



# **FUTURE OF NURSING™**

## **Campaign for Action**

AT THE CENTER TO CHAMPION NURSING IN AMERICA

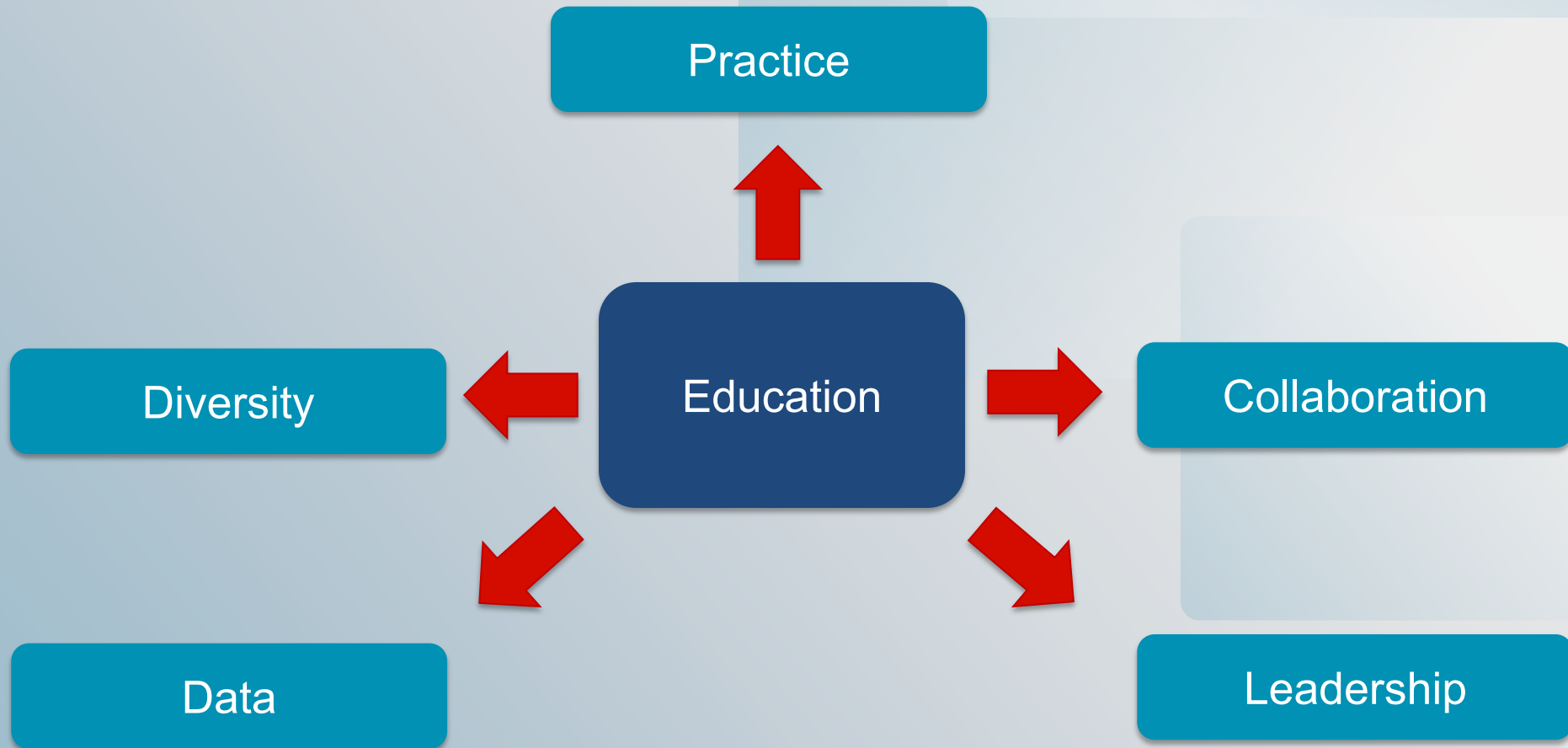
*Western Governors University: A National Educational Partner*

*If you are having challenges meeting education capacity while implementing nursing education models, reviewing this presentation will assist you*

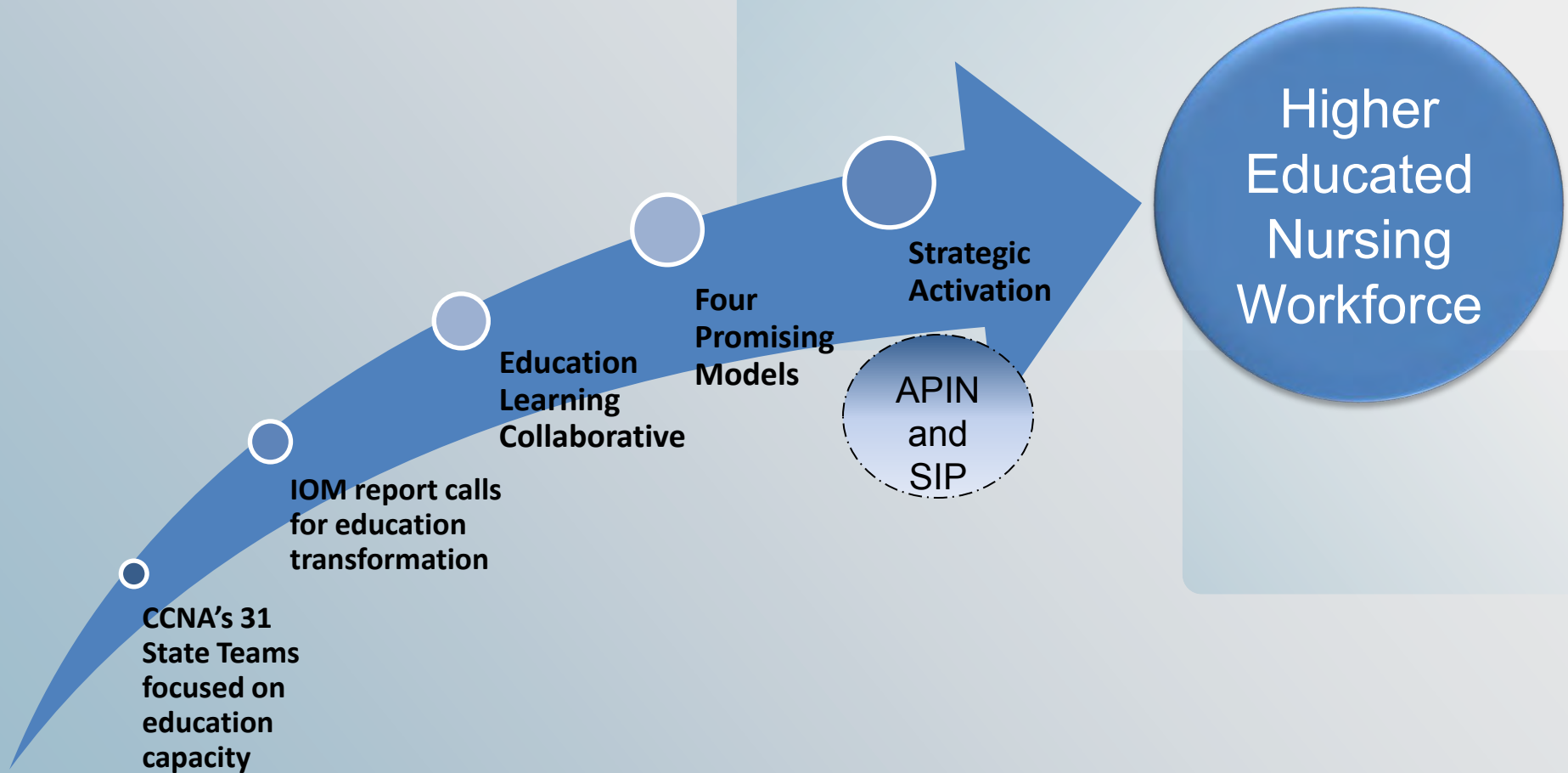
**Mary Sue Gorski, RN, PhD**  
Consultant, Center to Champion  
Nursing in America



# Need Education for Campaign to Succeed!



# Advancing Education Transformation at CCNA



# Learning Collaborative



Four models emerged as most successful....

- RN to BSN awarded by the community college
- Shared state or regional curriculum
- RN to MSN
- Competency-based state or regional programs





**Jan Jones-Schenk RN, MNA, NE-BC**  
Chief Nursing Officer/ National Director  
Western Governors University





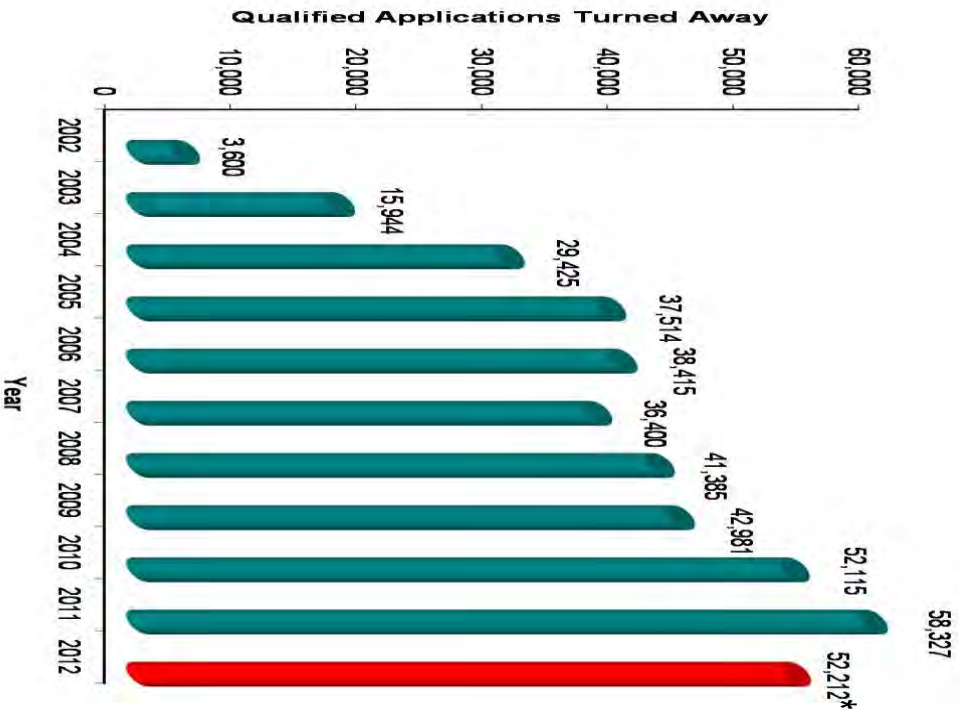
# How can a National Educational Partner assist in achieving IOM Goals?

- Capacity and Access
- Affordable and Accessible
- Scalable and Flexible



# Capacity and Access

## Qualified Applications Turned Away from Entry-Level Baccalaureate Nursing Programs: 2002-2012



\*2012 Preliminary Survey Data

SOURCE: American Association of Colleges of Nursing, Research and Data Center, 2002-2012  
AACN is not responsible for reporting errors by respondent institutions.



## Educational Capacity: The challenge



- Currently, 646 RN to BSN programs are available nationwide, including more than 400 offered at least partially online.
- 2010 to 2011, enrollments increased by 15.8 percent, marking the ninth consecutive year of increases in RN to BSN programs.
- 2012 preliminary data shows a 13.4 percent increase in RN to BSN enrollments, slightly down from the prior year

## Capacity and Access: A National Partner

- Non-Profit
- National University
- Fully accredited
- Online
- Competency Based
- Mentor Guided
- Designed for working adults



# Capacity and Access: A National Partner

## Western Governors University

- National Scope
  - Students in all 50 states
- Prerequisites
  - Regionally accredited University
  - “Prerequisites” can be taken after enrollment
- Alternative faculty model
  - Faculty roles allow for better scalability
  - Asynchronous learning



## Top 10 states with WGU RN to BSN enrollments

- California
- Indiana
- Utah
- Texas
- Washington
- Florida
- Georgia
- New York
- North Carolina
- Minnesota

*States with 100 or more WGU nursing students*

## Contributing to the goal



### *Outcomes – Graduates as of October 2012*

- RN to BSN – 2,265
- MSN – 458
- BSN (Prelicensure) – 46

Total contribution to date toward 80% by 2020

**2,769**

**Enrollment – 400/month**

**2013 RN to BSN enrollment projection = 4,800**



# National enrollments help move the needle toward 80 by 20

## WGU Educational Collaboratives

- HCA Hospital System experienced a 64% increase in RN to BSN enrollments in 7 months
- Cedars Sinai Medical Center had a 223% increase in RN to BSN enrollments in the same 7 months



Linda Burns Bolton,  
an original WGU Champion

*All hospital and community college partners report that multiple options are needed to change the culture by creating a critical mass of enrolled RNs*



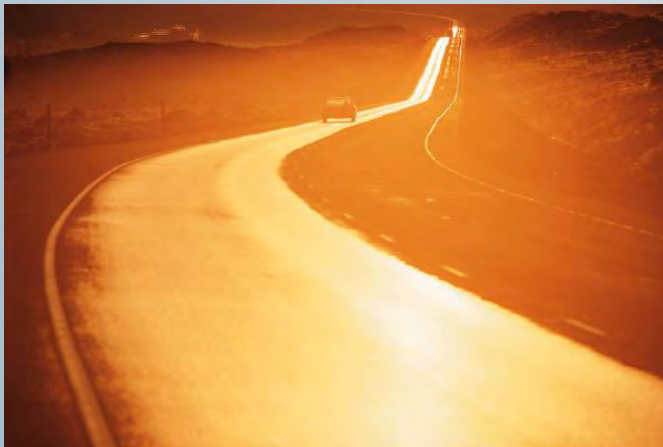
## Access challenges for working nurses



1. Cost 65% (N= 298)
2. Doesn't fit my schedule 38% (N=176)
3. Don't have time 33% (N=153)

*Working nurses surveyed about barriers to returning to school  
TX, FL & CA (N= 456)*

# Affordable and Accessible



- Affordability
  - Low tuition, no increases in five years
  - Fixed fees for books etc.
- Financial access
  - FFA access
- Physical access
  - Online
  - Asynchronous

## Scalable and Flexible



- Self pacing and asynchronous = flexible
- Monthly enrollment = flexible and scalable

*I have been a WGU student since May 2010. I love it because it fits my schedule, I can study at ANY time. I love the price, and the fact you can accelerate in any term without paying for additional units/credits! And, it is self-paced within each term.*

*It has taken me 18 months to complete my BSN. I work full time, take call in a busy surgery department and have a family and a life. The reality of finishing the degree for me was to take my time, work on the classes as I could and finish one task at a time. Not everyone will be able to complete the program early, though I'm impressed by those who do! It took all of the time I had available to complete by degree in 18 months.*

# Scalable and Flexible

## Student satisfaction



Overall, how satisfied are you with your WGU Experience?		
	BSNU*	All WGU
N =	554	11,069
Very Satisfied	52%	56%
<b>Satisfied/Very Satisfied</b>	<b>94%</b>	<b>93%</b>
Neutral/no Opinion	4%	2%
Dissatisfied/Very Dissatisfied	2%	2%

## Student Demographics

Student Questions	College of Health Professions percentage
I am a member of an ethnic minority	24.3%
My annual household income is less than \$35,000.	8.5%
I live in a rural community	23%
Neither of my parents attended a Community College, Junior College, College or University	37%
I am currently employed Full-time	81.6%
I am currently employed Part-time	10.9%
I am not currently employed	7.5%

# Challenges from a National University's perspective



- State Action Coalitions
  - Involved in WA, TX, UT, IN
  - Not organized with state-specific resources
- Data sharing
  - Data is collected and organized by program, not state
  - Ability to contribute data to each state is resource-intensive
- Meaningful engagement
  - State relationships aren't possible for 50 states
  - Contributing to the solution with graduates is!!



## Contact Information

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## Campaign Resources



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