Why ‘Explore Nursing’?

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Our Story

Blessing-Rieman College of Nursing and Health Sciences (BRCN) previously utilized an afternoon recruitment event for high school students. At a Sigma Theta Tau Leadership conference, a group of nurses shared their experience in using a nursing camp as a recruitment event for prospective students. This presentation sparked the idea for BRCN. In 2013 BRCN offered the first “Explore Nursing” recruitment camp. Although the idea was not a new idea, BRCN took it and made it their own with much success!
Why Use a Recruitment Event?

- Persistent nursing shortage in the United States
- Nursing camps can facilitate high school students in making an informed decision about their college and career choices
- Award scholarships to those who attend the nursing camp

Bowman, 2005
Academic Rationales

- Another benefit is the recruitment of qualified, informed, and desirable candidates prior to enrollment
  - Could this impact retention in the future?

Developmental Model for College Choice

- Predisposition Phase- whether to go to college after high school
- Search Phase- information is gathered about the colleges, including price, degrees, etc...
- Choice Phase- actual enrollment in a college or program

Englund & Nuttbrock, 2004
Literature Review

- Residential nursing camp used to better educate teenagers about the profession of nursing
- Focus on the educational aspect and their perceptions of nurses
- The participants reported improved attitudes towards the nursing profession
- Reported greater interest in pursuing a career in nursing
- High school students (prior to graduation) is an ideal age-group to target at a nursing camp

Yeager & Cheever, 2007
Literature Review

- Nurse shadowing is a way for participants to observe the role of the nurse and gather a realistic impression of the nurse.

- Debriefing was used after the observation experience to reinforce confidentiality and to allow the participants an opportunity to talk about their experiences.

Lehna et al., 2006
What is Explore Nursing at Blessing-Rieman?

- Free overnight nursing camp for teenagers 15-17 years of age
- Time spent on partner colleges’ campus
- Hands-on activities in the Simulation Center and a nurse shadow experience
- Free T-shirt and scrub pants
- Scholarship to BRCN if the participant becomes enrolled at BRCN (at the junior level)
Logistics

- Shadow packets
  - Immunization records, confidentiality agreements, press release statement, and release of liability forms

- Creation of College policies
  - On campus visitors, chaperones

- Budget
  - $500-700 for lodging, food, scrub pants
  - Scholarship Money when student reaches the junior level ($500)
  - Organizations donate T-shirts
  - Potential revenue from enrollment of one participant per camp covers the expenses
Coordination with...

- Two partner colleges
  - Arranging for lodging, activities with the admissions counselors, tours

- Simulation Center and Personnel
  - Recruiting faculty and student helpers for simulation activities (challenge during summer months)

- Hospital Staff/Charge Nurses
  - Student placement for shadow experiences
  - Take hospital recommendations if a unit cannot accept a participant
Shadow Departments

- OB/Labor and Delivery
- Intensive Care Unit (ICU)
- Emergency Department
- Medical /Surgical
- Oncology
- Observation Decision Unit (ODU)
- Intermediate Care
- Cardiovascular Unit
- Skilled Nursing Unit
- Pediatrics
- Operating Room Tour
- Wound Center
Itinerary - Day 1

12:00pm check-in at the partner college for campus tour and college activities
3:30pm - Prepare for the next day’s shadowing event (review hospital policies and expectations)
5:30pm - Pizza Party and Games
**Overnight** - Students stay in the Campus Dorms and are chaperoned by adult nursing faculty and staff
Games
Itinerary- Day 2

Breakfast (Provided)

Hands-on activities at the BRCN Simulation Center

Lunch (Provided)

Shadow Registered Nurses on the hospital units at Blessing Hospital in Quincy, IL

5:00 Closing/Debriefing

Participants awarded their certificate of attendance
Photo Booth Fun!
Simulation

- Hands-on Skills
  - Injections, no-lift equipment, simulator orientation, and vital signs

- Miniature simulation vignettes
  - Pediatric, NICU preemie, adult cardiac, adult diabetic, and adult seizure patients

- Code Blue

- Birthing Simulator
Camp Outcomes: Evaluation Results, Photos
2013 Camp

- 15 total attendees: 6 males, 9 females
  - More than 10 teenagers on the wait list

- Evaluation Rating: 1.6 (1=excellent; 2=very good; 3=good; 4=fair; 5=poor)

- This was the first Explore Nursing camp

- BRCN offered one camp this year and planned to offer two camps per summer to better accommodate the interest

- Made several changes to the program, mostly related to accommodations and food/snacks
Two Camps in 2014

- June- 15 total attendees, 1 male, 14 females
- July- 14 total attendees, 2 male, 12 females
- Average Satisfaction Score (1-5, 5 being most satisfied)
  June= 4.8667; July=4.833

Comments for June: overall very positive. May take suggestions to make some scenarios a bit more realistic in the future.

Comments for July: overall very positive. This group had mixed feelings regarding simulation. Not sure if any changes will be made based on the comments.

Opted for T-shirts instead of scrub tops
June 2014 Camp

Explore Nursing, June 11-12, 2014
July 2014 Camp

Explore Nursing
July 9-10, 2014
Two Camps in 2015

- June = 11 total attendees, 2 males, 9 females
- July = 11 total attendees, all female

Survey Results
- June = 4.36 out of 5 rating
- July = 5 out of 5 rating

The comments from both camps in 2015 were positive. No major changes are planned for 2016
June 2015 Camp

Explore Nursing, June 10-11, 2015
July 2015 Camp

Explore Nursing, July 8-9, 2015
Two Camps in 2016

- June= 12 total attendees, 1 male, 11 females
- July=
- No evaluation data as of yet
June 2016 Camp

Explore Nursing: June 22-23, 2016
Follow-up Survey Outcomes

- Sent the survey monkey link to all 2013, 2014, 2015 Explore Nursing Camp participants
- 21 participants responded to the survey
- The survey asked participants questions about whether Explore Nursing influenced their college/career choices
What are you doing these days?

- In High School= 16
- The remaining reported being in college
  - One reported being enrolled at BRCN

If you have not started college, where are you planning on attending?

- 4 reported BRCN or one of the partner colleges
- 5 reported plans to attend the local community college and then “transfer” to BRCN or partner college
What are you/do you plan to major in while in college?

- 15 participants reported the Nursing major
- Other 6 reported another science major (biology, respiratory care, x-ray technician, medicine)
Did coming to Explore Nursing influence your decision whether or not to go into the medical field?

- YES = 94.7%
- NO = 5.3%
If, yes, what was it that guided your decision to/or not to go into the medical field?

- Six participants reported job shadowing specifically
- Other comments contained general comments about how the camp assisted their decision-making process
Plans for the Future

- Continue to offer two camps in 2016, one on Quincy University campus, one on Culver-Stockton College campus
- Begin tracking specific outcomes from students who enroll at BRCN
  - Retention and graduation rates
Lessons Learned

- Ensure participants only enroll in the nursing camp one time
- Participants will need to submit their packet materials by mail prior to the nursing camp
- Ensure participants disclose pertinent medical conditions/limitations or allergies prior to the nursing camp
- Begin recruitment of faculty/student volunteers early with repeated measures to confirm attendance
References


