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## Background

Carroll Community College started the Associate to Bachelor's (ATB) Program in Fall 2016 to meet the Institute of Medicine (IOM) recommendation initiative to increase the number of nurses with a Bachelor of Science in Nursing (BSN) degree. In an effort to increase ATB enrollment at Carroll Community College, the academic progression model such as the ATB program is a promising opportunity for students to obtain both degrees concurrently.

In order to continue the successful ATB program at CCC, the current goal has been set to increase ATB enrollment to 60% by Fall 2023. While the program saw some growth in 2017, the enrollment has remained relatively flat and needed a plan developed to increase the enrollment of students to meet the current initiative of nurses to receive a bachelor's degree. With the award of an implementation grant from MHEC, there were a few strategies identified which will hopefully in turn increase enrollment in ATB students.

## Objectives

- Identify the past, present, and future strategies as well as key goals associated with nursing academic progression concurrent enrollment options
- Explore best practice in concurrent enrollment programs
- Overall objective is to increase ATB enrollment to 60% by Fall 2023

## Methods to Increase Enrollment

- ATB partners to attend new student orientation to share information about programs, application deadlines, prerequisites, etc.
- ATB Coordinators and pre-admission Advisor work closely with incoming and current students to not only bring them into the ATB program but ensure success in the program
- ATB Coordinators and pre-admission Advisor will attend a national health professions conference to better understand the advising needs of ATB students to optimize student success
- Faculty release time for advising students as well as professional development activities
- Coordinate and host a professional student conference with keynote speaker panelist
- Implement marketing services to increase advertisement of dual enrollment program
- Develop a statewide database with MHEC to track and share data between schools

## ATB Enrollment

	% Enrollment in ATB Programs
Fall 2016	10.98%
Fall 2017	33.80%
Fall 2018	27.16%
Fall 2019	37.18%
Fall 2020	35%

## Next Steps

Another focus of this grant is to provide and host a professional student conference for Maryland nursing students to help socialize them into the profession of nursing. A keynote speaker will be arranged along with a panel discussion to give students the opportunity to communicate with nursing leaders from around the state.

A statewide database is in the process of being created that will allow all schools of nursing within Maryland to track student data on academic progression in nursing.

## Marketing

- Billboard
- Brochure
- Social media advertisements
- Newspaper advertisement
- Promotional giveaways
- Updated ATB website
- Expanded informational sessions



## ATB Coordinator Collaboration

Quarterly meetings are scheduled for ATB Coordinators in Maryland to collaborate about best practices and identify any areas for improvement.



## References

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- Giddens, J., Keller, T., & Liesveld, J. (2015, November/December). Answering the Call for a Bachelors-Prepared Nursing Workforce: An Innovative Model for Academic Progression. *Journal of Professional Nursing*, 31(6), 445-451. Retrieved from <https://www.nmnc.org/>

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# Sample Title

First Name, Last Name, Degree  
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