

## **45th Biennial Convention (16-20 November 2019)**

### **Academic Innovation and Relevance: Developing a Plan to Capture the Second-Degree Nursing Student Market**

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Nationally, nursing occupations are projected to grow by 15% between 2016 and 2026, faster than the average of all occupations (Bureau of Labor Statistics, 2017). In most areas of the country, the demand for professional registered nurses is escalating, with positions available across the entire health care spectrum. A core problem facing the healthcare industry is a shortage of new nurses to replace those who retire. The shortage of new nurses becomes even more concerning as the general population ages. The 2015 national nursing workforce study reported that 50% of RNs were age 50 or older (NCSBN, 2015). The same report also indicated 25.1% of nurses surveyed were age 60 and over. Many states face a significant nursing shortage and statistics support the problem will worsen. For example, Georgia is likely to face a more significant shortage than some states due to rapid population growth. From 1970 to 2009, the population in the state of Georgia more than doubled, with Georgia ranking fourth among the fastest growing states in the country (Governor's Office of Planning and Budget, 2010). That trend continued into the next decade, with Georgia growing by 110,973 between 2015 and 2016, ranking seventh among the fastest growing states (Kanell, 2016). Employers in Atlanta indicated Georgia was one of the top three most competitive markets for health care (Miller, 2017).

Most nursing programs seek to enroll primarily post-secondary students who enter college following high school and complete core entry nursing requirements. A less recruited segment of the population may be the applicant who has already earned a non-nursing bachelor of arts or bachelor of science degree. In 1990, there were 30 accelerated bachelor of science in nursing (BSN) programs developed across the country. Today, there are over 200 options, and the number is consistently growing. This extraordinary growth in accelerated programs may be attributed to a combination of the nursing shortage and excellent employment opportunities available to graduates. Accelerated BSN (ABSBN) programs are also attractive to individuals desiring to pursue an opportunity in nursing through a change in career path. The American Association of Colleges of Nursing describes accelerated ABSBN students/graduates as: 1) a motivated, older student with higher academic expectations than traditional entry-level nursing students; 2) students who are eager to gain clinical experiences, 3) excellent learners who are not afraid to challenge their instructors; and 4) Graduates who are prized by nurse employers. Employers report that these graduates are more mature, possess strong clinical skills, and employees who often require less long-term orientation.

Developing an accelerated BSN program may be an opportunity for nursing programs seeking to expand program enrollment. This presentation will present a plan of study to support the hybrid accelerated 12-month BSN program. The presentation includes

addressing innovative curriculum discussion, solutions towards meeting faculty needs to support the program, suggestions for working with faculty on the development of an efficient curriculum model, and building program capacity through collaboration and partnership.

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**Title:**

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**Keywords:**

12-month BSN program, Accelerated BSN and Innovative curriculum plan

**References:**

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**Abstract Summary:**

Nationally, nursing occupations are projected to grow by 15% between 2016 and 2026, faster than the average of all occupations (Bureau of Labor Statistics, 2017). Nurse educators are challenged to create new and innovative programs. This presentation will present a plan to support the hybrid accelerated 12-month BSN program.

**Content Outline:**

- I. The scope of the nursing shortage
  1. Regional and national perspective
  2. Anticipated projections
  3. Challenges associated with the shortage
- II. Statistical sources
  1. Uneven growth across US regions
  2. Population changes affecting regional need for nurses
  3. Influence of the aging population
- III. Traditional nursing programs
- IV. Innovative approaches to capture an additional segment of the population
  1. Enrollment by the number
  2. Marketing approach
- V. Development of an accelerated BSN (12-month) program
  1. Approaches to design
  2. Approvals and accreditation(s)
- VI. Consideration in the approach
  1. Clinical-based partnership
  2. Involvement of legislative support
  3. Building capacity through collaboration and partnership
- VII. Conclusion
  1. Challenges and opportunities

First Primary Presenting Author***Primary Presenting Author***

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**Author Summary:** She served two consecutive terms as STTI North America Region 7 Coordinator. She has authored several book chapters and research publications on topics related to cardiac disorders, infection, and nursing education and serves as a reviewer for publishers. She is the recipient of many honors and awards of excellence, including outstanding faculty member awards at multiple colleges and universities. She is a Virginia Henderson Fellow.

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**Author Summary:** She is a well-respected leader in nursing. Student, staff, and peer evaluations speak to her effectiveness as an educator and as an Associate Dean. She is sensitive to the needs of students, staff, and faculty and is a positive role model who strives to develop faculty and students to their highest potential. Her mentorship of students includes support for doctoral dissertation committees, as well as master's capstone projects.