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Strategies for Success in Nursing Academic Progression with Concurrent Enrollment Options

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Abstract

Carroll Community College (CCC) started the associate-to-bachelor's (ATB) program in fall 2016 to meet the Institute of Medicine recommendation initiative to increase the number of nurses with a Bachelor of Science in Nursing (BSN) degree. In an effort to increase ATB enrollment at CCC, the academic progression model such as the ATB program is a promising opportunity for students to obtain both degrees concurrently. To date, 115 students have been enrolled in ATB programs. Prior to the grant proposal, CCC focused on pre-admission advising as well as ensuring all ATB enrolled students are advised by a dual-enrollment coordinator. This allowed coordinators to advise students on which classes should be taken concurrently with CCC's nursing program.

In order to continue the successful ATB program at CCC, the current goal has been set to increase ATB enrollment to 60% by fall 2023. While the program saw some growth in 2017, the enrollment has remained relatively flat and needed a plan developed to increase the enrollment of students to meet the current initiative of nurses to receive a bachelor's degree. With the award of an implementation grant from the Maryland Higher Education Commission, there were a few strategies discussed that will hopefully in turn increase enrollment in ATB students.

The grant includes money to build a statewide database for consistent tracking and data sharing between schools, which is currently being developed. CCC is currently working on marketing to expand and promote the dual-enrollment options of the nursing program. Marketing ideas include developing a brochure for the community, a billboard in the community, and meeting with interested high school students at the Carroll County Public Schools' Career and Technology Center's nursing assistant program. With the implementation of the grant, there has also been advisor's release time to work on the above strategies to increase enrollment. In addition, a statewide student conference for professional development and socialization will be planned for spring 2022 to increase professional socialization between ATB programs.