

# **Strategies for Success in Increasing the Diversity of our Nursing Workforce**

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# OBJECTIVE

Discuss Strategies for success in increasing the diversity and inclusion of Students.

- ▶ Two RIBN Collaboratives
  - ▶ NCAHEC Program Collaborations
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# AGENDA

- ▶ Introduction
  - ▶ Overview of diversity in RIBN by region
  - ▶ Wilmington RIBN
  - ▶ Centralina RIBN
  - ▶ NC AHEC
  - ▶ NC AHEC/RIBN Collaborations
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# RIBN COLLABORATIVE DATA

<b>Collaborative</b>	<b>Including Years:</b>	<b># of Students Enrolled:</b>	<b># of Minority Enrolled:</b>	<b>% of Minority overall</b>	<b># of Males Enrolled</b>	<b>% of Males overall</b>
Western NC	2010-2014	92	8	8.7% (22% of last cohort)	9	8.7%
Centralina	2012-2014	37	8	22.6%	4	10.8%
Eastern NC	2012-2014	39	6	15.4%	4	10.3%
Wilmington	2012-2014	30	1	5%	6	20%
Hickory	2012-2014	32	3	9.4%	3	9.4%

# DIVERSITY INITIATIVES BY REGION:

## ▶ Western University:

### ▶ Initiatives:

- ▶ work closely with recruiters at the colleges and counselors at the high schools
- ▶ Even non-traditional recruiting works Ex. Carol teaches part-time and was very fortunate to find some outstanding minority students to apply to RIBN.

▶ Challenges: some Hispanic students interested but they did not score high enough on the SAT or TEAS to apply to the RIBN program

▶ Successes to Share: 0% to 20% minority from 2011 to 2013 admission periods

## ▶ Triangle-Triad:

### ▶ Initiatives:

- ▶ Included diversity initiative in all presentations
- ▶ Partnered with local AHEC (done across the board with all regions)

▶ This is first year of recruiting...




# DIVERSITY INITIATIVES BY REGION:

## ▶ Hickory:

- ▶ African American Baptist Churches
- ▶ Centro Latino of Hickory
- ▶ Attended National Diversity Council Symposium- Charlotte

## ▶ Eastern NC:

- ▶ To maintain diversity, students are connected with student groups on University and CC campus to ensure adequate resources
  - ▶ Recruit in rural areas
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# DIVERSITY IN WILMINGTON RIBN

2012-2014



# DEMOGRAPHIC PROFILE OF NEW HANOVER COUNTY & RIBN

	Black	Native American	Multiracial	Hispanic	Males
New Hanover County	15%	0.6%	1.8%	9.9%	48.3%
RIBN Accepted 2012	0%	0%	0%	0%	30%
RIBN Accepted 2013	0%	0%	10%	0%	20%
RIBN Accepted 2014	0%	0%	0%	0%	10%



# DIVERSITY RECRUITING STRATEGIES

## ▶ “Buy Names”

- ▶ NRCCUA: non profit membership organization which links HS students with colleges, professional career associations, etc.

- ▶ Asked for names of all high school students 10-12<sup>th</sup> grades, that were:

- ▶ non-white,

- ▶ GPA 3.0 or higher

- ▶ live in Onslow, Pender, New Hanover, Brunswick and Columbus County

- ▶ 239 names total were sent to me

- ▶ I emailed all students 3 times through-out Fall semester

## ▶ Presented to health sciences classes

- ▶ Many classes were 50% or greater minority

- ▶ Didn't purposefully single out diverse populations

- ▶ Approximately 20% males


# POSSIBLE CHALLENGES:

- ▶ **Competitive: Only 10 seats available**
  - ▶ 30 qualified applicants for 2012: 3 minority (2 Hispanic 1 black)
    - ▶ Accepted 0 minorities
  - ▶ 25 qualified applicants for 2013: 4 minority (1 Hispanic, 1 black, 1 Samoan)
    - ▶ Accepted 1 minority
  - ▶ 22 qualified applicants for 2014: 1 minority (1 black)
    - ▶ Accepted 0 minority
- ▶ **Cost of Admission Process**
  - ▶ Apply to UNCW first: \$75
  - ▶ All transcripts must be sent to UNCW and CFCC (\$10-\$20 per transcript)
  - ▶ PSB exam (\$25)
  - ▶ PSB study guide (\$30)
  - ▶ **TOTAL if went to high school and one other college: \$210**
    - ▶ This doesn't guarantee acceptance!

# LESSONS LEARNED

- ▶ Number of males admitted into RIBN 1<sup>st</sup> cohort was 3
  - ▶ There is now only 1 remaining
  - ▶ Learned there is a trend: high rate of males failing nursing school
  - ▶ See need to connect males with mentors early on
    - ▶ Shadowing program
- ▶ At the end of this application period we are going to compare applicants admission information of minorities with those not of minority
  - ▶ Look for strong points in minority applications
  - ▶ Possibly adjust current RIBN admission process
    - ▶ Which is currently: 1) acceptance to UNCW and  
2) rank according to PSB test scores (only)

# SUCCESSSES TO SHARE

- ▶ 1. Shadowing Program starting this year
    - ▶ 4 hours for non-nursing students
    - ▶ 12 hours for nursing students
    - ▶ Placed in unit of their choice (over 20 units at NHRMC to choose from!)
    - ▶ Connected with mentor/coach before day of shadowing
    - ▶ Hoping will help with male retention- connecting with other male RNs
  - ▶ 2. Still have 4 males total in the program (of 3 cohorts)
  - ▶ 3. Even if we are not making huge strides in diversity at this point in our RIBN journey, we are working toward the national goal of increasing the number of baccalaureate nurses entering the workforce!
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# CENTRALINA RIBN



# Demographic Profile of Surrounding Counties and RIBN

Demographics Table					
<b>Centralina</b>	Number of People	Racial Minorities (%)	All Hispanic (%)	White (Non-Hispanic) (%)	Male %
Gaston	206,086	17.6%	6.1%	75.5%	48.3%
Mecklenburg	919,625	37.2%	12.4%	50.4%	48.3%
Lincoln	79,313	15.1%	7.0%	85.4%	49.7%
Union	208,520	27.2%	10.8	74.0%	49.4%
Cabarrus	184,498	30.8%	9.7%	70.5%	48.8%
Cleveland	98,078	25.3%	3.0%	74.1%	48.2%
Average of all counties in region	282687	25.3%	8.16%	71.7%	48.8%
Total CRIBN Student Enrolment	31	19.3%	9.6%	80.6%	9.6%

Mecklenburg County's population is more than the combined total of all other counties combined.

Mecklenburg County also has the highest concentration of racial minorities.





# DIVERSITY RECRUITING STRATEGIES

- ▶ Researched and Identified the percentage of diversity in each county that our collaborative serves in order to produce a student base that mirrors the population we serve.
- ▶ Developed relationship with CMS tech-meck advisors to reach out to their students and tour our facilities.
- ▶
- ▶ Recruitment efforts made to contact and present to schools that serve populations that have a higher concentration of diverse demographics.
- ▶ Attended workshops focused on the increased awareness of multicultural views.
- ▶ Met with Multicultural Affairs Departments at each school within Centralina collaborative to broaden the knowledgebase of the RIBN program and how it can benefit students of diverse populations.
- ▶ All recruitment material has been designed to represent people of diverse population graphically.
- ▶ Have reached out to organizations such as Communities in Schools which serve large percentages of diverse population students and have presented at their functions.
- ▶ Have presented at AHEC sponsored events targeting diversity in health careers.
- ▶ Have approached existing Centralina RIBN students who are members of diverse populations to act as ambassadors for the program.



# POSSIBLE CHALLENGES:

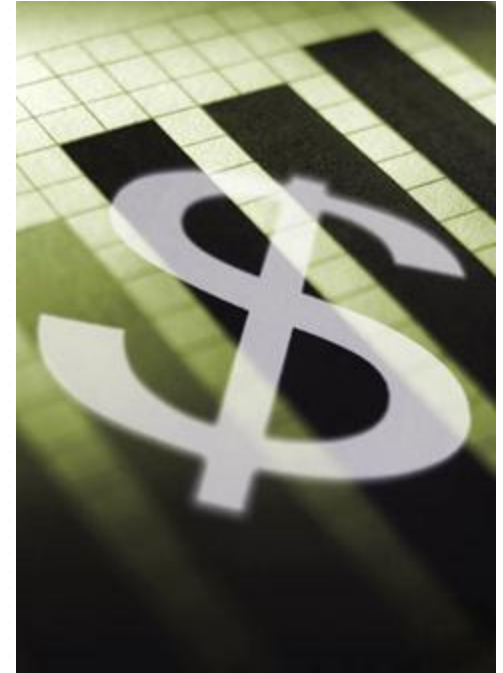
## Quality vs Quantity



- ▶ All nursing programs are competitive and admittance into Centralina RIBN is no exception. Applicants are numerically ranked by a formula that includes un-weighted GPA and TEAS Exam performance. Therefore the applications received for consideration into Centralina RIBN include a very diverse population that may not be equally represented by the percentage of students enrolled

# SUCCESSSES TO SHARE

- ▶ Socioeconomic diversity is present in all subgroups and Centralina RIBN is an alternative that makes achieving a baccalaureate nursing education both accessible and affordable. That is why we are making efforts to give these diverse students the tools that they need to prepare and become qualified applicants.
- ▶ Centralina RIBN is currently working with ATI Nursing Education and AHEC to provide affordable and accessible preparation materials for students who would otherwise be at a disadvantage.



# NC AHEC


The NC AHEC Program Health Careers and Workforce Diversity goals are to:

- ❖ Increase the awareness, recruitment and retention of under-represented individuals to careers in the health professions, and to
- ❖ Enhance appreciation among education and civic leaders and community health providers of the importance of health career.

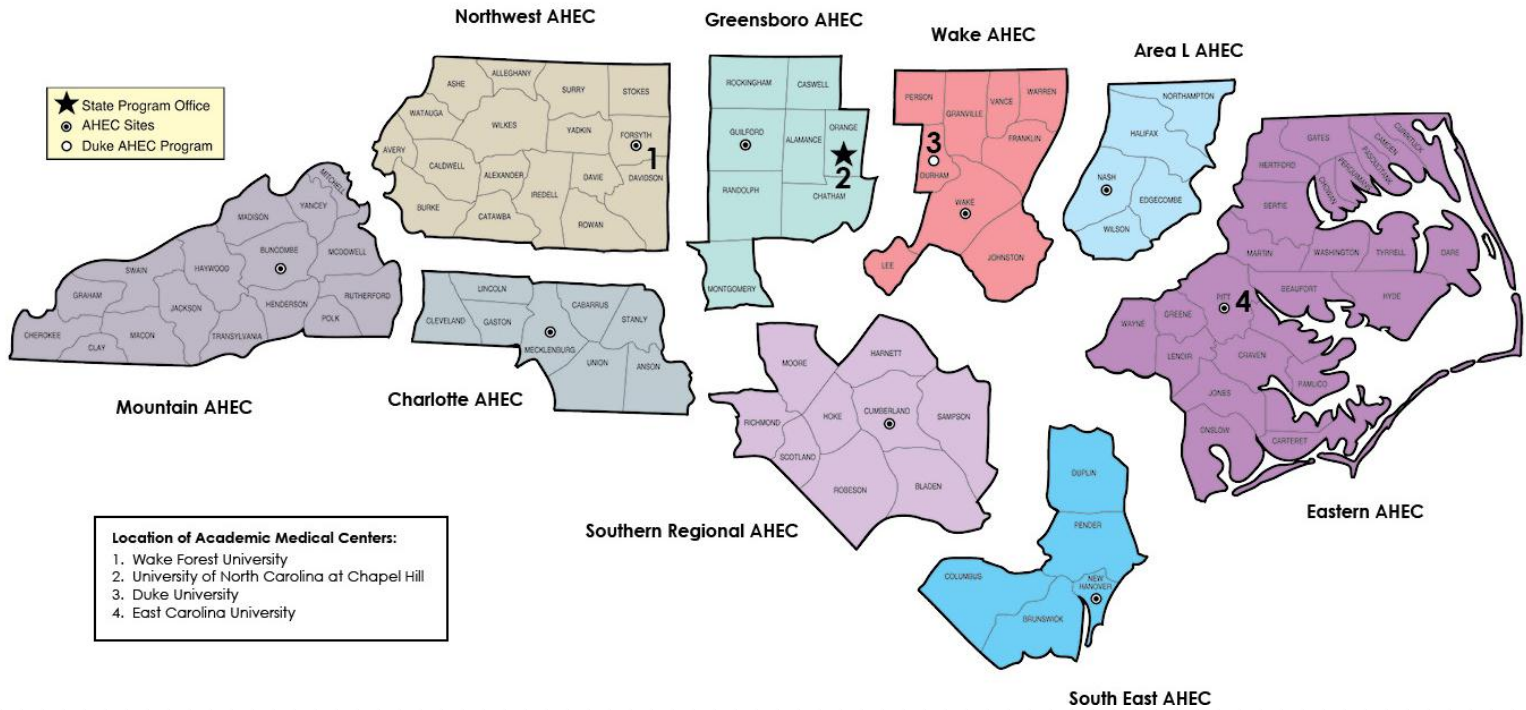
Each year, approximately 37,000 individuals participate in NC AHEC Health Careers and Workforce Diversity programs and activities.

Approximately 58% of the participants are grades K-8, 35% are grades 9-12 and the remaining participants are college students and adults. Participants who complete programs that are greater than 20 hours are tracked in the NC AHEC Health Careers Statewide Evaluation and Tracking system, HCSETs.

As early as kindergarten, underrepresented minority and disadvantaged students are introduced to health careers through enrichment and exposure activities, health careers information and materials, including the NC Health Careers Manual, and cultural sensitivity and awareness trainings.



# NC AHEC MAP



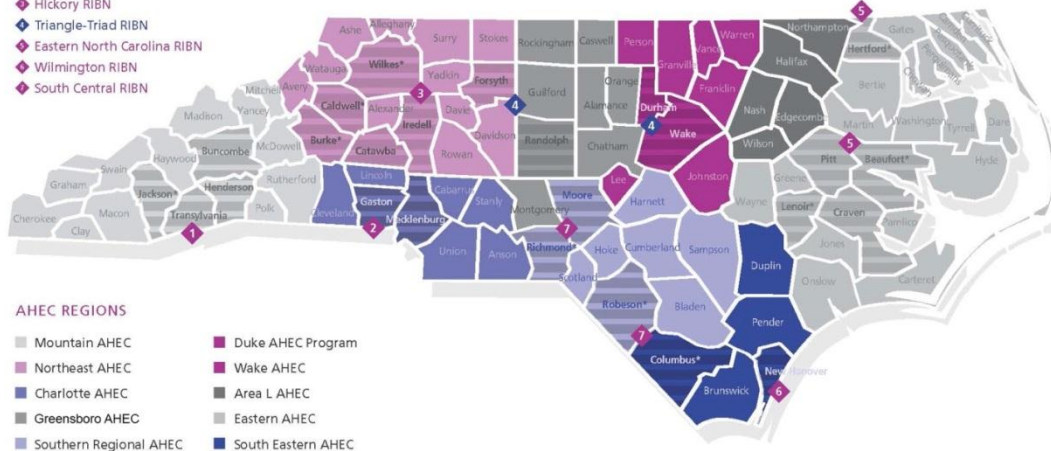
# NC AHEC/RIBN OVERLAY

NORTH CAROLINA AHEC  
REGIONAL RIBN COLLABORATIVES



## RIBN REGIONS

- ◆ Western North Carolina RIBN
- ◆ Centralina RIBN
- ◆ Hickory RIBN
- ◆ Triangle-Triad RIBN
- ◆ Eastern North Carolina RIBN
- ◆ Wilmington RIBN
- ◆ South Central RIBN



[www.ffne.org/ribn-project](http://www.ffne.org/ribn-project)

### \* Tier One Counties

The 40 most distressed counties are designated as Tier 1 by the North Carolina Department of Commerce.

Revised 07/29/13

# AHEC INVOLVEMENT BY REGION

- ▶ Area LAHEC (Alice Schenall)
  - ▶ Charlotte AHEC (Michelle Boyd): Centralina RIBN
  - ▶ Duke AHEC Program (Tara Shuler): Triangle Triad RIBN
  - ▶ Eastern AHEC: (Dawn Morrison) Eastern NC RIBN
  - ▶ Greensboro AHEC (Patricia Parrish): Triangle Triad RIBN
  - ▶ Mountain AHEC (Jacquelyn Hallum): Western NC RIBN
  - ▶ Northwest AHEC (Jennifer Casey): Hickory RIBN
  - ▶ Southeastern AHEC (Cyndi Meredith): Wilmington RIBN
  - ▶ Southern Regional AHEC (Tonya Burney): South Central AHEC
  - ▶ Wake AHEC (Sherrod Basnight): Triangle Triad RIBN
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# COLLABORATIONS

- ▶ Joint Planning Meetings
  - ▶ Collaborative planning
    - ❖ Statewide and Regionally
  - ▶ Invitations to AHEC Health Careers and Workforce Diversity Programs
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**Questions?**  
**Comments?**  
**Suggestions?**