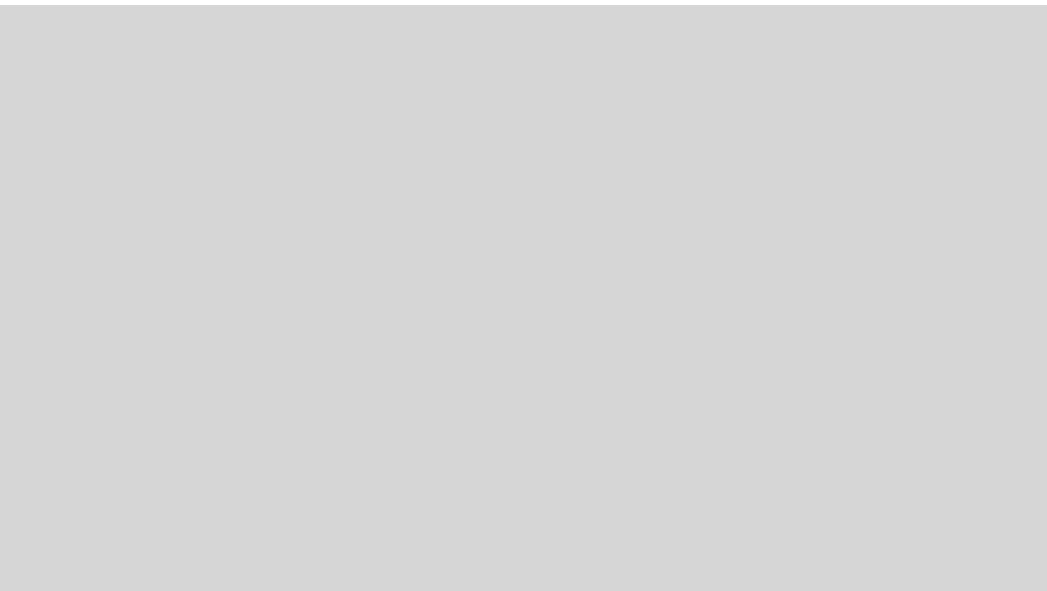




Objectives

- ECU CON in Review
- Challenges
- Accomplishments
- CON Strategic Alignment Goals
- Future Opportunities



- Over 1400 students in baccalaureate, MSN, DNP, and PhD programs
- Graduates **the highest number of new nurses** of any 4-year institution in North Carolina
- Only Nurse Midwifery program in NC, SC, and VA
- Only CNS program in NC, SC, VA, GA, TN, FL
- Designated a **National League for Nursing Center of Excellence** in Nursing Education since 2008
- The **only fully accredited nursing simulation program** in North Carolina, accredited by the Society for Simulation in Healthcare
- 200 students enrolled in CON Honors College/ intended nursing majors

College of Nursing Fall Enrollment Trends

Year	BSN	RN-BSN	MSN*	PhD	DNP**	TOTAL
2012	508	165	568	30		1,271
2013	496	183	547	30	19	1,275
2014	540	176	444	28	75	1,263
2015	515	151	366	29	122	1,183
2016	466	131	352	35	165	1,149
2017	490	197	354	31	173	1,245
2018	520	224	328	35	174	1,281
2019	527	287	308	36	207	1,365
2020	507	298	299	28	242	1,374
2021	478	352	283	24	249	1,386
2022	489	323	272	24	235	1,343
2023	488	315	275	21	237	1,340
2024	490	301	277	24	253	1,402

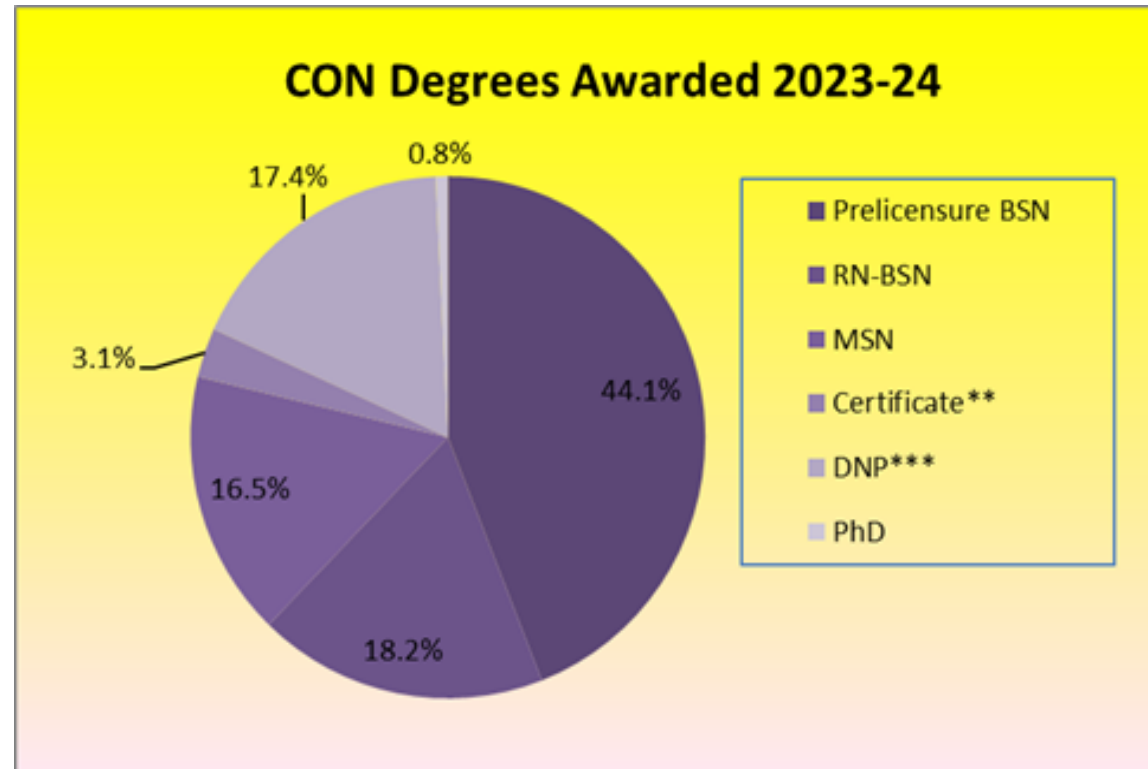


*Numbers do not include nursing intended or non-degree students

Graduation Data

Fall 2023 Through Summer 2024

- BSN = 230
- RN-BSN = 95
- MSN = 86
- Certificate = 16
- DNP = 91
- PhD = 4
- **Total = 522**



Licensing Exam Pass Rates

- **NCLEX-RN: 99.13% (228 of 230)**
 - 1/1/24- 9/30/24
- **NCLEX-RN: 100% (250 of 250)**
 - 1/1/23- 12/31/23
- **DNP- FNP & Adult/Gero/Primary Care NP: 100%**
- **Nurse Anesthesia: 100%**
- **Nurse-Midwifery: 100%**
- **Neonatal NP: 100%**
- **Neonatal CNS: 100%**
- **Adult Gero CNS: 100%**
- **Psych/MH NP: 100%**

Accomplishments and Accolades

- The CON was ranked by US News & World Report:
 - 14th (18th) for online graduate programs placing it in the top 10% in the country
 - Only top 10% online program at ECU
 - 7th for Nursing Education
 - 5th for Accessibility to Veterans
 - 11th (17th) for Nursing Leadership/Administration
 - 11th Nurse Midwifery (total 37)
 - 22nd CRNA (total 131)
 - 74th DNP program (total 156)
- The RIBN agreements remain at 17 community colleges, and we have 72 RIBN and 167 aRIBN students in the program.

Accomplishments and Accolades

- In 2023-25, College of Nursing awarded 522 degrees and certificates
- 83.9% stayed in NC
- 38.8% stayed in eastern NC
- 30.7% employed in distressed counties as designated by the North Carolina Department of Commerce
- 78.6% were enrolled in an MSN program or planning to pursue a Master's Degree
- 53.4% showed interest in a Doctorate in Nursing
- ECU CON: top choice for students with a plan of study following graduation.



Curricular Updates

- New *Essentials* curricular revision underway
- PhD Academic Program Review completed (fall 2023)
- CCNE accreditation and NCBN visit (fall 2024)



Alumni and Development

- Hall of Fame 2024: **17 Inductees**
- 2024 Distinguished Alumni: **Dean Emeritus Sylvia Brown**
- Pirate Nurse 5K: **Raised \$20k for scholarships**
- FY 24-25: 87 scholarships totaling \$675,000
 - 274 students ★
- Faculty development funds: \$650,000

CON Advancement

- **Metric results:** as of June 30, 2024
- Individual Visits = 87
- All philanthropic gifts = **\$2,102,194**
 - (increase over > \$583,000 from FY'23)
- **\$1M from Service League of Greenville** ★
 - **Largest Scholarship in CON's history!!!**



CON Dean's Advisory and Advancement Board

PIRATE NURSE ALUMNI COUNCIL



Natalie Sharpe



Mary Richardson



Deryck Wilson



Cathy Bunch



Adrian Lennon



Audra Murphy



Kimberly Hardy



Ivy Bagley



Beth Mahar



Susan Kidd



Reginald Santiago



Amy Woodard



Christina Hinson



Ashley Elks



Melinda Matthews



Julia McDonald



Katelyn Edwards



Sara Frances Hill

Alumni Affairs Updates 2024-25

- The mission of the PNAC is to connect Pirate Nurses to each other and back to the College of Nursing.
- The Council will help engage alumni through communication, meaningful experiences, volunteerism, and philanthropy.
- Stay tuned for more!



Black Alumni Reception



Rosanne Leahy, BSN '78
President



Dr. Joan Wynn, PhD '07
Vice President



Frank Moore
Treasurer



Kamilah Williams, MSN '05
Secretary



Joanne Stevens
MSN '94



Donna Dorsey
BSN '67



Kathleen Johnson
BSN '80



Sandra Robinson
BSN '92



Madge Thompson
BSN '77



Sylvia Brown
BSN '75, MSN '78



Howard Burnett
BSN '82

College of Nursing Hall of Fame Board

College of Nursing Hall of Fame Induction Ceremony and Distinguished Alumni Award



Challenges



Challenges

- Aging workforce
- Faculty recruitment
- Clinical site availability
- Preceptor payment
- Burnout
- Inadequate program advertising

RETIRED
NOT EXPIRED

**Dr. Annette Peery –
Associate Dean
for Academic
Affairs**



**Dr. Susan Kidd –
Chair, Department
of Baccalaureate
Education**



**Dr. Robin Corbett –
Chair, Department of
Advanced Nursing
Practice and
Education**



**Dr. Becky Jordan –
Director, RN to BSN,
ENCRIBN and aRIBN
Options**





Dr. Patricia Fazzone
Professor Emeritus



Dr. Wanda Lancaster
Clin. Associate Professor Emeritus



CON Leadership Retirements

CON Faculty Retirements

- The national nurse faculty vacancy rate is 8.8%.
- Average registered nurse is 52 years old
- Average ages of nurse faculty – professor (62.5), associate professor (57.6), and assistant professor (50.6) years.
- Retirements occurring in faculty aged 60 or older
 - Faculty aged 50-59 are likely to be their replacements.
- Impact of the retiring faculty (especially associate and full professors) is worse given their representation in leadership roles.

Aging Campus



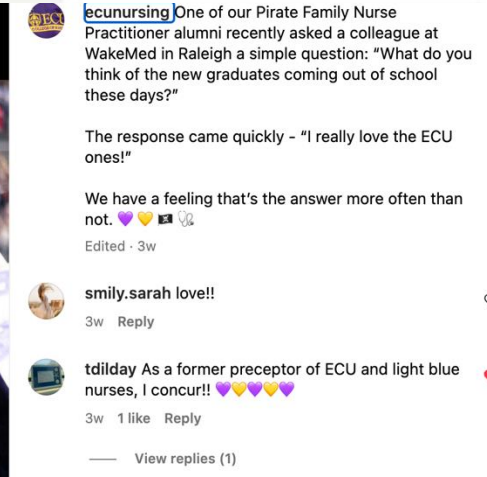
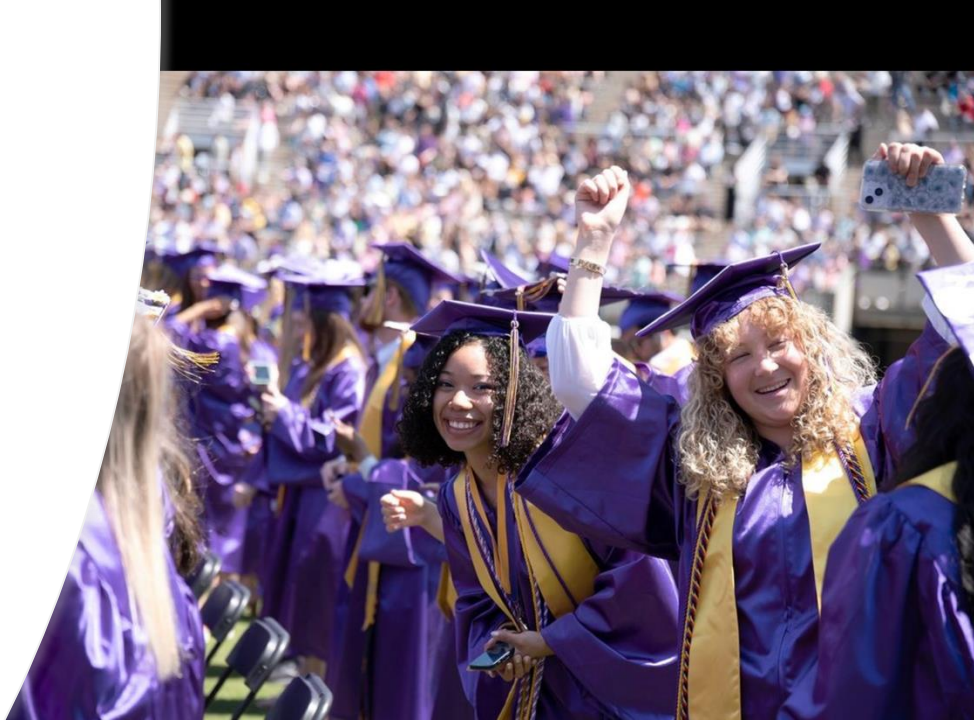
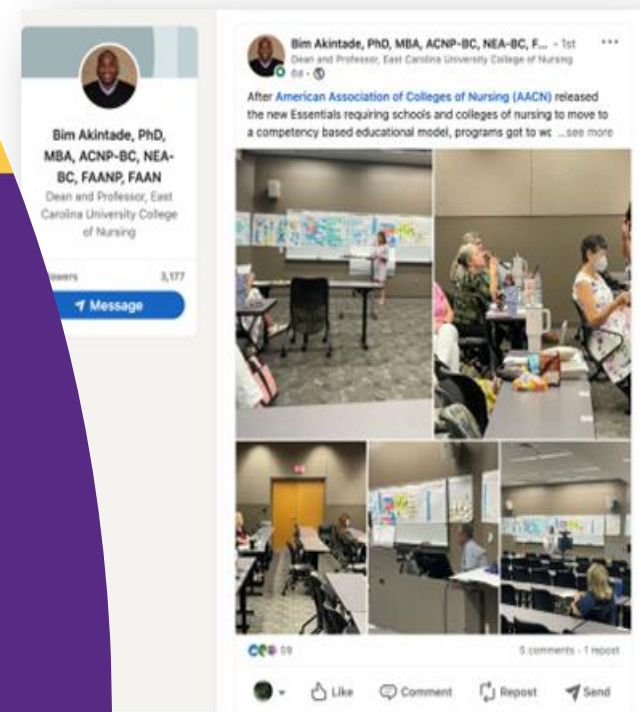
ACCOMPLISHMENTS

CON Brand Elevation Strategies

- Building on our academic standards
- Marketing Workgroup: develop a formal marketing plan
- Faculty with active membership/leadership roles in state, national, and international organizations
 - Poster and podium presentations at conferences
- Faculty inducted as Fellows of national organizations
- Acknowledgment and awards from national organizations
- Improvement in US News and World Report rankings

Communication and Marketing

- CONnection Newsletter
- Social Media
 - CON generated (faculty engagement)
 - Student generated
- Story ideas?
 - Student achievements
 - Faculty successes
 - Community outreach
- Printed materials overhaul



View insights

Research and Scholarship

- **Culture that fosters research and scholarship**
 - Facilitate creation of research/grant teams
 - Student Research & Scholarship Support
 - Student Travel Awards
 - Doctoral Research Grants
 - Faculty Research & Scholarship Support
 - Research Mentorship program
 - Collaborative Research Grant
 - CON Pilot Grant Program
 - Dean Scholarship Award

Office of Research and Scholarship 2023-2024

- 112 faculty (20 tenure/tenure track)
- 65 publications, 103 presentations
 - 28% students co-authored presentations
 - 42% students co-authored publications
- 12 Faculty serving as award PIs and additional 13 faculty on awards
- FY24 Sponsored Awards - \$3,898,292
- 2 major grants for the CON
 - **Dr. Chandra Speight SAMHSA Award:** 3-year, “Substance Abuse & Mental Health Services Administration.” \$888k award in partnership with Medicine, Dental, and Nursing.
 - **Dr. Liz Mizelle NIOSH Award:** 3-year NIOSH K01 Award, “Backpack Hydration System Use among Farmworkers.” First K award in the CON in over 20 years

Office of Culture, Engagement, and Professional Development



Michael L. Jones, PhD, MBA/HCM, RN
Associate Dean for CEPD
Clinical Associate Professor



Angelia Warner
Administrative Support Associate

Culture, Engagement, and Professional Development Office (SAP4)

East Carolina University
College of Nursing

East Carolina University
College of Nursing

Office of Culture,
Engagement, and
Professional
Development

Office of Culture,
Engagement, and
Professional
Development

Culture & Engagement Strategic Plan
2024 - 2029

Original Draft Finalized: January 29, 2024



Professional Development
Strategic Plan
2024 - 2029

Original Draft Finalized: January 29, 2024



Culture, Engagement, and Professional Development Office

East Carolina University
College of Nursing

Welcome &
Orientation
Program Manual

Office of Culture, Engagement,
& Professional Development

Original Draft Finalized: July 25, 2024
Updated: September 8, 2024

1



Culture, Engagement & Professional Development

Office of Alumni Affairs



Katy Locke, M.Ed.
Director of Alumni Affairs
Joined June 2023

Academic Practice Partnerships

- **Formal Academic Practice Partnerships**
 - Leverage on relationship with ECU Health and other healthcare systems
 - ECU Nursing
 - Puts ECU Health and CON leaders in the same space to identify innovative solutions to academic/clinical challenges
 - Potential partner to facilitate the growth of the undergraduate programs
 - Potential partner to facilitate growth/establishment of new graduate programs
 - MOU signed November 2023

Director for Strategic Operations and Partnerships



Thompson H. Forbes III Ph.D., RN, NE-BC
Associate Professor Director MSN/DNP
Leadership Concentration



-ECUNursing Collaborative- Celebration of Achievement

ECU Health Nurse
Extern Program
Graduation
Summer 2024



Post-masters AGACNP Certificate Program

- Outcome of the Academic Practice Partnership with ECU Health
- Completed the CON, University, and SACS approval processes
- Hired the inaugural Concentration Director and program admin position
- Program launch scheduled for spring 2025
- Inaugural cohort: 12 students



East Carolina University College of Nursing

647 followers

3w • 🌐

A new dual program offered by the @eastcarolina College of Nursing in partnership with ECU College of Business – graduates will receive a Master of Science in Nursing and Masters of Business Administration (MSN-MBA) - aims to empower nurses with the tools to advance up the ranks in executive leadership and health system administration.

Learn more here: <https://lnkd.in/gdPSiDMz>



Dual Leadership/ MBA Programs

- MSN/MBA Launched spring 2024
 - (34-55 students)★
- DNP/MBA to launch spring 2025
 - (18-34 students)★



International Collaborations

Institut Universitaire des Grandes Écoles des Tropiques (IUGET), Cameroon

International Collaborations

Medical University of Gdańsk,
Poland



AAMN Best Schools for Men in Nursing






STRATEGIC PLANNING

CON Strategic Plan 2023 – 2028

- Mission of CON:
 - To serve as a national model for transforming the health of rural underserved regions through excellence and innovation in nursing education, leadership, research, scholarship, and practice.
- 4 strategic priorities that align with the University Strategic Plan 2023 – 2028
 - Student Success
 - Education and Research
 - Community and Clinical Practice/ Creative Partnerships
 - Culture, Engagement, and Professional Development

THINK
BIG

But Act Small

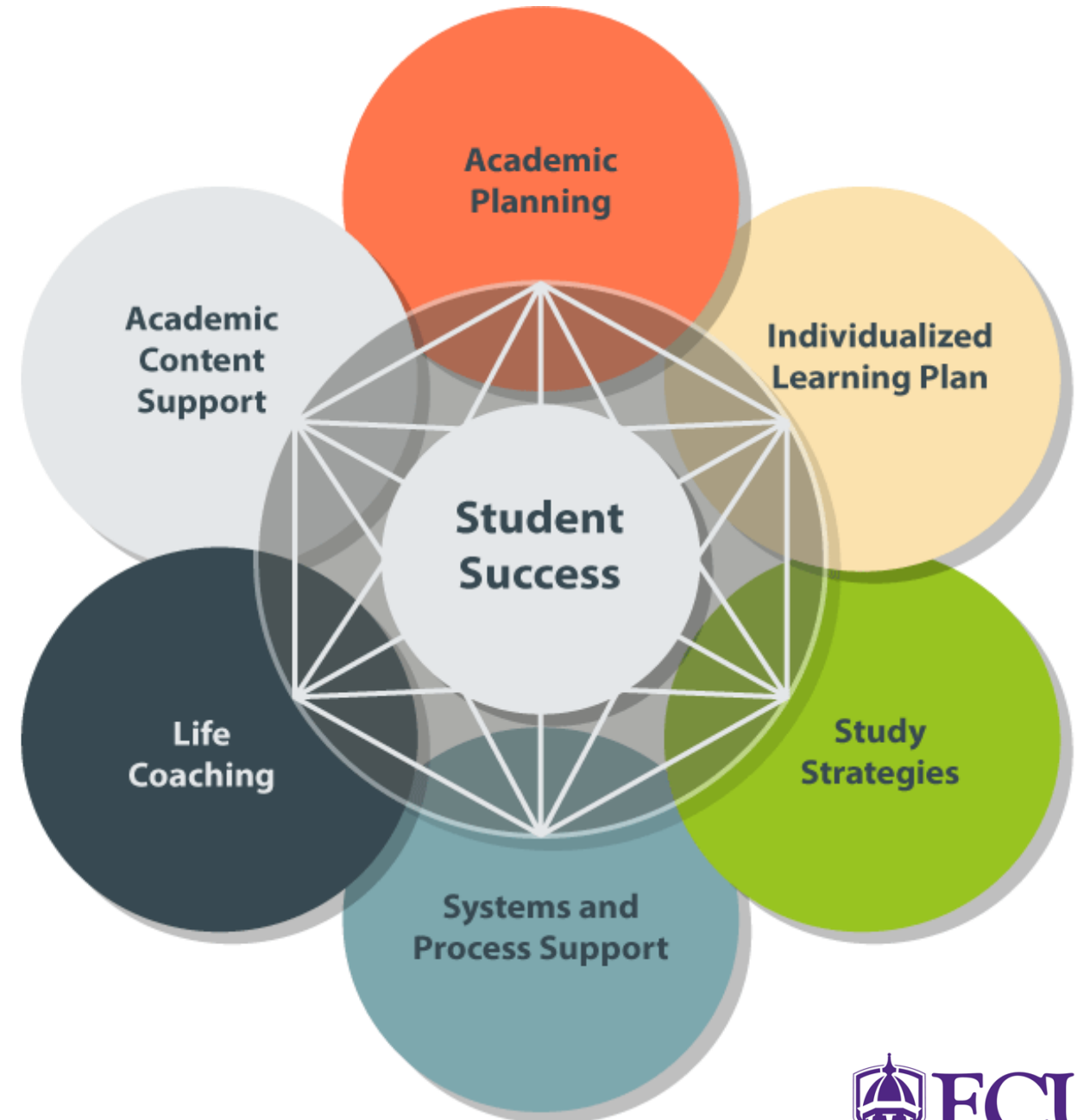


~~Problem~~

Opportunity

Student Success

- The inaugural Student Success Coordinator position has been posted
- ECU Connect
- Investigating food and nutrition options



Healthcare in North Carolina

- Ranked 3rd in rural hospital closures, with 11 closures since 2005 (NCRHA, 2023)
- Between 2014 and 2019, 13 maternity units or entire hospitals that contain maternity units closed in rural North Carolina counties.
- By 2033, North Carolina will face an estimated shortage of 17,500 RNs (or 11% of the projected RN workforce) (UNC Program on Health Workforce & Research, 2022)
- Provider shortage:
 - Ranked 41st for health care quality
 - 87 of the 100 counties lack an OB/GYN specialist, 30 have no active, practicing psychologist
 - 56.5% of adults with a mental illness did not receive treatment in 2021 (ranked 34th out of all states)
 - 20% fewer primary care physicians than the US average
 - 56% of low-income children do not have a physician (Nursing America, 2023)




Projected Need for Nurses

By 2030, NC will be short of over 18,500 nurses

— According to U.S. Bureau of Labor Statistics

BSN Program Expansion (SAP2)

- North Carolina General Assembly – section 8.3
 - The Board of Governors (BOG) of The University of North Carolina provided recommendations for **increasing the number of graduates from nursing programs at constituent institutions of the University of North Carolina and community colleges by at least fifty percent (50%)**.
 - North Carolina's FY2023-25 Budget (SL 2023-134) appropriated a total of \$40 million across the biennium and requested proposals from its constituent institutions on how these one-time, non-recurring funds could significantly increase the number of undergraduate and graduate nursing degrees.
 - Maximum request = **\$3M/institution** 

ECU CON Proposal

Proposed Timeline for ECU CON Funding Request Implementation

OBJECTIVE	FALL 2024	SPRING 2025	FALL 2025	SPRING 2026	FALL 2026
CLASSROOM TECHNOLOGY UPGRADE	Capital Procurement				
		ABS N and Non-Stadium Classroom Upgrade			
		Stadium Classroom Technology Upgrade			
SIMULATION LAB EXPANSION	Capital Procurement				
		Computer Lab Disbandment and Demolition			
		Simulation Lab Development			
INCREASE ABSN ENROLLMENT		Increase ABSN Program by 8 Students			
				Implement SOF-Medic to BSN Program 8 students	

Net New Students at ECU CON=16



Growth Opportunities

- Increasing opportunities for regional applicants
- Accelerated special forces medic to BSN
- Satellite campus models to increase enrollment
- Military collaboration opportunities (ROTC)
- Specific programs RIBN, CNS, PNP, MSN/DNP & MBA, Acute Care NP





Goal

East Carolina University College of Nursing will be Eastern North Carolina's destination institution for nursing education at every level.





**The future looks bright for the
ECU College of Nursing!**