# Recruitment Plan for Minority Students into a Baccalaureate Nursing Program
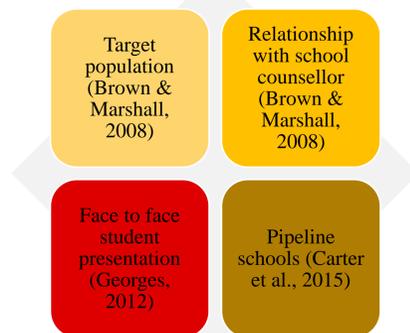
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## INTRODUCTION

**Problem**
- The U.S. is projected to be a racial and ethnic minority majority by the year 2042 (Ortman & Guarneri, 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%

- Target population (Brown & Marshall, 2008)
- Relationship with school counsellor (Brown & Marshall, 2008)
- Face to face student presentation (Georges, 2012)
- Pipeline schools (Carter et al., 2015)
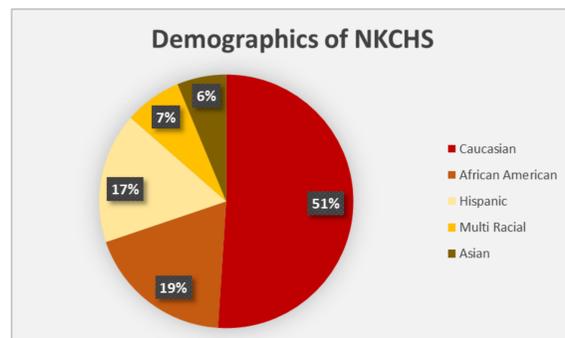
**Purpose/PICOT**
- The purpose of this project is to increase awareness of nursing as a career for URM students, as well as to increase the number of minority nursing students enrolled at the UCM.
- In a pilot study of students at North Kansas City High School (NKCHS) (P), how does the implementation of a Nursing Bootcamp (I) affect the attitude, values, and beliefs regarding nursing as profession and intent to purse 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

### Demographics of NKCHS



- Caucasian 51%
- African American 19%
- Hispanic 17%
- Multi Racial 7%
- Asian 6%

(Niche, 2016)

## 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
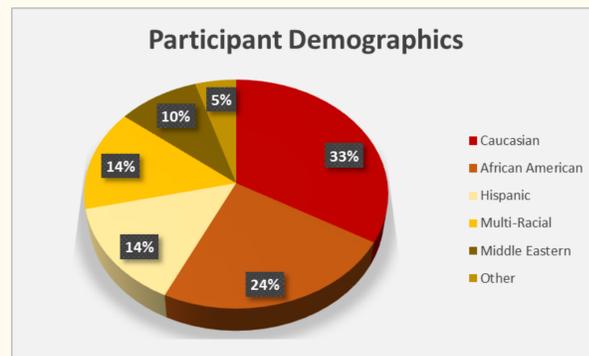
**Tools**
- Attitudes, Values, and Beliefs Questionnaire (May, Austin, and Champion, 1988).
- 17 questions regarding ideal career; 17 questions regarding nursing as a career.
- Cronbach's alpha coefficient of 0.88 for the ideal career subscale, and 0.91 for the nursing career subscale (Degazon et al., 2015).
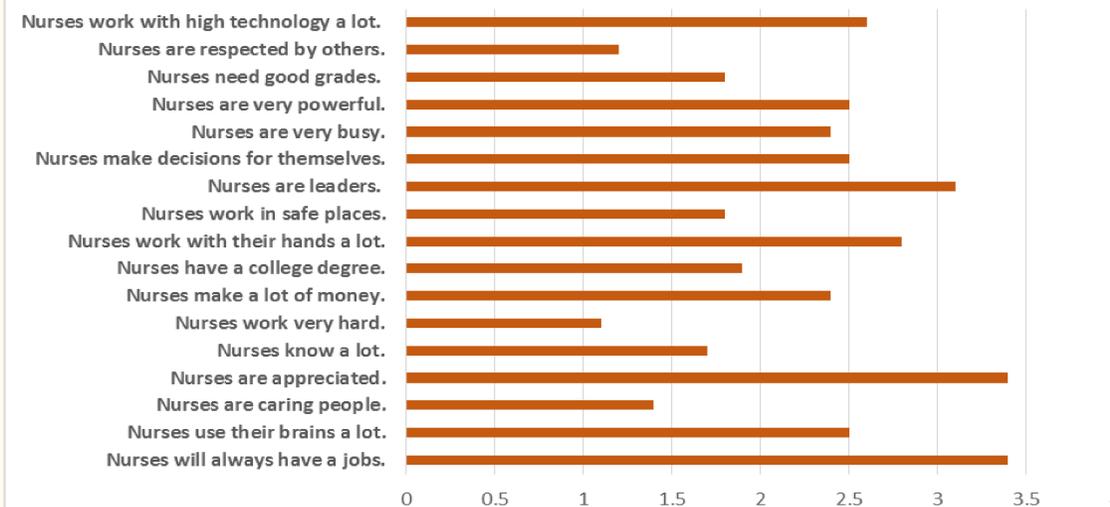
**Intervention**
- Recruitment: Flyers to advertise; Information session, Attendance incentives
- Provided four Nursing Bootcamp sessions
  - Hands on demonstrations, Q&A with experts in the field of nursing, discussion of career opportunities
- Distribution of questionnaire pre and post intervention

## 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)

### Participant Demographics



- Caucasian 33%
- African American 24%
- Hispanic 14%
- Multi-Racial 14%
- Middle Eastern 10%
- Other 5%



### Vargha and Delaney Effect Size for Clinical Significance of Nursing Career Questions



## RESULTS

- Statistical significance for "feel nurses are respected by others" (p = .033) regarding nursing as a career
- All questions regarding nursing as a career revealed a large clinical significance with a range of A= 1.1 to A= 3.4
- 10 out of the 17 questions, saw at least 20% of participants with a positive change toward nursing as a career
- 57.1% (n=12) of the participants indicated a desire to receive more information regarding the UCM nursing program

### Percentage of Participants with a Positive Change in Attitudes, Values, and Beliefs Toward Nursing as a Career
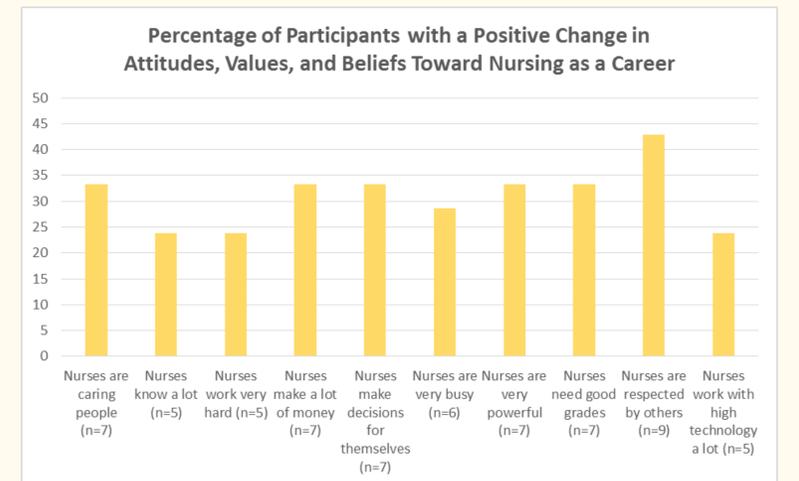


## CONCLUSIONS

- 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

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