



Expanding Capacity to Educate Nurses Amid Shortages, a Pandemic, and Beyond

Thursday, June 30 | 2:00 p.m. – 3:00 p.m. Eastern Time

Professional & Adult Education Forum

Strong, Growing Nursing Demand Faces Low Program Capacity



1 million

New nurses needed in the U.S. by end of 2020

80,000+

Nursing applications rejected in 2020 due to program capacity issues

1.62%

Average monthly nursing job demand growth¹

Nursing Demand Growing

Online Nursing Job Postings Nationwide, 2019-21



1) January 2019-December 2021, National Data

Institutions Unable to Serve Growing Demand

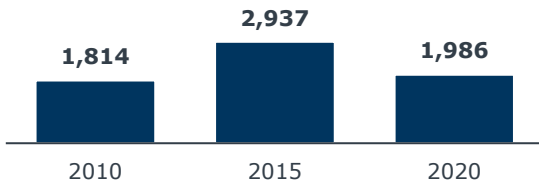
High Interest in Nursing Program Research

30/year

Nursing Programs Seeking
Market Insights Help Annually,
2015-22

Decline in Institutions Reporting Completions

Number of Institutions Reporting Nursing Completions¹



Obstacles to Program
Launch and Growth



Faculty Shortage



Clinical Placement
Shortage



Nuanced and
Localized Demand

1) Completions at all levels within Registered Nursing, Nursing Administration, Nursing Research and Clinical Nursing (CIP Code 51.38)

Extreme Faculty Shortage Driven by Practitioner-Faculty Pay Gap



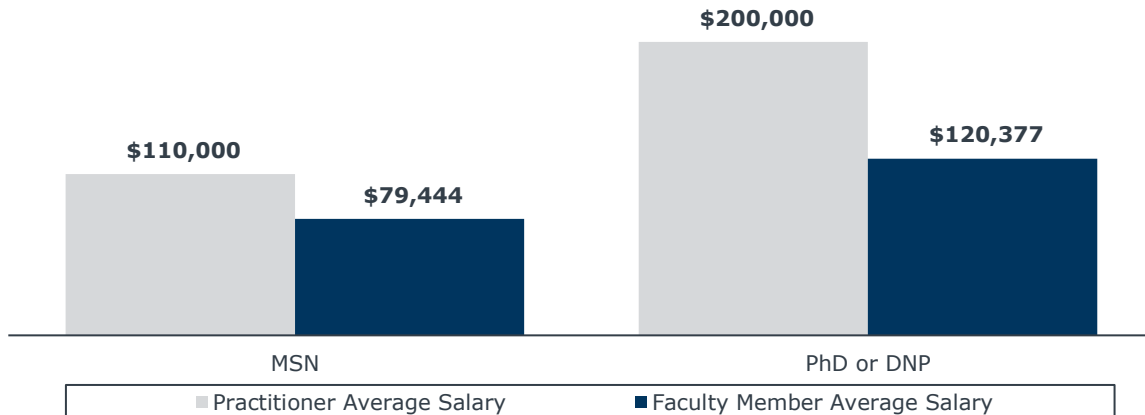
62%

Of baccalaureate programs struggle to recruit faculty due to low pay

1,637

Faculty vacancies identified in survey of 892 programs

Practitioners Earn 28-40% More Than Similarly Educated Faculty



Reducing Obstacles to Nursing Program Growth

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Faculty Shortage

- Full-Time Clinical Practitioner Reassignment
- Part-Time Clinical Practitioner Partnership
- “Grow Your Own” Faculty



Clinical Placement Shortage

- Preceptor Support Systems
- Student Support Systems
- Preceptor Professional Development Incentives
- Ongoing Clinical Partnerships
- Lab Simulations



Nuanced and Localized Demand

- Emerging Curricular Content
- Local Market Intelligence



Coming Soon: **Nursing Program Growth Study**

Upcoming Market Insights analysis will analyze your local market and embed strategies to solve nursing obstacles to nursing program growth.

Academic-Practice Partnerships Fill Faculty Gaps



Full-Time Clinical Practitioner Reassignment

Partner with regional health care providers for practitioners to teach full-time while being paid at practice rates



Negates academic-practice salary discrepancy



Benefits health care provider, who can better recruit nurses from student pool

Considerations

- Must invest in instructor training for practicing nurses, often requires institutional faculty support
- Region may lack sufficiently educated nurses even among larger practitioner population

Part-Time Clinical Practitioner Partnership

Arrange for practitioners to teach on a part-time basis and paid at faculty rates for that time



Lessens pay discrepancy as practitioners still working and paid partially at practice rates



Lower time commitment for health care providers and practitioners

Considerations

- Cannot fill too many instructor openings: programs with more than 65% part-time faculty achieve lower NCLEX pass rates

“Grow Your Own” Faculty Tackles Shortage at Root

1 Target and support talented students

Most students anticipate practitioner careers

- Highlight faculty careers within career services or department-wide discussions
- Mentor students with research interests

2 Offer aid or advertise access to funding for further education

Few programs advertise available funding

- Raise awareness of [HRSA Nurse Faculty Loan Repayment Program](#) (e.g., advertise on program webpage)

3 Commit to hiring homegrown faculty

Program leadership hesitate to hire internally educated candidates

- Negotiate willingness to hire former students among leadership
- Communicate with nearby programs to source program diversity

Preceptor Shortage Requires Creative Approaches

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Preceptor Support Systems

- “How-to” guides
- Social media groups
- Class syllabi

Preceptor Professional Development Incentives

- Free or reduced-tuition continuing education opportunities

Student Support Systems

- Clinical liaison staff member secures preceptors
- Social media (e.g., Facebook) groups create networks

Ongoing Clinical Partnerships

- Multi-year memoranda of understanding

Lab Simulations

- Simulations replace non-mandated clinical hours

Preceptor Pay Debate Continues

- Paying preceptors increases supply
- Nursing education community discourages paying preceptors
- Some states (e.g., Connecticut) forbid paying preceptors

