Recruitment Plan for Minority Students into a Baccalaureate Nursing Program

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INTRODUCTION

Problem
- The U.S. is projected to be a racial and ethnic minority majority by the year 2042 (Ortmann & Guarnieri, 2008).
- Minority nurses often return to their own communities and have been shown to support diverse patient outcomes (Gordon & Copes, 2010).
- Underrepresented minority (URM) students make up 31.6% of the student population in baccalaureate nursing programs (AACN, 2014).
- The University of Central Missouri (UCM) Department of Nursing has a URM population of 12.4%.

Purpose/PICOT
- The purpose of this project is to increase awareness of nursing as a career for URM students, as well as to increase the number of minority nursing students enrolled at the UCM.
- In a pilot study of students at North Kansas City High School (NKCHS), (P), how does the implementation of a Nursing Bootcamp (E) affect the attitude, values, and beliefs regarding nursing as profession and intent to pursue a nursing degree (O) following a Nursing Bootcamp immersion? (T)

Objectives
1. 20% of Nursing Bootcamp attendees will report an increase in attitude, value, and belief scores following program completion collected from the attitude, values, and beliefs assessment tool.
2. To build a relationship/pipeline with NKCHS, as evidenced by 10% of NKCHS students (who participated in the Nursing Bootcamp) identifying a desire to learn more about the nursing programs offered by UCM.

Setting & Participants
- Participants ages 14–19 years, enrolled at NKCHS
- Located in Kansas City, Missouri, student population of 1,505

MATERIALS AND METHODS

Design
- Descriptive pre-test post-test

Measures
- Ordinal level data analyzed using descriptive statistics and Wilcoxon signed-ranks test with a statistical significance at p = .05

Tools
- Attitudes, Values, and Beliefs Questionnaire (May, Austin, and Champion, 1988).
- 17 questions regarding ideal career; 17 questions regarding nursing as a career
- Cronbach’s alpha coefficient of 0.88 for the ideal career subscale, and 0.91 for the nursing career subscale (Degrazio et al., 2015).

Intervention
- Recruitment: Flyers to advertise; Information session, Attendance incentives
- Provided four Nursing Bootcamp sessions:
  - Hands on demonstrations, Q&A with experts in the field of nursing, discussion of career opportunities
  - Distribution of questionnaire pre and post intervention

RESULTS
- 21 participants completed the pre and posttest survey, all attended at least two sessions, 6 attended three sessions, and 3 attended all four sessions.
- Mean age of 16.3 years old (SD = 1.53) for female participants (n=16); 17 years (SD = .71) for male participants (n=5)

CONCLUSIONS
- Objective 1 partially met; Objective 2 met (exceeded)
- Strengths+ number of URM students and enthusiasm from participants
- Weaknesses+ number of participants and timing of bootcamp
- Identify questions which did not meet the objective, and ensure these ideas are addressed during future Nursing Bootcamps
- Creation of positive relationship with NKCHS
- Incorporation of future Nursing Bootcamps as part of the UCM Quality Improvement Plan
- Expand this initiative to other Kansas City area schools

REFERENCES
- May, R., Austin, J. K., & Champion, V. (1988). Attitudes, values, and beliefs of the public in Indiana toward nursing as a career: a study in education recruitment into nursing. Sigma Theta Tau International

Participants Demographics

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Caucasian</td>
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<tr>
<td>African-American</td>
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<tr>
<td>Hispanic</td>
<td>10%</td>
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<tr>
<td>Multi-Racial</td>
<td>24%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
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</tbody>
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Vargha and Deaneff Effect Size for Critical Significance of Nursing Career Questions

- Nurses work with high technology a lot.
- Nurses are respected by others.
- Nurses need good grades.
- Nurses are very powerful.
- Nurses make decisions for themselves.
- Nurses have a college degree.
- Nurses work in safe places.
- Nurses work with their hands a lot.
- Nurses make a lot of money.
- Nurses work very hard.
- Nurses appreciate.
- Nurses are caring people.
- Nurses use their brains a lot.
- Nurses will always have a job.

Participant Demographics

- 21 participants completed the pre and posttest survey, all attended at least two sessions, 6 attended three sessions, and 3 attended all four sessions.
- Mean age of 16.3 years old (SD = 1.53) for female participants (n=16); 17 years (SD = .71) for male participants (n=5)

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