Plenary Session

AACN's Business Officers of Nursing Schools (BONUS) Meeting

April 19, 2017
8:30 – 9:30 AM
Savannah, GA

Featured Speaker: Vince Gattuso, MBA, Director of Finance,
Rush University College of Nursing, Chicago, IL

Caroline Allen,
NursingCAS Director, American Association of Colleges of Nursing

The Business Case for NursingCAS

American Association of Colleges of Nursing

AACN is the national membership organization for 800 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.

LIAISON

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

- Tuition-driven institutions
- Competitive environment
- Opportunity to engage a new application marketplace
- Provides the tools for a data-driven enrollment management approach.
- Ability to update leadership in real time.

Nursing-CAS Opportunities

RUSH UNIVERSITY
COLLEGE OF NURSING

NursingCAS is a Free Tool to Schools

Increased

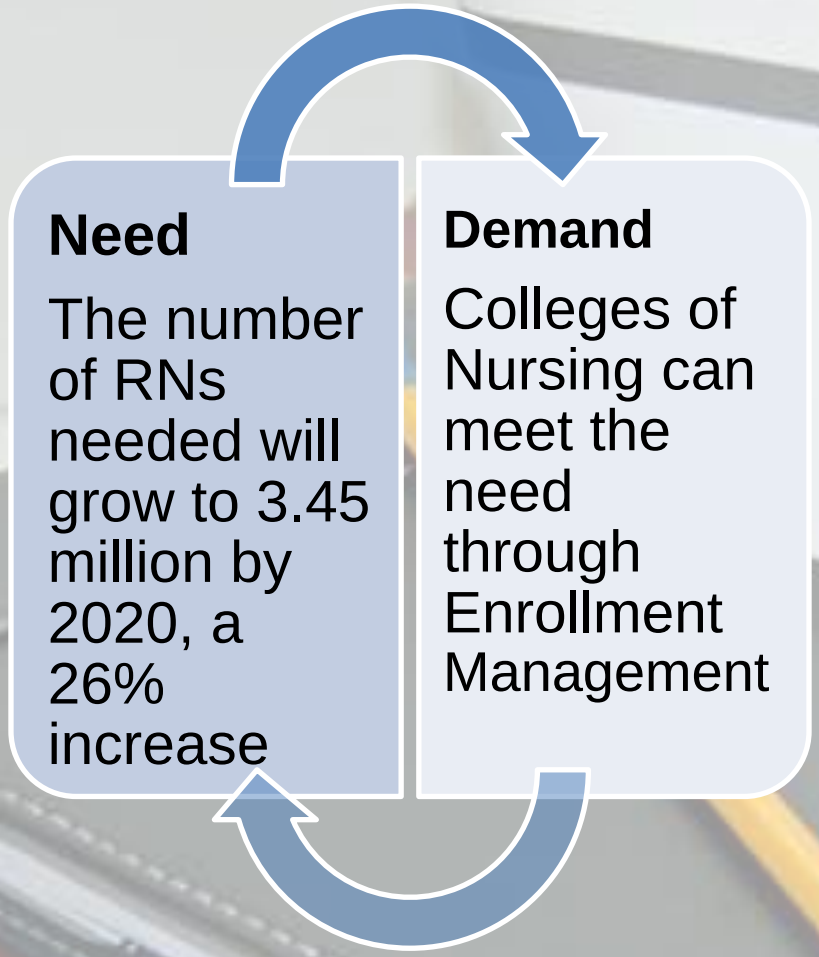
- Program Exposure
- Operational Efficiency
- Applicant Satisfaction
- Admissions Committee Productivity
- Forecasting Ability

Admissions team productivity increases. The ability to review more applications by less FTE.

Access to applicant data in a variety of formats and pre-loaded reporting fields.

Recruitment becomes a science.

How NursingCAS Can Help

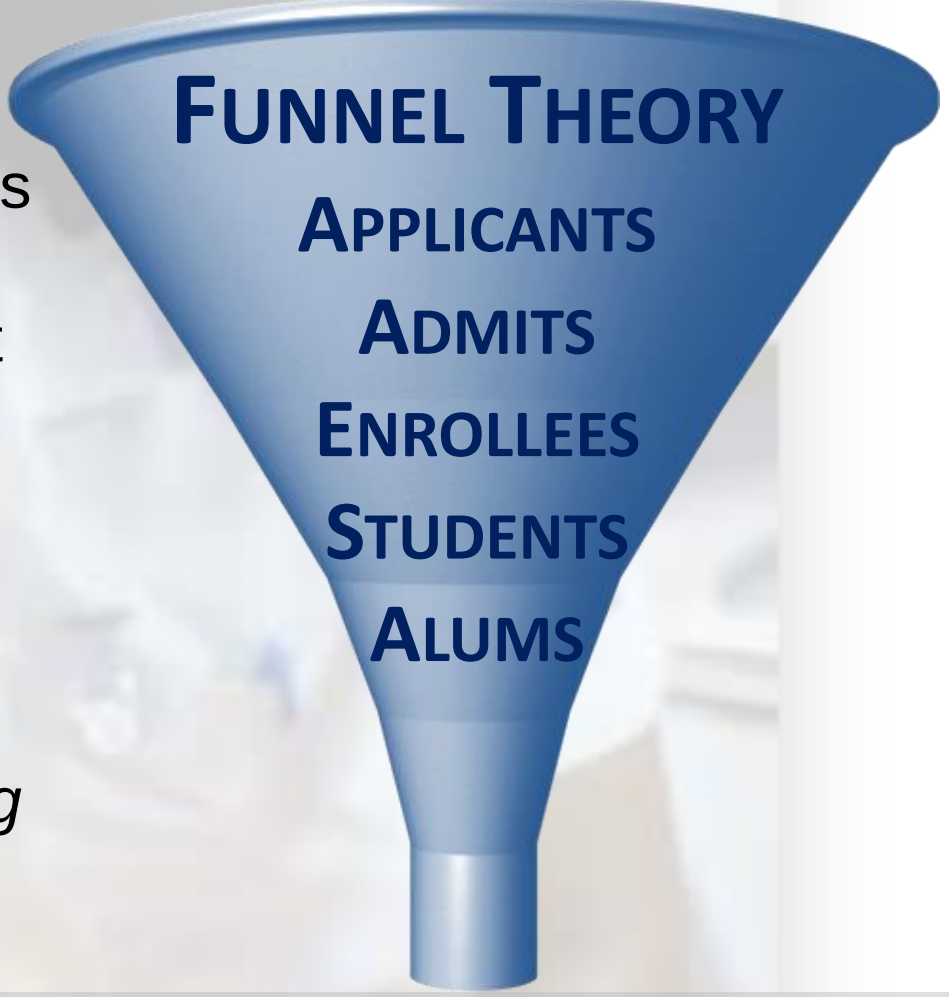


Facing a nursing shortage and a need for professionals to meet healthcare workforce demands

Environment

Role of Enrollment Management

- Well-defined strategies tailored to your specific needs as a school.
- The ability to plan enrollment via data from N-CAS
- Dependable system for *managing* applicant data
- Reliable method for *managing* communication
- Efficient system for *managing* multiple application reviews



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

Powerful Admissions Software for staff to manage and analyze their applicant pool. Schools can have an unlimited number of users with customized access at no cost to the institution. Ongoing training and support is provided.

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

Admissions Management

Your Goals and NursingCAS

RUSH UNIVERSITY

Rush College of Nursing is a:

- Top 20 school
- Located in Chicago
- US News 4th ranked DNP program

Our Goals:

1) Enroll the most qualified and diverse applicants locally and nationally

2) Reach enrollment targets through better forecasting

- Various reporting fields in NursingCAS allow the end user to organize applicants in a variety of ways , e.g., by GPA, interview score, ethnicity, etc., assisting schools to make decisions on applicants according to factors you deem most important.
- View in-progress applicants, extend deadlines, create announcements through NursingCAS newsletter to reach targets

Benefits to the School

RUSH UNIVERSITY

- ✓ Increased national exposure – NursingCAS is more than just an application tool, it is a recruitment tool
- ✓ A no cost way for "hot prospects" to search and find your program
- ✓ Attracts out-of-state applicants to both online and on campus program offerings
- ✓ Excellent tool for relationship building, promote recruitment events with the nursingcas.org applicant calendar & newsletter
- ✓ Excellent program management capabilities for faculty and admissions staff (i.e., forecasting, extending deadlines, reaching targets)
- ✓ Better use of staff for other purposes (e.g., recruitment, expanding social media presence, updating and improving website)

Managing a Paperless Process

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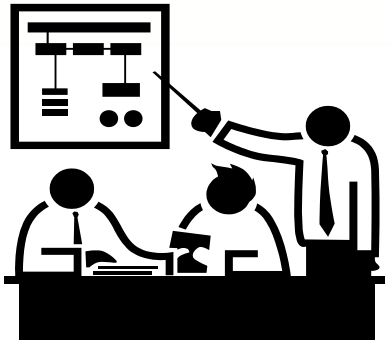
- Use NursingCAS WebAdMIT to manage **completely paperless** admissions process
- File Sharing
  - A variety of data fields are automatically loaded into Datatel Colleague
  - All official transcripts sent to NursingCAS as the official secure repository
- **Faculty and staff can interact in real time from anywhere** throughout the application process. Thus, applicant data collection and review becomes very streamlined yet the integration of different stakeholders dramatically increases.
- In sum, **less paper = less error**
- Helps to facilitate a holistic review



Strategies for Managing a Paperless Process

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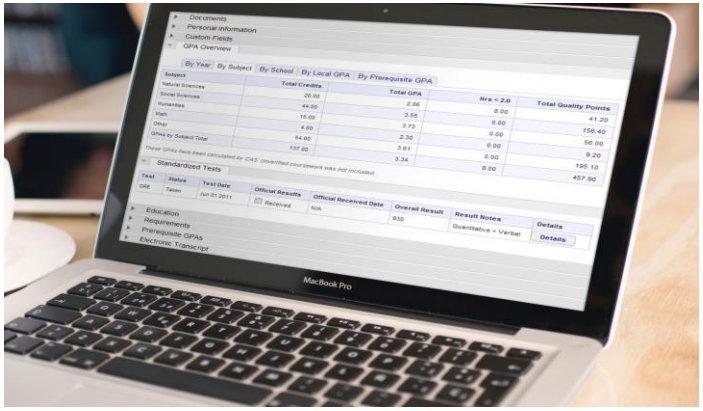
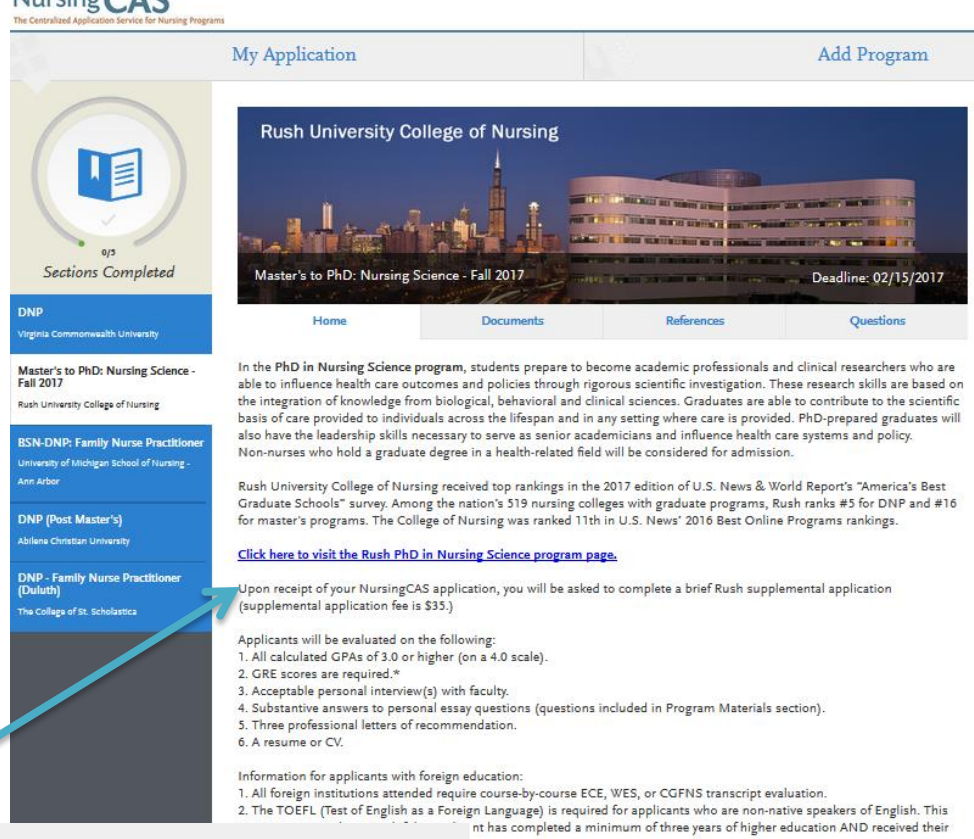
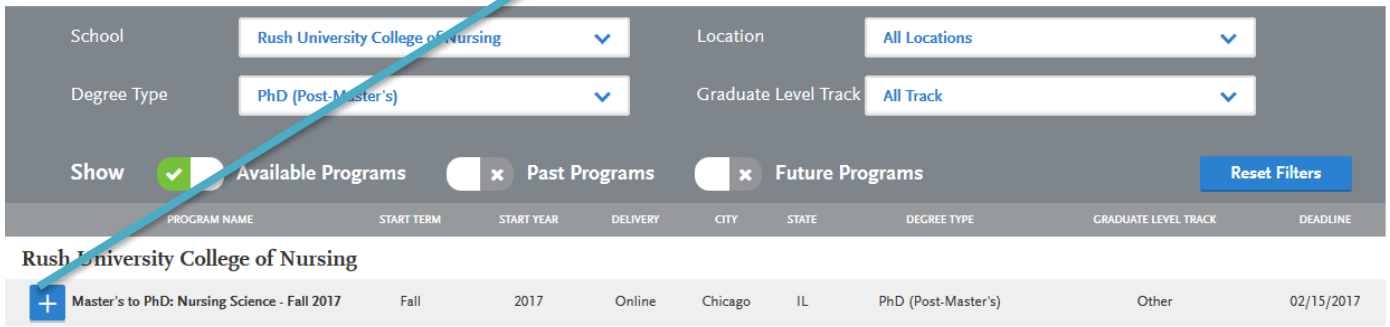
- Use of template communications provides real time customer service and information that an applicant will find helpful, i.e., applying for fin. aid
- Interviews can be uploaded or done directly within WebAdmit; all applicant file notes and e-mails stored in WebAdmit
- Create spreadsheets/scoring rubric for admissions committee and bring up files electronically in meeting. This also allows us to operate in a secure manner with respect to FERPA.



www.nursingcas.org



Applicants can search for programs using several search filters



Program Exposure on the Application

Home | Documents | References | Questions

The BSN or MSN to DNP leading to Specialty Certification curriculum builds on traditional clinical master's programs by providing additional education in evidence-based practice, quality improvement, systems leadership and other content areas that will lead to improved clinical outcomes in complex systems. Nurse practitioners (NPs) are advanced practice nurses who work independently and collaboratively to diagnose and treat a wide variety of patients, from children to the elderly, in a broad range of settings. The **Psychiatric-Mental Health NP (PMHNP)** develops knowledge and skills in the behavioral and biological disciplines and applies their learning to the treatment of psychiatric disorders within individuals, families and groups. Emphasis is placed on the development of practitioners prepared to function autonomously in a variety of settings.

Rush University College of Nursing received top rankings in the 2017 edition of U.S. News & World Report's "America's Best Graduate Schools" survey. Among the nation's 519 nursing colleges with graduate programs, Rush ranks #5 for DNP and #16 for master's programs. The Psychiatric-Mental Health Nurse Practitioner program is ranked #2. The College of Nursing was ranked 11th in U.S. News' 2016 Best Online Programs rankings.

Click here to visit the Rush DNP Psychiatric-Mental Health NP 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 answers to personal essay questions (questions included in Program Materials section).
5. Three professional letters of recommendation.
6. A resume or CV.

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.

We regret that we are unable to offer enrollment into our online programs to applicants who reside in following states: Louisiana and Tennessee.

For each program a school posts on NursingCAS applicants will find:

- A program homepage with descriptive and instructional text to guide applicants about admissions requirements, deadlines, start date, delivery, etc.
- *Additional program-specific questions*
- *Requested or required documents*
- *Reference requirements*
- *Prerequisite coursework*

Program Directory

The NursingCAS Participating Program Directory is a comprehensive resource for prospective students, applicants, admissions, advisors, and nursing school staff to find information about all participating programs.

Doctoral Programs | Master's Programs | Bachelor's Programs | 2nd Degree Programs

Certificate/Non-Degree Programs | Associate Programs | LPN/LVN Programs

Search Programs

School Name: University of Houston ×

State: Select

Program Type: Master's (MSN, MS, or MN) ×

Delivery: Select

Track: Select

Keyword Search:

SEARCH reset

Showing 1-6 of 6

Program Details	Location	Start Term
University of Houston		
Masters		
UH - Fall 2017 Entry - MSN Family Nurse Practitioner	Sugar Land, TX	Fall
UH - Fall 2017 Entry - MSN Nurse Administration	Sugar Land, TX	Fall
UH - Fall 2017 Entry - MSN Nurse Educator	Sugar Land, TX	Fall

Event Calendar

This new events calendar will inform prospective students and applicants about any upcoming recruitment fairs, Webinars, or information sessions participating schools may be hosting. Click on the event name to see more details such as location, date, description, registration link, etc.

add filters

‹ › today February 2017 month week day

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		31	1	2	3	4
		8p Chat With a Nursing Student Online	5:30p General College of Nursing On-Campus Information Session (all degree options)	12p DNP: Online Information Session		
		7	8	9	10	11
				12p DNP in Systems Leadership Online Information Session		
		14	15	16	17	18
		12p MSN for RNs: Clinical Nurse Leader Online Information Session	12p PhD: Online Information Session 1p Chat With a Nursing Student Online			
		21	22	23	24	25
		4p Master of Science in Nursing: Nursing Administration	12p Pediatric and Neonatal Online Information Session	4p DNP Online Information Session		

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

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.

Chat With a Nursing Student Online

01/31/2017 8:00pm to 9:00pm

Central Standard Time

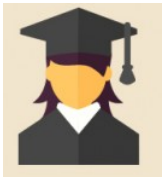
Rush University

Rush University College of Nursing cordially invites you to attend a web information session to speak with Emiliann Thomas, a current GEM student, to learn more about the Direct Entry Master's (MSN) for Non-Nurses program from 7:00-8:00pm Central Standard Time.

https://rush.ellucianrecruiter.com/Admissions/Pages/EventDetails.aspx?id=d666eac8-ecd8-e611-8134-124450b2b4bf

www.nursingcas.org

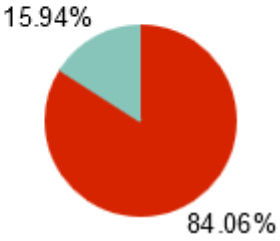
Outreach



Applicants by Sex or Gender

Cycle Na.. | NursingCAS

2016 - 2017

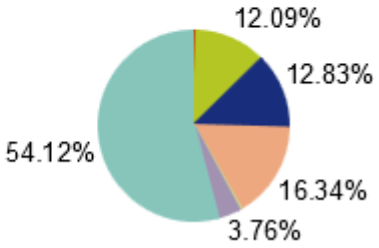


Sex or Gender
- Female
- Male

Applicants by Ethnicity & Race

Cycle Na.. | NursingCAS

2016 - 2017

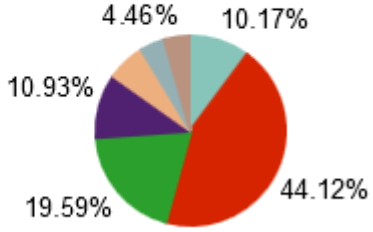


IPED Ethnicity or Race C...
- American Indian or Alask...
- Asian
- Black or African American
- Hispanic
- Native Hawaiian or Other ...
- Two or More Races
- White

Applicants by Age - Percentage

Cycle Na.. | NursingCAS

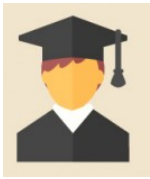
2016 - 2017



Age Group
- Up to 19
- 20-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46 and Up

Top 20 States of Residence:

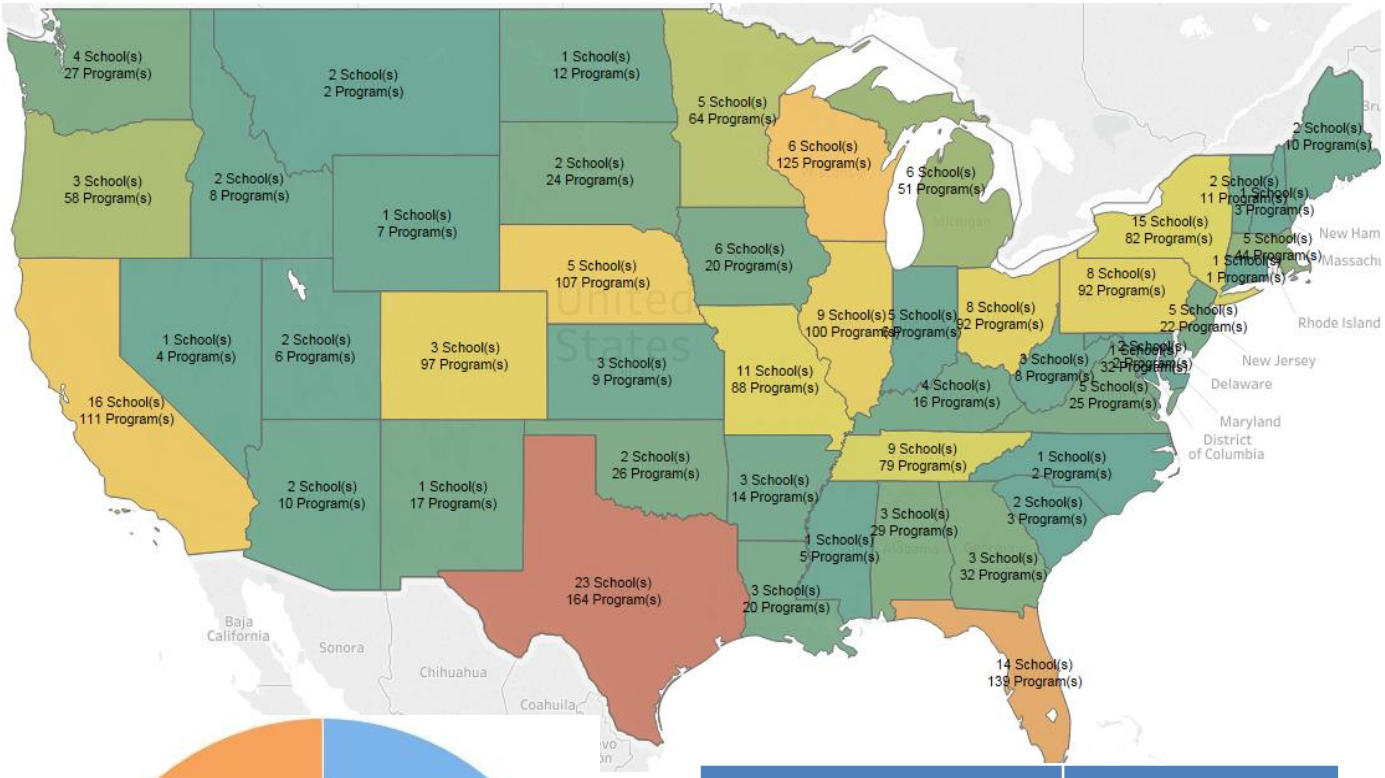
CA, FL, TX, IL, OH, GA, MN, VA, CO, MI, OK, TN, OR, WI, WA, NY, NE, MD, HI, KY

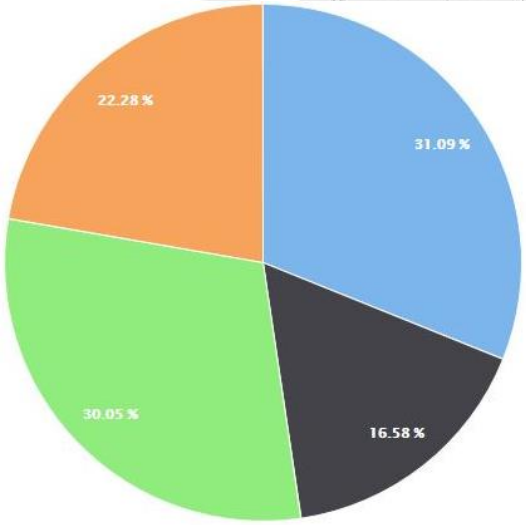


Total # - 79,979

62,979 submitted applicants and
17,000 not yet submitted applicants

2016 – 2017 Applicant Profile





Program Type	% on NCAS
BSN	11.6%
RN to BSN	7.4%
Acc. 2nd BSN	5.4%
Master's Entry	2.8%
Master's	25%
DNP	23.5%
PhD	2.4%

Summary by Program Type	
Accelerated BSN for Non-Nurses (Second Baccalaureate Degree)	61 Schools 108 Programs
ADN to BSN	5 Schools 5 Programs
Associate Degree in Nursing	4 Schools 5 Programs
BSN (Pre-Licensure)	108 Schools 231 Programs
BSN to MSN	10 Schools 20 Programs
DNAP (Doctor of Nursing Anesthesia Practice)	3 Schools 3 Programs
DNP (Post-Baccalaureate)	52 Schools 273 Programs
DNP (Post-Master's)	75 Schools 193 Programs
DNS	1 Schools 1 Programs
Dual Degree Doctoral	3 Schools 6 Programs
Dual Degree Master's	3 Schools 5 Programs
LPN (or LVN)	3 Schools 6 Programs
LPN to ADN	1 Schools 1 Programs
LPN to BSN	6 Schools 9 Programs
Master's (MSN, MS, or MN)	104 Schools 497 Programs
Master's Entry Program in Nursing (Entry-Level Master's for Non-Nurses)	19 Schools 57 Programs
N/A	3 Schools 3 Programs
Non-Degree Nursing	7 Schools 10 Programs
PhD (Post-Baccalaureate)	20 Schools 25 Programs
PhD (Post-Master's)	20 Schools 23 Programs
Post Baccalaureate Certificate	10 Schools 18 Programs
Post Graduate Certificate	51 Schools 240 Programs
Postdoctoral Program	2 Schools 3 Programs
RN to BSN	80 Schools 148 Programs
RN to MSN	24 Schools 85 Programs

Manage Admissions with NursingCAS

RUSH UNIVERSITY

Web AdMIT™

Applicant statuses, school defined admissions statuses, and onscreen activity channels to easily manage admissions cycles.

- **Users/Access**
- **Local Statuses**
- **Document Access**
- **Queries**
- **Emails**
- **Tracking**
- **Calculating GPAs**
- **Interviews**
- **Online Review**
- **Scoring**
- **Decisions**
- **Lists, Reports, Exports**

Local Status

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NursingCAS Status

- In Progress
- Received
- Complete
- Verified
- On Hold
- Undelivered
- Manual

Total

Versus Rush's Statuses

- None
- Supplemental Application Sent
- Supplemental Application Completed
- Missing documents
- Review Pending Letters of Rec.
- Review Pending Rush Personal Statement
- Review Pending Certs & License
- Review Pending GRE scores
- Review Pending TOEFL
- Review Pending CV/Resume
- Waiting for verification; all docs submitted
- GEM - Additional Coursework Needed
- Ready for PD Review
- Denied Before Interview
- Faculty Interview
- Interview Scheduled
- Interview Completed
- Accept

Designation	Appl. Status	Local Status
GEM Fall 2014	Verified	Ready for PD Review
GEM Summer 2014	Verified	Ready for PD Review
GEM Summer 2014	Verified	Ready for PD Review

Designations

Designation	Application Status	Date Submitted	Complete Date	Verified Date	Local Status
CNL Spring 2014	Verified	Jun 07 2013	Jun 07 2013	Jun 07 2013	Conditional Accept

Email Templates

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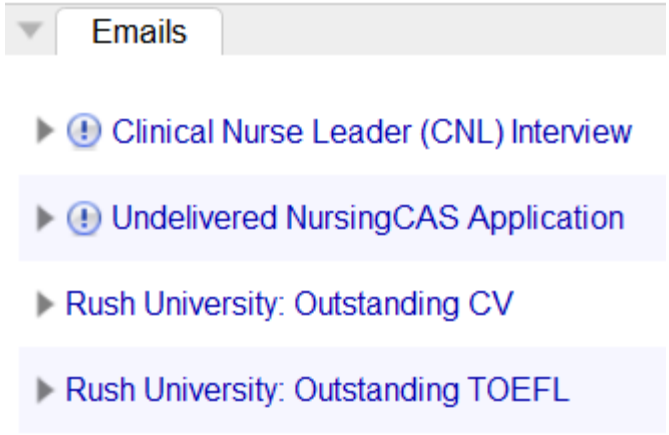
Name
General Supplemental Invite
Missing documents
Outstanding GRE Scores
Outstanding Letters of Recommendation
Outstanding Personal Statement
Outstanding RN License
Outstanding CV
Oustanding TOEFL
Required GRE Scores - Post licensure
Undelivered NursingCAS Application
Invite for Interview - Genbook
Invite for Interview - No Genbook
CNL Interview Invite
Deny for GEM

Subject: Deadline Quickly Approaching - One Month

Dear Applicant:

A gentle reminder - We are within ONE MONTH of the deadline for you to subm
considered for this upcoming deadline, you need to have all of the NursingCAS r
your application, please contact NursingCAS customer service at **(617) 612–288**

Rush University only requires that the NursingCAS application is submitted by th



Online Review

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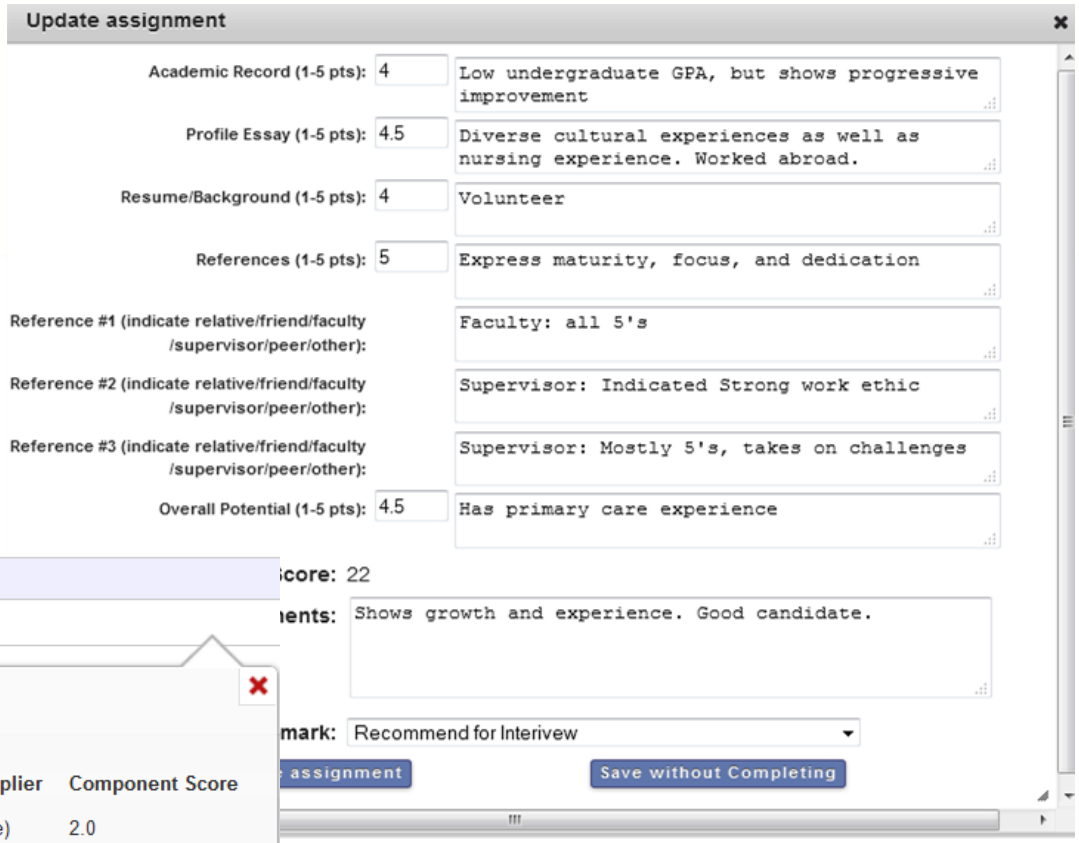
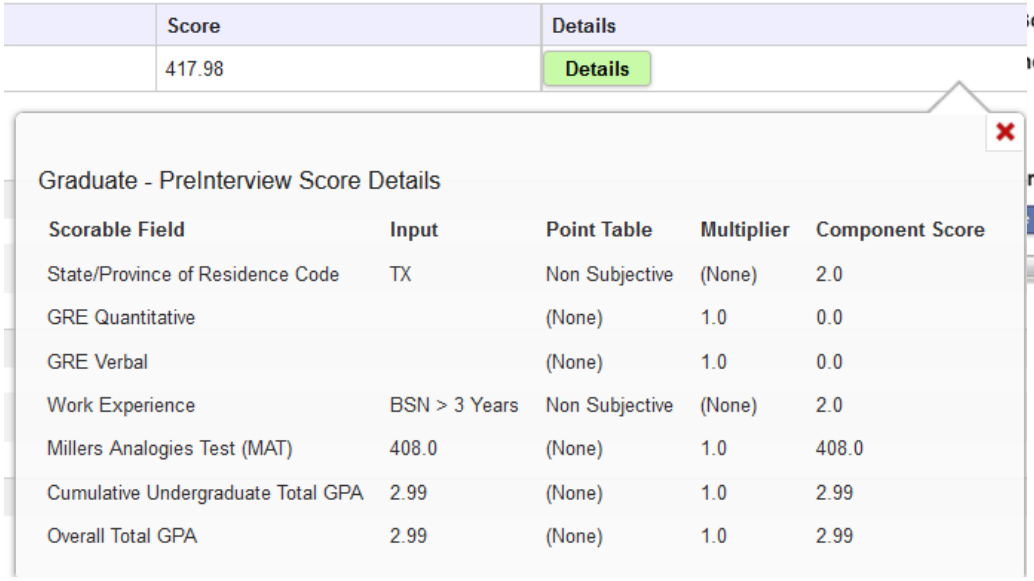
Review applicant files online and set-up custom scoring rubrics based on your unique criteria.





Download & Import Data + Documents

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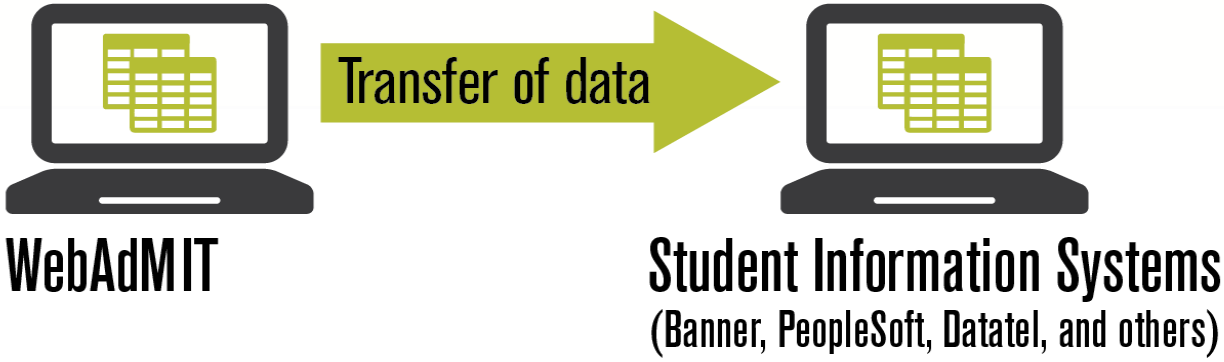
Interface with Existing Systems
Create export files and reports with the data elements, applicants, and file format that your school needs to compare applicants or import into internal systems such as Datatel. Bulk export of documents, ability to set-up an API.



Transfers are completed on:

Run Queries, Custom & Comparative Reports

RUSH UNIVERSITY

What types of reports do you need to run?

- Rush used the NursingCAS data and the WebAdMIT software to complete the applicant portion of AACN's annual survey. Created a report to answer US News & World Reports survey.

Who do you report to?

- Schools run reports for use with internal and external stakeholders (ex. accrediting bodies, grant funders)

What data do you need?

- You can run comparative reports that show your applicant data vs. the entire NursingCAS applicant pool data. And you can pull reports that only show data for your applicant pool.

Gender	% of Applicants to NursingCAS	% of Applicants to Your Programs
Female	84.44%	89.24%
Male	15.56%	10.76%

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

No Cost to Schools

- *Visit the Cost Savings Calculator at www.mynursingcas.org/cost-savings-calculator*

Minimal Cost to Applicants:

Undergraduate Program Application Fee(s)	
First Program	$50.00
Each Additional Program	$35.00
Graduate Program Application Fee(s)	
First Program	$70.00
Each Additional Program	$40.00

Measure the Potential Financial Impact of Adopting NursingCAS

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

Have you considered how much time, money, and energy your staff spends on processing applications to your schools' nursing programs each admissions cycle? NursingCAS helps you cut costs and reduce staff time by managing:

Administrative	Opening Mail, Postage, Processing Documents, Filing, Data Entry, Copies, Printing, Answering Calls and Email
Enrollment	Calculating GPAs, Quality Control, Preparing Reports, Notifying of Candidates
Temporary Help	Helping with Administrative Tasks during busy times such as Answering Phones and Opening Mail

Cost of Processing an Application

How to Partner with NursingCAS

Identify stakeholders

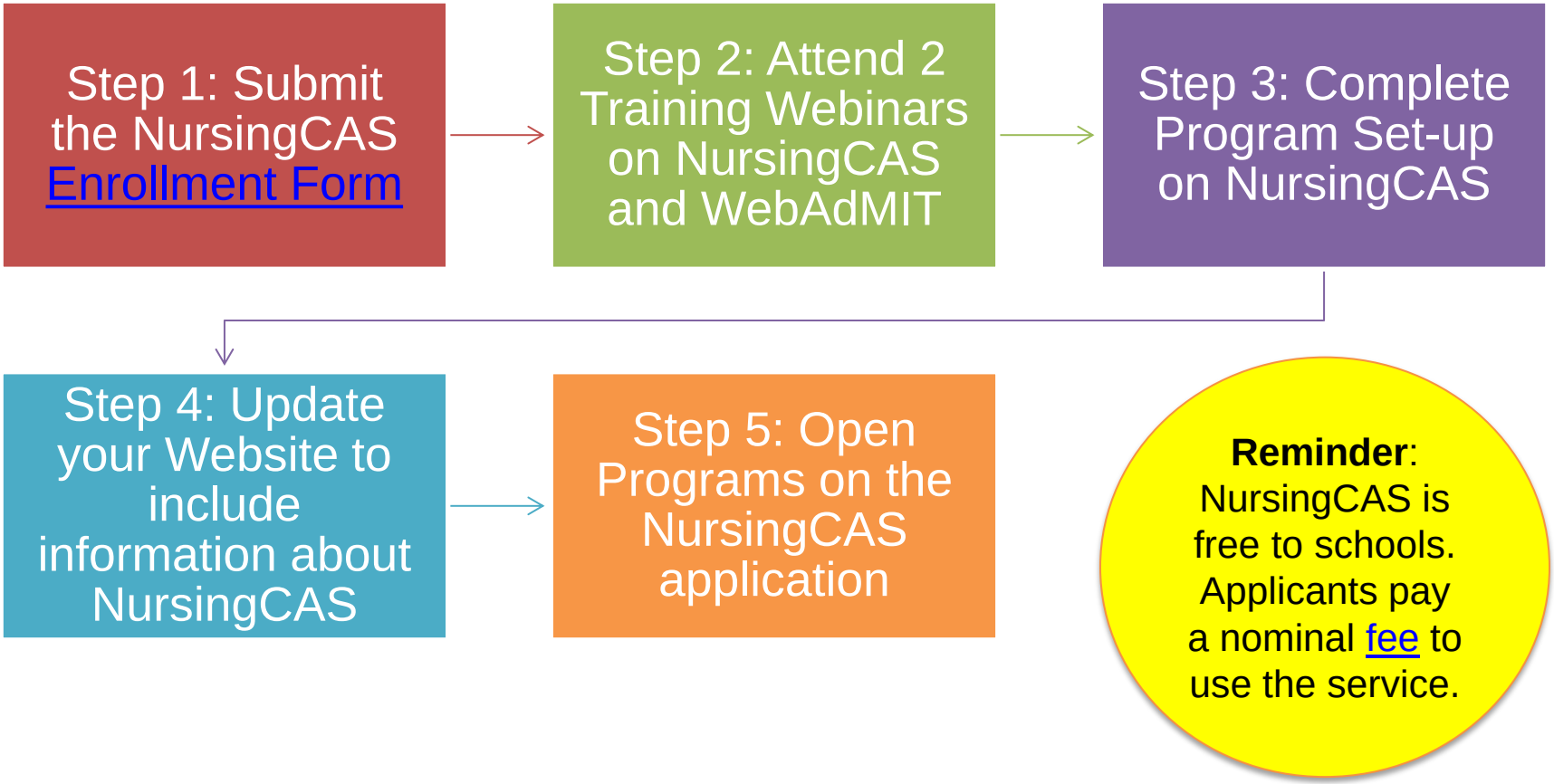
Leadership approval

Determine program set-up needs

On-boarding

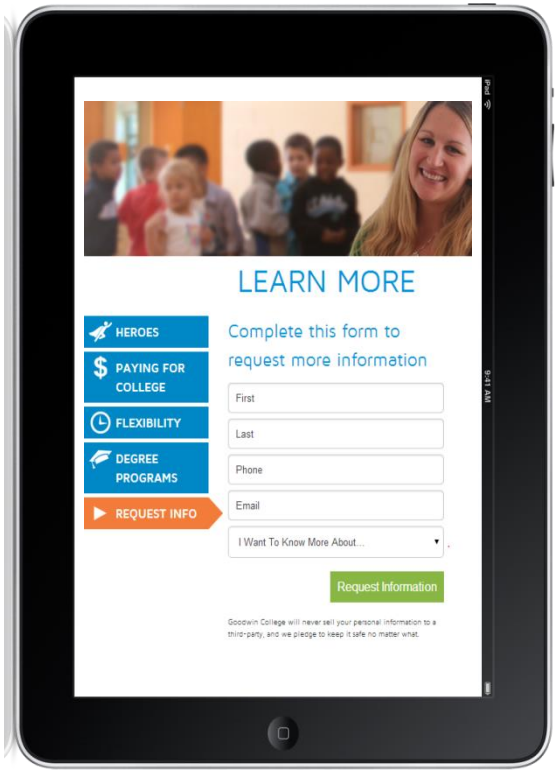
Training

- ❑ Dean or Chair
- ❑ Faculty
- ❑ Admissions Office
- ❑ Registrar's Office
- ❑ Advisors
- ❑ IT
- ❑ Institutional Research and Planning
- ❑ Legal **Although participation in NursingCAS is non-binding, you may want to consult with your legal or contracts department*
- ❑ Prospective Students and Applicants



Onboarding Steps

Audience Q&A



- Attend an Upcoming Webinar or Event
- Schedule a Call
- Visit the following site for more information:
  - www.mynursingcas.org
  - www.mynursingcas.org/join

American Association of Colleges of Nursing
Caroline Allen, NursingCAS Director
202-463-6930 x258, callen@aacn.nche.edu
Liaison International
Ann Donnelly, NursingCAS Director
617-612-2064, adonnelly@liaison-intl.com

More Information