

# Academic and Clinical Partnership for an RN to BSN Program: A Winning Partnership

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## UofL School of Nursing



### **University of Louisville** Carnegie Foundation Designations

- R-1 (very high activity)
- Community Engaged



### **School of Nursing**

- 2 Sites
- 7 Academic Programs
- 850 Students
- 73 FT Faculty

<https://louisville.edu/nursing>

# UofL Health

## 7 Hospitals

- Acute Care
- Rehab
- Cancer Center
- Behavioral Health



## 4 Ambulatory medical centers



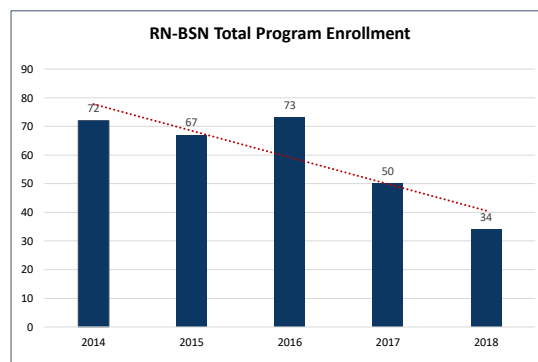
## 200 Provider practice locations

<https://uoflhealth.org/>

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# RN-BSN Program Assessment

## Declining enrollment



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## RN-BSN Program Assessment

### Traditional program

- Full-semester courses
- Rigid curriculum path
- 5-semester program
- 2 starts/calendar year
- Limited course offerings

## RN-BSN Program Assessment

### Competition

#### National

- 777 RN-BSN programs in US (AACN, 2019)
- Most are fully online

#### Local

- 21 other RN-BSN Programs (state, private, for-profit)
- Credit hour requirement (31) less than most
  - Mean 36
  - Median 33
- Tuition/CH among highest → Program cost among highest

## Initial Solutions

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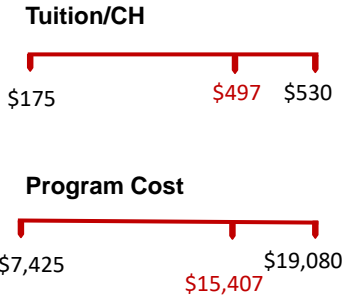
- 8-week courses
- Flexible curriculum path
  - <Multiple starts/year>
- Continue PLA – Portfolio
- Increase marketing and recruiting
- Partnership with Health System
  - Tuition reduction – guaranteed rate
  - Remove deferred tuition fee

## Process for Tuition Reduction

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1. Implement Internal Changes
2. Market Analysis
3. Submit Proposal
4. Obtain Approval
5. Educate
6. Define Processes
7. Implement

# Tuition Market Analysis



School #	Required CH	Tuition/CH	Total Program Cost
1	70	\$175	\$12,250
2	41	\$199	\$8,159
3	33	\$225	\$7,425
4	33	\$275	\$7343/year
5	39-48	\$275	10,725 - 13,200
6	36	\$300	\$10,800
7	54	\$311	\$16,794
8	30	\$346	\$10,380
9	30	\$388	\$11,640
	Mean	\$376	\$13,072
10	50	\$395	\$19,750
11	34	\$395	\$13,430
12	--	\$395	--
	Median	\$395	\$13,340
13	24	\$413	\$9,912
14	35	\$425	\$14,875
15	--	\$425	--
16	31	\$447	\$13,857
17	30-50	\$454	\$13,605 - \$22,675*
18	29	\$460	\$13,340
19	30	\$470	\$14,100
20	27	\$488	\$13,176
UofL	31	\$497	\$15,407
21	33	\$513	\$16,929
22	36	\$530	\$19,080

\* Includes Gen Ed Courses

# Process for Tuition Reduction

Activity	Date	Persons Involved
Submit Proposal	November 2019 December 2019	SON Dean TFTFS
Respond to Proposal Questions	February 2020	TFTFS
Approval	March 2020	
Request Fast Track Implementation	April 2020	Provost
Educate Define Processes Market	May 2020	Finance Registrar Bursar Academic Advisors ULH HR
UofL HR – Full Tuition Remission	May 2020	ULH HR
Contract Approval	May 2020	ULH
Implement	August 2020	Students

# Partnership Contract

## School of Nursing

- Reduced tuition rate
- No deferral fee

## UofL Hospital

- Preferred program of choice
- Full tuition payment  
Override tuition remission policy
- Goal:  
Increase BSN rate by 1% annually to 80% BSN rate

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# November 1, 2019

UofL closes on purchase of  
KentuckyOne's  
Louisville-area assets



**UofL Health**



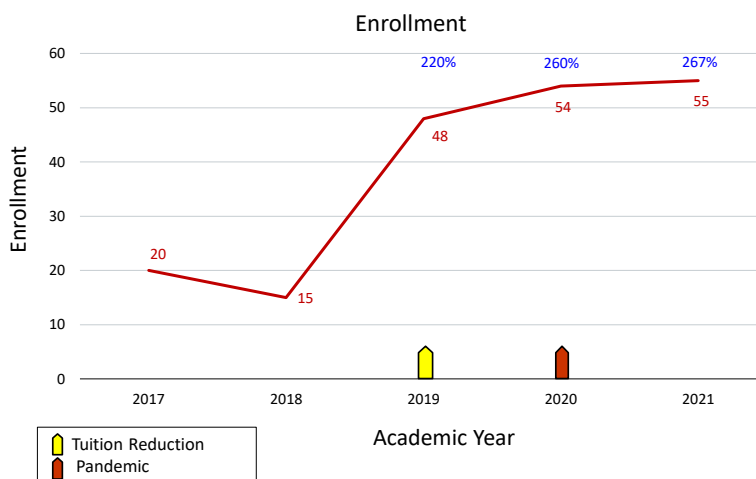
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## RN-BSN Program Growth

Year	New Enrollment	Enrollment $\Delta$ from Pre-Tuition Reduction	Total Program Tuition Revenue	Revenue $\Delta$ from Pre-Tuition Reduction
2018	20	0	\$308,140	0
2019	15	-25%	\$231,105	-25%
2020	48	220%	\$558,000	141%
2021	54	260%	\$627,750	172%
2022	55	267%	\$639,375	177%

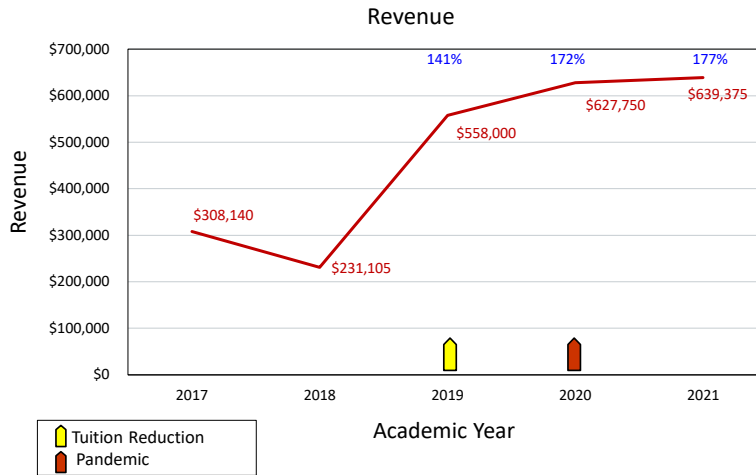
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## Enrollment Growth



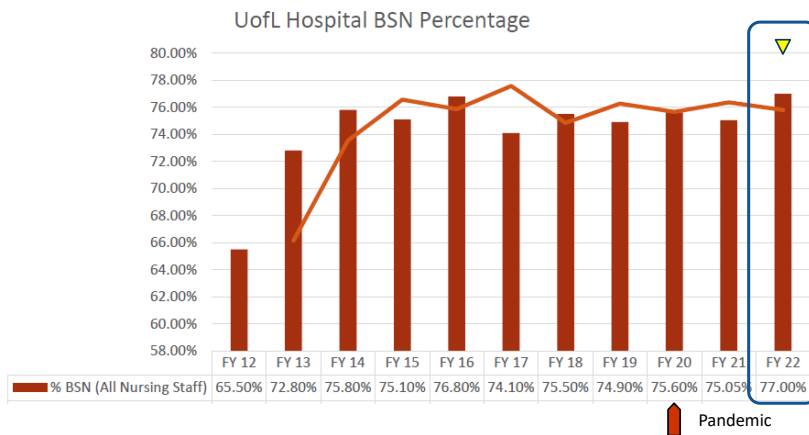
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# Revenue Growth



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# UofL Hospital BSN Percentage



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## UofL Health System BSN Percentage

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- Ambulatory Medical Centers 59%
- Acute Care Hospitals (Urban) 61%
- Acute Care Hospital (Community) 37%

## RN-BSN Program Philosophy

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### COVID

- Recognize hardships of working RNs
- Will help them graduate despite COVID

### Ongoing

- Flexibility for working RN
- Match faculty with program philosophy

## Long-term Solutions

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- Tailor courses to students' experiences
- Case management – CM exam curriculum
- Community practicum – align community assessment and resources to work setting
  - Population health assessment of ULH primary service communities
    - West Louisville
    - Portland
    - Contiguous counties
    - Specialty populations (trauma,)
  - Focus on expected home care realities

## UofL - UofL Health Collaboration

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### University

- UofL tuition remission for UofL Health employees

### Nursing

- PNEG Conference 2023
- Nurse Residency Program
- SON Advisory Council
- Grant submissions
  - Workforce pipeline
  - Opioid Settlement

