle), 15 Received (orange circle), 10 Complete (green circle), 334 Verified (green circle), 0 On Hold (red circle), and 3 Undelivered (red circle).
- Batch Status Update:** A modal window with a dropdown menu set to "Offer Made" for 50 applicants and a "Submit" button.

Would you like to send the "Offer Made E-Notification" email to

- David Demo
- Lauren Demo
- Tyler D. Demo

and 47 other applicants?

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

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

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

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

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

$$y_v = m u_v F(u)$$
$$Q = Q_0 + m Q(u)$$



Forecasting Enrollment

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

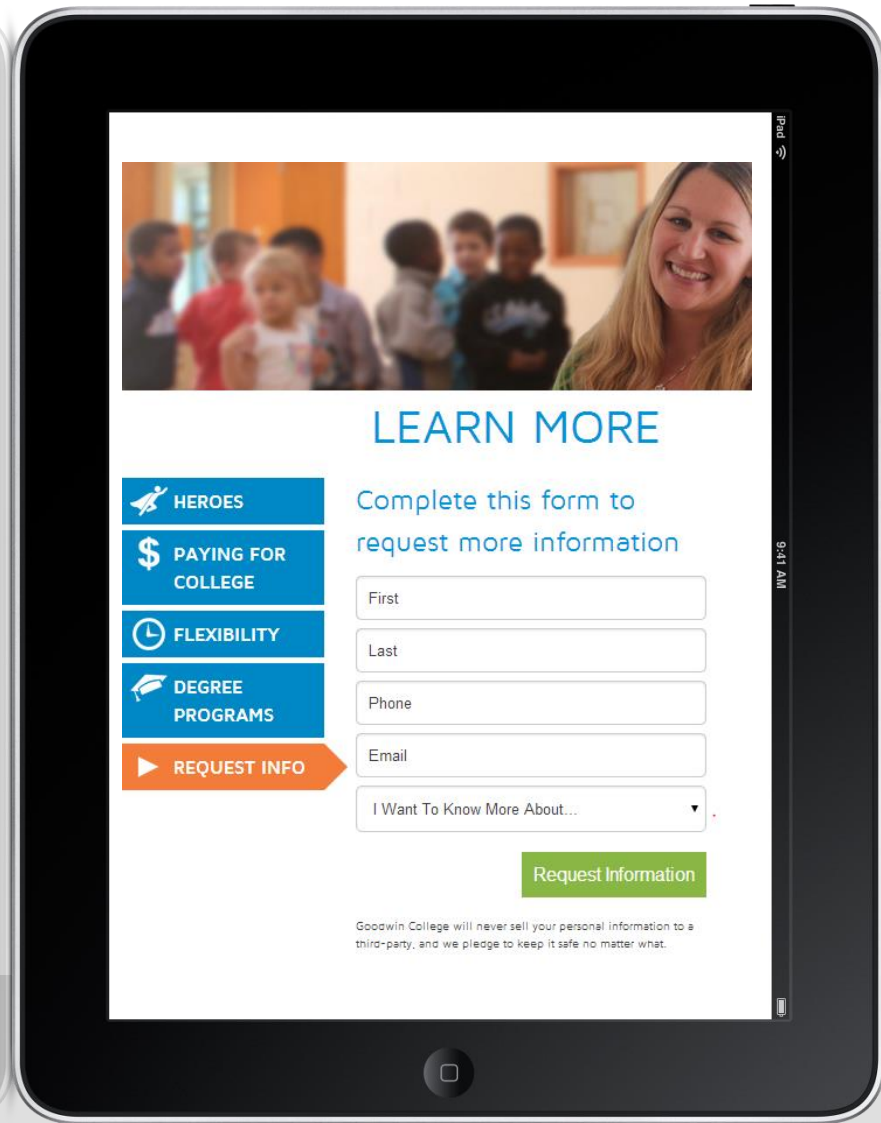
Activity/Event	Location	Date/Time	Who Attended	Staffing	Notes	Other
Exhibit National Association of Hispanic Nurses	Miami Hyatt	July 12– 15	50 prospects came to the table, resulted in 20 applications	Sally (advisor) and Dr. Trask (faculty)	Follow up with email to prospects	Attend again next year
	Include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

Budget – Activities Report

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



Efficiencies and Recruitment



School of Nursing - Application Referred to Admissions Committee

Oct 22 2013 from Pete



Opened

Dear [First Name],

Thank you for your application to the Watertown University's New School of Nursing. We have completed a preliminary review of your application and have referred it to the Admissions Committee for further review and decision. You will be notified as soon as we have received an update from the committee.

If you have any questions about the process, contact me directly at sadmit@water.edu. Please know that with the volume of applications and inquiries that I receive, it may take few days before I reply to you. I ask for your patience and understanding for any delay in responding.

Best wishes with the admissions process!

Pete
Admissions Counselor

School of Nursing - Scholarship Notif...

Pete

Email Templates

Name
Deny Incomplete
Incomplete for Documents
HESI Score Request 2013
RN-BSN CAS Application Received/Supplemental Info
Traditional-CAS Application Received/Supplemental Info
General Personal Statement/Essay
Nursing CAS Complete

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. *Does your program require a deposit?

Leverage Data & Track your Progress

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 progression 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

What types of reports do you need to run?

Who do you report to?

What data do you need?

Gender	% of Applicants to NursingCAS	% of Applicants to Your Programs
Female	82%	90%
Male	18%	10%

Examples:

- Age
- Applications by track
- Applicants who applied to multiple schools
- Citizenship
- Countries of birth
- Coursework
- Degrees awarded
- Degrees expected
- Ethnicity
- Financial aid
- **Gender**
- GPAs
- Majors
- States of Residence

Leverage NursingCAS for Reporting



WebAdMIT

Transfer of data



Student Information Systems
(Banner, PeopleSoft, Datatel, and others)

Transfers are completed on:



Specified date

+



Specified time

Create export files and reports with the data elements, applicants, and file format that your school needs to compare applicants or import into internal systems

Export Settings

Export to a file named with column headings.

"Many" fields will output

These settings can be seen by

and appear on the toolbar.

Export these fields...

- ▶ Applicant
- ▶ Designation
- ▶ Preferred Mailing Address
- ▶ Current Mailing Address
- ▶ Permanent Mailing Address
- ▶ Personal
- ▶ Applicant Ethnicities
- ▶ Additional Questions
- ▶ Background
- ▶ Secondary (High) School
- ▶ College(s) Attended
- ▶ GPAs by Year
- ▶ GPAs by Subject
- ▶ GPAs by School
- ▶ References
- ▶ Transcripts
- ▶ Certifications

...in this order.

Group by Field

Group by Numeric

Applicant	First Name	<input checked="" type="checkbox"/>
Applicant	Last Name	<input checked="" type="checkbox"/>

Download & Import NursingCAS Data

- Schedule a call to talk more about your current application process and NursingCAS implementation
- Current users – attend a weekly WebAdMIT [training](#)
- Visit the following sites for more information:
 - www.mynursingcas.org
 - www.aacn.nche.edu/nursingcas
 - www.nursingcas.org

American Association of Colleges of Nursing

Caroline Allen, NursingCAS Director

202-463-6930 x258, callen@aacn.nche.edu

Reach out to an advisory group member: <https://www.aacn.nche.edu/about-aacn/committees-task-force/nursing-centralized-application-service-advisory-group>

More Information