

NursingCAS

The Centralized Application Service for Nursing Programs

New Nursing Program: Meeting Enrollment Targets with NursingCAS Schreiner University School of Nursing - *Learning by Heart*

Background

Schreiner University is a private liberal arts institution located in Kerrville, TX, approximately one hour from the seventh largest city in the United States, San Antonio, TX. The University opened its nursing school in 2011. In addition to nursing, it offers 27 other undergraduate programs and graduate programs in business and education; enrolling an estimated 1,150 students.

The Challenge

Schreiner University had a short timeline and little infrastructure to market a new nursing program. The administration was focused on creating new curriculum, hiring faculty, and identifying clinical sites. And the admissions staff was tasked with establishing an application process and recruiting students. The Director of the Nursing Program, Dr. Lena Rippstein, knew it was critical to identify a solution that would provide technology to both manage the admissions process and to promote the program to prospective students.

The Journey

In 2010, Schreiner was unable to fill all available seats in its program and had to manage a paper application process. To address this issue and to fill the open seats in the BSN program, the university adopted NursingCAS in spring 2011. The university staff worked with NursingCAS management to set up an email blast notification that was distributed to all prospective students and applicants in the NursingCAS system in order to increase exposure and generate interest in the new program. NursingCAS alerts prospective students in the system to opportunities to apply to programs with open seats; providing information about the program, requirements, and deadline. Shortly after the email blast notification, the university noticed an uptick in applications, which positioned the program to better meet its enrollment targets.

The Solution

With NursingCAS, the university was able to market its new program to a wider audience of nursing applicants. "The implementation of NursingCAS positioned our school on the national map to be noticed by prospective applicants," said Dr. Ruth Grubestic, Assistant Professor of Nursing and Public Health. In addition to increased exposure, NursingCAS led to more efficiency since the Registrar's office accepts all transcripts processed by NursingCAS as official.



The Results

Implementing NursingCAS has allowed Schreiner University's School of Nursing to market its program to a wider audience without any additional cost required for national marketing efforts. They have experienced a robust applicant pool that has allowed the school to meet enrollment targets. Efficiencies have been achieved, which has allowed the faculty to focus on teaching and service because:

- NursingCAS processes the applications and transcripts on behalf of the university and provides a free admissions software tool (WebAdMIT) the nursing school uses to review applications.
- NursingCAS staff calculates grade point averages (GPAs), and these can be customized using the admissions software tool.
- Schools have the ability to communicate with all applicants through the NursingCAS portal about deadline extensions and available seats.
- Applicants are able to check the status of their applications online with 24/7 access via the NursingCAS Application Portal.

NursingCAS was exactly what the university needed in order to market, recruit, admit, and meet enrollment targets for their new nursing program. There are countless benefits of the service, the best being that it's a user friendly tool and led to student satisfaction.

About NursingCAS

AACN survey data from its 740 public and private member institutions show that 75,000 qualified applicants are turned away from nursing schools annually even though over 14,000 seats go unfilled. NursingCAS has three overarching goals: to guide qualified students to nursing programs with open seats; to provide excellent data to schools and other stakeholders about nursing admissions and applicant trends, and to streamline entry into nursing education programs for schools and students.

AACN partnered with Liaison International in 2010 to establish a national centralized application system (CAS) for nursing programs. Similar systems have been serving other academic health programs well including medicine and dentistry.

For more information visit www.aacn.nche.edu/nursingcas or www.nursingcas.org.