



Program Review Report

Program: RN to BSN
Department: Nursing and Health Sciences
Review Date: February 4, 2022

Summary

A program review for the RN to BSN Bachelor program was presented to the Program Review Committee by Ms. Joan Hodge, Associate Director.

The RN to BSN Nursing Program is designed for and limited to licensed registered nurses (RN) in the United States. This program articulates many two-year Associate Degree Nursing (ADN) programs. The RN to BSN Program prepares registered nurses to assume leadership roles as integral nurses at the bedside, within an organization, community, and profession. The Program provides a unique and innovative nursing curriculum based upon the Theory of Integral Nursing. This program prepares nurses to provide holistic, intentional, relationship-centered care that addresses individual and collective health through its integrative care focus.

The RN to BSN program is nationally accredited by the Commission on Collegiate Nursing Education (CCNE) until 2026. The program also received an Endorsement as a Holistic Nursing Education Program by the AHNCC (American Holistic Nursing Credentialing Corporation) in May of 2021. This is a five-year endorsement and provides a competitive advantage over other programs in the State of New Mexico.

The calculated three-year average of declared student enrollment in the program is 14.7 (headcounts) per semester, and the three-year graduation average is 3.3 students per year. The one-year fall 2019-to-fall 2020 retention rate is 100%, while the Spring 2021 150%-time graduation rate is 100%.

According to the analysis done by Gray Associates' Program Demand software, the program has a strong student demand (at 92% of all programs offered by NNMC). There is a 94% percentile for employment and a 50% percentile for competitive intensity.

The program economics based on Gray Associates' software shows a negative contribution margin (including overhead) of \$431,726 for this program from AY 16-17 to AY 19-20. Moreover, the difference between gross revenue and instructional cost (after discounts) is approximately negative \$349.5K for the four years. The ratio for the three-year average between gross revenue and the instructional cost is 0.20. This is one of the lowest ratios among the programs offered at NNMC, and it means that there is a significant enrollment challenge for this program. The upper-division Nursing Courses are offered entirely online in response to what similar programs have already done in the past.

The program has made targeted efforts to improve enrollment, including 1) Transitioned to a fully online program in January 2020; 2) Transitioned from 16 weeks to primarily 8-week courses in AY 2021; 3) Secured an affordable, competitive online tuition rate for in-state and out-of-state tuition, enabling national marketing; 4) Get 100% of all online courses in the program peer-reviewed and approved as meeting Quality Matters™ Standards; 5) Certified 100% of program faculty through the *Online Teaching and Learning* certification offered by CNM; 6) Certified 100% of program faculty to teach online at NNMC; 7) Engage in intensive national and statewide marketing efforts with advertisements in local, statewide, and national nursing publications (both digital, print, email, and social media); and 8) Developed a Constant Contact email list for marketing purposes.

The program also received the American Holistic Nurses Credentialing Corporation (AHNCC) Endorsement in 2021 as a holistic program, which provides national program exposure on the AHNCC website as a recruitment tool.

Finally, the program shows a draft of a strategic plan. However, the tasks discussed do not offer details on how they would be accomplished but were defined broadly.

Recommendations

The main concern for this program is the need for higher enrollment, and the following recommendations reflect this concern:

1. The enrollment target from the last program review has not been met (18 headcounts by 2021 and 40 FTE by 2023). The program leadership needs to implement measures to increase enrollment. Therefore, the program needs to present a Strategic Enrollment Plan with measurable goals for one year, three years, and five years. The enrollment plan needs to be developed no later than June 2022.
2. The program leadership needs to proactively engage with local employers (like hospitals) to create partnerships that benefit the program's enrollment. The Strategic Enrollment Plan needs to discuss how this will be accomplished.
3. The program leadership must present an interim report on enrollment data by June 2024.