

Growing the Associates to Bachelor Degree Program

Lauren Decker MHA, BSN, NE-BC
Anne Arundel Community College

Background

- Hospitals in Maryland are moving towards requiring nurses to be Bachelor Prepared
- The Financial burden can be problematic for students
- The Associates to Bachelor Degree (ATB) program affords the student the opportunity to begin taking BSN courses while enrolled in the Associates Degree (ADN) which significantly reduces cost
- The Maryland Department of Labor anticipates a 21.77% increase of registered nurse openings from 2018-2028

Objectives

To increase the number of ATB Students while also striving to increase greater diversity among our student populations

The Design of an effective recruitment strategy should be driven and aligned to reflect the targeted population of potential students. Recruitment efforts and activities should be designed to improve the ability to attract a diverse population and more firmly establish a continuing pipeline of possible students"

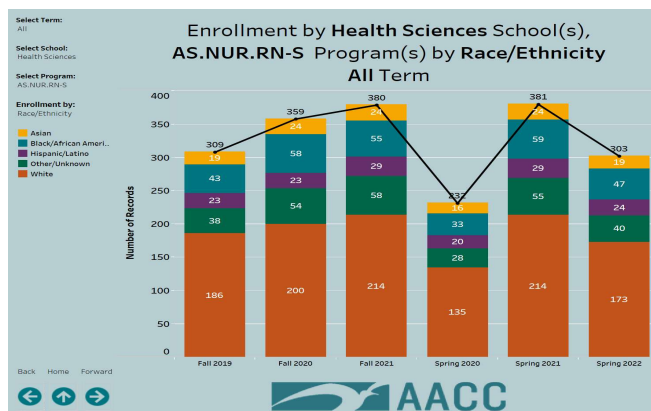
Methods

- The Nurse Progression Navigator (NPN) attempts to reach out to students in a variety of settings
- High Schools_ with focus on with greater diversity
- Information Sessions
- 1:1 meetings with Pre-Nursing students
- 1:1 Meetings with High School Students
- Meet with current Students
- Reach out to all provisionally accepted students and offer to meet 1:1

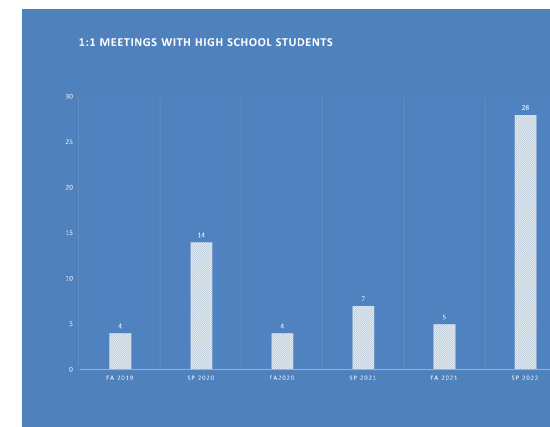
Conclusions

- The focus on student engagement in a variety of settings early on has helped to increase our ATB numbers
- We must continue to focus on increasing diversity in our student population
- Covid has definitely had an impact on personalized student outreach

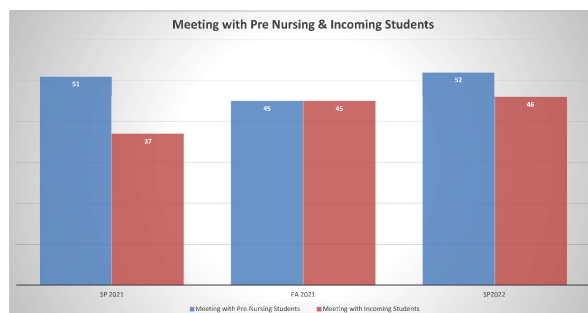
Results



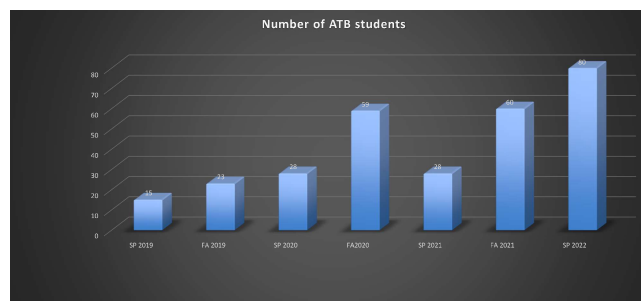
Results



Results



Results



Bibliography

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