Challenges and Opportunities: Recruiting & Supporting Underrepresented Ethnic Minorities into Nursing

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A great bond: Story of Two Sisters
Upon completion of this presentation, you will be able to review challenges faced when:

- Recruiting underrepresented minority students
- Retaining underrepresented minority students
- Eradicating the problem
Mission of Schools of Nursing is to serve all people both locally and nationally

Schools of Nursing exist to teach students at all levels
Challenge: Browning of America

- US Demographics
  - Blacks 13.1%
  - Asians 5.1%
  - Hispanic/Latino 16.9%
  - American Indian/Alaska Native 1.2%

- North Carolina Demographics
  - Blacks 22%
  - Asians 2.5%
  - Hispanic/Latino 8.7%
  - American Indian/Alaska Native 1.5%
Problem

- Nationally there is a disparity in minority representation in nursing which is the largest single healthcare profession in the US

  - North Carolina
    - 91,300 registered nurses employed in nursing
    - Only 9.8% underrepresented Ethnic Minority nurses
      - Black 8.7%
      - American Indian/Hispanic 1.1%
Compelling Reasons

- Increased diversity will improve the overall health of the nation
- While the percentage of UREM students in prelicensure baccalaureate programs was at its highest rate (26.6%) it is still inadequate
- High-attrition rates for UREM students are a significant concern (15-85%)
Challenges for UREM Students

- Financial Support
- Emotional and Moral Support
  - Isolation and Loneliness
  - Discrimination
  - Family Issues
- Advising and Academic Support
- Mentoring
- Professional Socialization
- Technical Support
- Cultural Competence
Challenges for UREM Students

- Financial Support
  - Work to make ends meet
    - Education expenses
    - Living expenses
    - Rising cost of tuition
  - Little or no financial aid information
Challenges for UREM Students

- Emotional and Moral Support
  - Isolation and Loneliness
  - Discrimination
    - Peers, faculty preceptors, hospital staff and patients
  - Family Issues
Challenges for UREM Students

- Advising and Academic Support
  - View nursing as “difficult”
  - No comprehension of what is required to succeed
  - Lack of support to learn academic material
  - Lack of flexibility in scheduling classes/clinical
  - Lack of knowledge regarding admission
Challenges for UREM Students

- Mentoring
  - Lack of minority faculty to serve as mentors

- Technical Support
  - Computer access and technology competence (access and exposure)

- Cultural Competence
Gender Minority Student Challenges

- Treated Differently
- Out-numbered
- Mentors
- Clinical settings....patients who don’t want to have a male nursing student.
Recruitment: Action 1

- Must have a comprehensive process with a long-term, institution-wide commitment to diversity
Recruitment: Action 2

- Clearly define and publicize your commitment to diversity.

Careers Beyond the Bedside (CaBB): An intervention to Increase Diversity at All Levels in Nursing

School of Nursing, The University of North Carolina at Chapel Hill, Chapel Hill, NC 27599

CaBB ROAD to Success

Nursing: A Career that Makes a Difference

Increase Workforce Diversity

BACKGROUND: A diverse nursing workforce is essential to addressing health disparities. Key elements from the Institute of Medicine report, "The Future of Nursing," highlight the differences in outcomes for patients treated by nurses. This intervention will make improving the health of diverse populations. CaBB is a federally funded grant designed to increase the number of underrepresented minority (UREM) and disadvantaged students interested in nursing. This intervention focuses on increasing the number of UREM students and students from disadvantaged backgrounds. The project aims to increase the number of UREM nursing students and students from disadvantaged backgrounds.

PURPOSE

- Increase diversity in the nursing workforce
- Increase the number of UREM nursing students
- Increase the number of students from disadvantaged backgrounds

METHOD

- Recruitment: Second-degree students, uncommitted students, and students from disadvantaged backgrounds
- CaBB Sessions
  - Diverse Roles of Nurses and Their Participation as Leaders and Researchers
  - Stand Up and Lead for a Healthier Tomorrow
  - Improving the Health of Individuals, Families, and Communities through Nursing Science
  - Academic Preparation and Success
  - Essay Writing Workshop: Putting Your Best Foot Forward in Admissions
  - Resume Writing & Adversity: Your Career
  - Research & Internship Opportunities in Nursing
  - How to Recognize and Overcome Biases, Stereotypes, and Prejudices
  - Bridging the Gender Divide in Nursing
  - Toolkit: How to Overcome Stereotypes

RESULTS

- Exposure to various nursing career opportunities
- Assistance from faculty and staff
- Efforts to select a competitive application
- Tutoring
- Scholarships
- Information about graduate nursing programs

CaBB ROAD to Success

The CaBB project (Careers Beyond the Bedside) is a federally funded grant (NIH Grant 1R15RP24555) to increase diversity in the nursing workforce. The program targets students currently underrepresented in the nursing profession. This program provides students from economically or educationally disadvantaged backgrounds and historically underrepresented minority groups. The program supports students who are currently enrolled in a medically under-served geographic area.
Recruitment: Action 3

- Reaching out to UREM students in their communities
Early Intervention, Family and Community Programs

- Make connections with Middle/High Schools
- Involve families and communities
- Pre-College academic preparation and orientation programs
  - Summer Research programs
  - Summer Bridge programs
Recruitment: Action 5

- Supporting the Application Process
- Defining Alternative Admission Criteria
- Non-Cognitive Variables Might Be Important
  - Positive self-concept
  - Realistic self-appraisal
  - Ability to understand and deal with racism
  - Long range goal setting and planning
  - Presence of a strong support person
  - Successful leadership experience
  - Demonstrated community service
Recruitment: Action 5

- Implement Programs to Reduce the Effects of Anti-Affirmative Action
  - Create innovative admission strategies
    - Designing recruitment materials for minority audiences
    - Focusing recruitment admission efforts in schools & school districts with high concentration of minority students
    - Involve enrolled minority students in outreach initiatives
Recruitment: Action 6

- Mentoring: Key to Recruitment and Retention
- Coordinated Efforts by your School
  - Update all marketing materials, incorporating diversity.
  - Develop an outreach letter, i.e., maybe in Spanish or the native language of the UREM group.
  - Create a “letter to parents”, middle and high schools discussing the shortage of UREM nurses.
Mentoring: Key to Recruitment and Retention

Coordinated Efforts by your School

- Distribute materials to middle & high schools at college fairs.
- Meet with guidance counselors & discuss nursing and ask them to steer interested students to nursing.
- Approach the media to write stories on the need for a more diverse nursing workforce.
Retention: Solutions

- **ACCESS:**
  - Financial Aid
  - Strong Social Support & Integration
  - Strong Academic Preparation & Support

- **IMPLEMENT:**
  - Programs to Reduce Effects of Anti-Affirmative Action

- **OFFER:**
  - Career Transition Issues & Strategies
  - Strategies that Enhance Retention
  - Culturally Appropriate Academic Advising
Retention: Solution 1

ACCESS:
- Financial Aid
  - Work-study, Pell grants/loans
  - Carolina Covenant (UNC)
  - Scholarships
  - Discretionary funds
Retention: Solution 2

**PROVIDE:**

- **Strong Social Support and Integration**
  - Minority friendly climate is essential to successful retention.
  - How do we do that?
    - Workshops for students and faculty
    - Social and cultural activities and organizations
Retention: Solution 3

Provide:

- Strong Academic Preparation & Support
  - Pre-College programs
    - Summer bridge programs & other academic outreach programs
  - Pre-Nursing programs
  - Mentoring programs
  - Tutoring programs
  - Special Workshops
Retention: Solution 4

OFFER:

- Career Transition Issues & Strategies
  - Address academic unpreparedness
  - Develop mentoring programs that include role models on campus
  - Foster social and academic supports
  - Network diverse faculty and students on/off campus
  - Provide culturally inclusive instruction
  - Address racially hostile campus climates
Retention: Solution 5

OFFER:
- Counseling Services
- Tutoring/Academic Support
- Career Planning/Placement Services
- Improving social and racial climate on campus
- Increasing the cultural competency skills of academic advisors and faculty
Retention: Solution 6

OFFER:

- Culturally Appropriate Academic Advising
  - Follow-up/Monitoring Students
Retention Solution 7

- ADVICE FOR MALE STUDENTS
  - Keep a positive attitude
  - Join a support group/network
Current Structural Barriers

- Absence of Financial Support
- Absence of UREM Students
- Absence of UREM Faculty
- Absence of an Inclusive Environment
Challenge Questions

- What are you doing to recruit and retain this specific student body?
- What will be the benefits to the school?
- What are the state and federal laws that will preclude you from focusing on UREM students?
- Deans/Directors/Administrators: How do you respond to faculty when they question you on your efforts of recruiting UREM students?
Careers Beyond the Bedside

- Nursing provides opportunities beyond the bedside
- Engage students in dialogue related to advanced practice roles in the community
- Engage students in dialogue related to a research focused career.
Careers Beyond the Bedside

- Pre-Entry Academic Preparation & Retention
  - Academic Tutor
  - Small Group Mentoring Sessions
  - Educational Training Seminars
  - Exposure to interdisciplinary Faculty
  - Financial Support through Scholarship Fund
  - GRE Tutorial Sessions
Stand Up and Lead for a Healthier Tomorrow!

Ouch!
That Stereotype Hurts!

Key Issues Related to Diversity and Inclusion in Nursing

Thursday, February 27, 2014 • 5:30-6:30 pm • Room 208
School of Nursing, Carrington Hall

This seminar includes the following topics for pre-nursing and current nursing students:

- How do stereotyping, marginalization, and discriminatory perspectives hurt everyone?
- What are the benefits of diversity and inclusion in nursing?
- How do these issues affect nursing students, nursing professionals, and the care provided?

This seminar is most appropriate for students considering nursing as a career path. All students involved in the CaBB program are encouraged to attend, regardless of ethnic or demographic background. The session will incorporate the discussion of real life stories, challenges, and solution-oriented strategies for overcoming stereotyping and marginalization and for enhancing diversity and inclusion in nursing.

The CaBB program (Careers Beyond the Bedside) is a federally funded grant (HRSA Grant D13PS13606) to increase diversity in the nursing workforce. This program targets students currently underrepresented in the nursing profession. This program seeks students from economically or educationally disadvantaged backgrounds and/or historically underrepresented ethnic minority groups. (First generation) college students or students who currently reside in a medically underserved geographic area. Many of the benefits of the CaBB program are open to any pre-nursing or nursing student.

CaBB Project
UNC School of Nursing

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Stand Up and Lead for a Healthier Tomorrow!

MSN, PhD, DNP: Understanding Graduate Program Difference in Nursing

Thursday, January 23, 2014
5:00-6:30 pm, Room 208
School of Nursing
Carrington Hall

This seminar will include the following topics for pre-nursing and current nursing students:

- What are the benefits related to pursuing graduate education?
- What are UNC School of Nursing’s graduate education choices?
- What is the program difference in nursing?
- What preparation is needed for each program?

This seminar is most appropriate for students considering nursing as a career path. All students involved in the CaBB program are encouraged to attend. The session will include information delivered by program officials, current and recent students, and information on graduate education.

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Your Challenge:

What to do and what works?

- What should or could you be doing to increase your enrollment of UREM students?
- What resources are needed for successfulness in recruiting and retaining UREM students?
- How do you get support from your school, department, college or university to recruit and retain UREM students?
Conclusion

- Due to an increasing minority population, minorities should be represented proportionally in nursing. Aggressive efforts to recruit and retain UREM nursing students is imperative.
- Minority and Majority faculty have to be more supportive of UREM nursing students
- More utilization of tools and theories to provide better outcomes for UREM nursing students
Conclusion

“Allow yourself to care, to really care, for the people for whom you are responsible. Love them; Get involved with their struggle. Really care”

Ida V. Moffett