

ABSTRACT

A quality improvement project

Background and Purpose:

- The University of Wisconsin-Oshkosh Doctor of Nursing Practice-Nurse Anesthesia Emphasis (UWO DNP-NA) program faces challenges in increasing diversity and representation of historically underrepresented groups among critical care nurses applying to the program.
- The UWO DNP-NA program aims to increase diversity and representation of historically underrepresented groups among critical care nurses applying.
- This initiative aligns with the broader objective to strengthen the UWO BSN-DNP Nurse Anesthesia program's recruitment and retention efforts, particularly following the 2019 Council on Accreditation (COA) mandate requiring nurse anesthesia programs to transition to a doctoral framework.

Methods/ Interventions:

- The project aimed to reach more potential applicants by using in-person marketing events on campus, attending national nursing conferences, and improving social media platforms.
- Applicants for the 2024 application cycle were asked an open-ended question about how they heard about the UWO DNP-NA program.

Implications/ Recommendations:

- The on-campus recruitment event was beneficial to showcasing the UWO DNP-NA program.
- 5% of attendees at the on-campus recruitment event applied to the UWO DNP-NA program.
- The UWO DNP-NA faculty found that student-led recruitment events had a positive impact-effectively disseminating information about the program and expanding its reach to potential applicants.
- Continued use of targeted marketing strategies should show a continued increase in the number of interviewed candidates indicating that they heard about the UWO DNP- NA program through multiple methods including on-campus recruitment events and conference attendance.

Keywords: Marketing, advertisement, graduate student recruitment, student registered nurse anesthetist

PROBLEM STATEMENT

The project aimed to answer the following **PICOT** question:

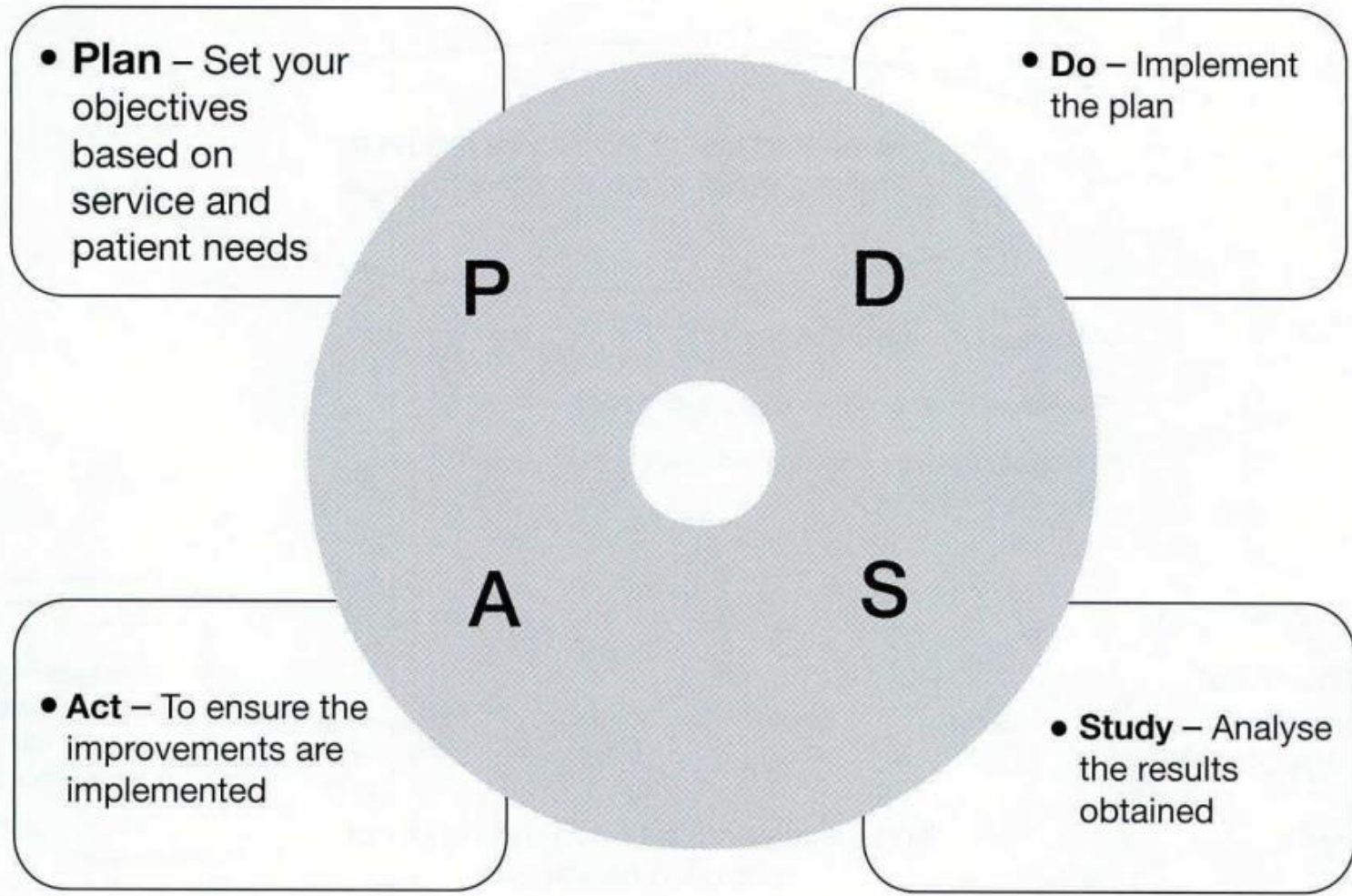
- In critical care nurses applying to the UW- Oshkosh Doctor of Nursing Practice-Nurse Anesthesia Emphasis program (P)
- Do targeted outreach efforts and recruitment events (I)
- Compared to previous recruitment practices (C)
- Increase the diversity and representation of historically underrepresented groups in the program (O)
- Within the six-month application and admission period (T)

REVIEW OF LITERATURE

- The literature supports that demographics of applicants can be improved with in-person recruitment events along the use of with targeted social media.
- Barriers and facilitators for recruitment can be identified and positively utilized to enhance recruitment of a diverse applicant pool (Adynski et al., 2022).
 - The need to recruit and retain rural students through partnerships with community colleges, online offerings, and rural clinical placements was identified (Merrell et al., 2020).
 - Recruiting and increasing the enrollment of students from underrepresented backgrounds must be followed up on by also striving to improve retention (Murray et al., 2022).
 - Men in nursing professions should be identified as underrepresented groups and targeted recruitment of men in nursing to graduate DNP programs can be improved by creating a welcoming environment and reducing gender bias (Petges & Sabio, 2020).

DESIGN, METHODS & THEORY

- On-campus recruitment event was planned and held to share information about the UWO DNP-NA program to prospective applicants.
- Attendance and representation by the UWO CON at national nursing conferences.
- Comparison between the 2023 and 2024 response to the open ended interview question “How did you hear about this program?” was completed to assess the impact of targeted recruitment events on those choosing to apply to the program.



IMPLEMENTATION

- Coordination with and approval by the UWO DNP-NA faculty to host a recruitment event on campus.
- Eight current NA student volunteers were needed to help run four different stations the attendees would rotate through during the event.
- Selection of a specific date and time was required as well as room reservations, and coordination with UWO DNP-NA faculty to appear at the event, introduce themselves, and answer questions from attendees.
- Creation of an online event registration on the UWO DNP-NA internet page.
- Coordination with UWO DNP-NA program director to attend the AAMN national conference and NTI exposition for critical care nurses.

News and Events

Nurse Anesthesia Day 10/2/2024 (For Current ICU Nurses)
All current ICU nurses are welcome to join us for the Nurse Anesthesia Day on October 2, 2024, 12 noon - 4pm.
• Get hands-on experience with nurse anesthesia technology
• Join a peer-led question and answer discussion
• Meet the Nurse Anesthesia program director
Register to attend by completing the form at the following:
<https://forms.office.com/r/5ENkq0st>
(Undergraduate Nurse Anesthesia Day will be set for a later date.)

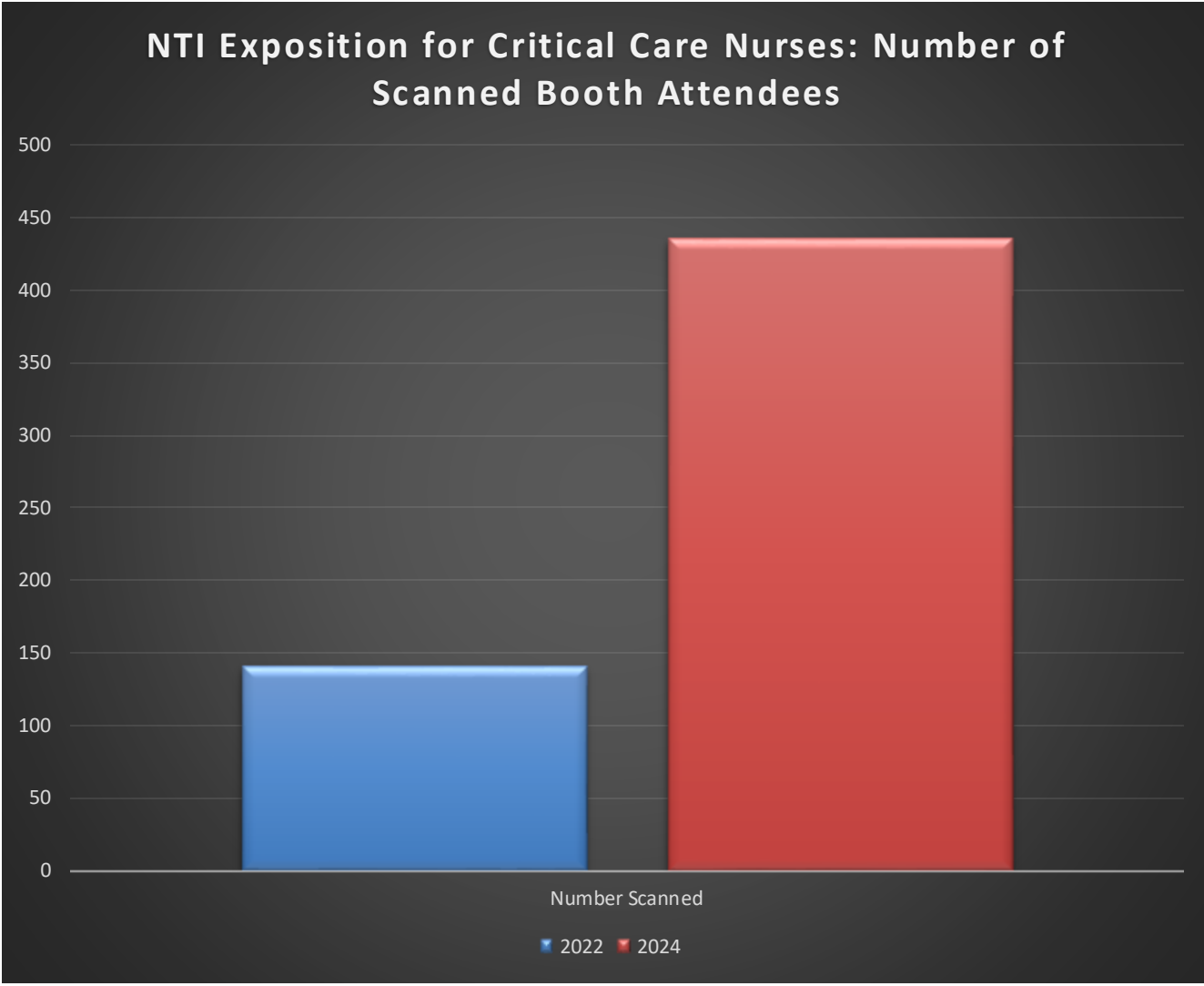
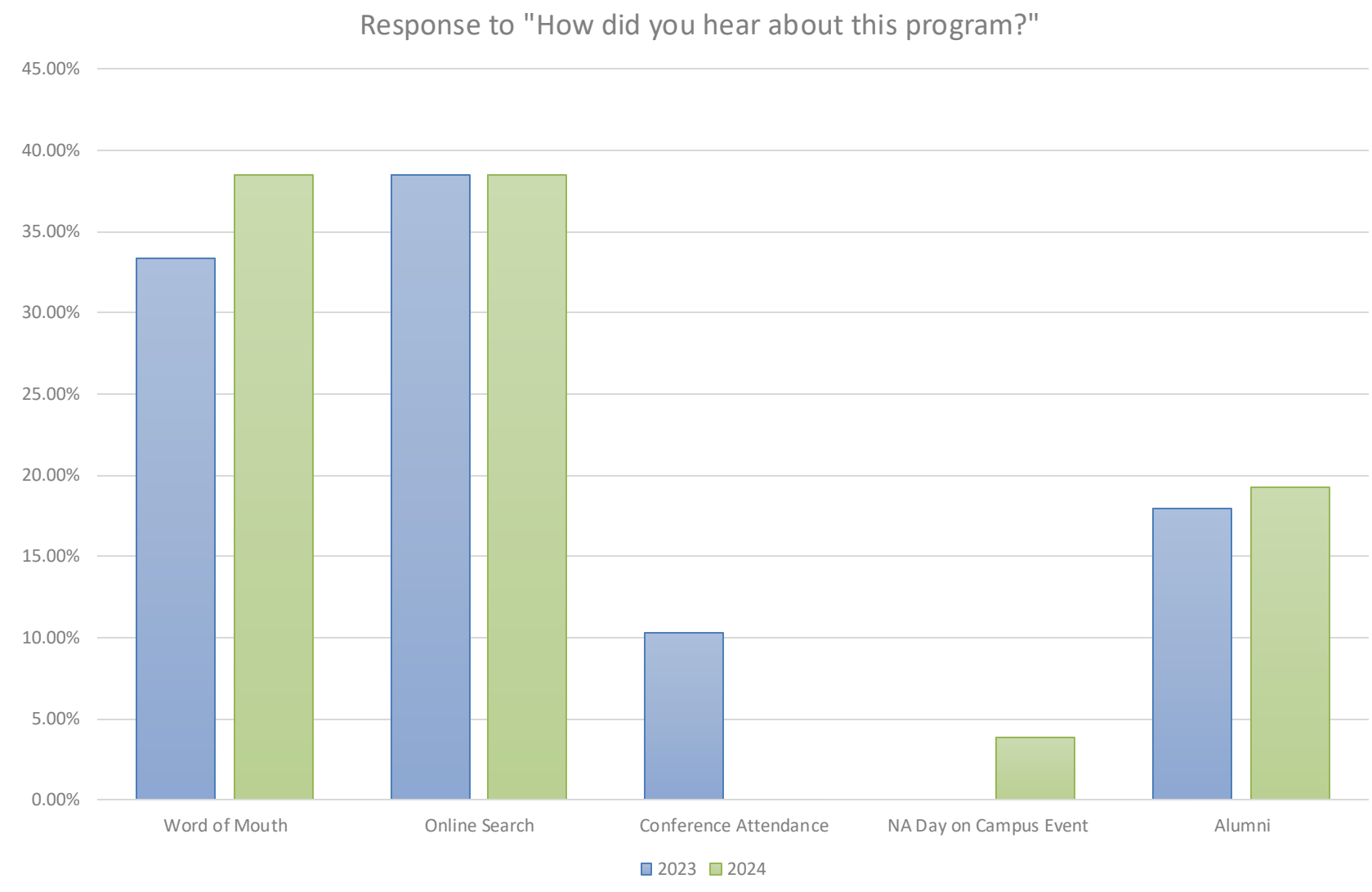


LIMITATIONS

- Short time frame to share details about the on-campus recruitment event may have limited prospective applicants from being able to attend the event.
- Mixed attendance of undergraduate nursing students and current critical care nurses may have restricted the ability to tailor how information was shared.
- Attending the national conferences had a cost that could be limited in the future depending on the budget status.
- Scanners supplied at the NTI exposition only had a free text option to specify if an attendee was interested in a specific UWO CON Program. This was difficult to keep up with due to the high traffic to the UWO CON booth.

RESULTS

- The on-campus recruitment event attracted 25 attendees. Four of which completed applications to the program and two attendees were admitted.
- 435 attendees were scanned as visiting the UWO CON booth at the NTI exposition compared to 140 booth attendees at the 2022 NTI exposition for critical care nurses.



DISCUSSION AND CONCLUSION

- PICOT question could not be supported nor unsupported.
- Comparative analysis between 2023 and 2024 data supports that continued use of targeted recruitment strategies should continue to increase the diverse response to how candidates hear about the UWO DNP-NA program.
- The relationship between targeted recruitment strategies can positively impact expanding the geographical demographic of those applying and admitted to academic programs.
- There is a continued need for diversification within the UWO DNP-NA student body.
- It is recommended that this project be continued to further understand the effectiveness of targeted recruitment and its impact on increasing the diversity of applicants to the UWO DNP—NA program.

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