

**New Program Proposal
Bachelor of Science
Nursing (R.N. to B.S.N. Completion)
Coastal Carolina University**

Summary

Coastal Carolina University requests approval to offer a program leading to the Bachelor of Science degree in Nursing (R.N. to B.S.N. Completion) to be implemented in Spring 2011. The proposed program is to be offered through traditional instruction on campus.

The Program Planning Summary was submitted to the Commission on November 2, 2007, and reviewed and voted upon favorably without substantive comment by the Advisory Committee on Academic Programs (ACAP) on January 17, 2008. The Coastal Carolina University Board of Trustees approved the proposal on February 20, 2009. The full proposal was received by the Commission on May 4, 2010.

According to the proposal, the proposed program will offer registered nurses the knowledge and skills to provide healthcare leadership for diverse populations so that these nurses can practice in multiple settings. The proposed program focuses on community-based primary care with an emphasis on health promotion, disease prevention and maintenance, and cost-effective coordinated care. It will build upon the knowledge learned in associate degree nursing programs and provide advanced knowledge in primary prevention, early disease detection, chronic disease management, and principles of management so that the nurses can function with more independence in clinical decision-making, case management, and direct care. The proposed program will also establish a foundation for graduate study in nursing.

The proposal states that the program is needed because most nurses in supervisory positions are required to hold a baccalaureate degree in nursing. In addition, according to the Bureau of Labor Statistics's 2010-11 *Occupational Outlook Handbook*, the employment of nurses is expected to increase 22% by 2018, and the number of new jobs resulting from this increase is expected to be the largest of any occupation. Furthermore, according to the proposal, the region served by Coastal Carolina University experienced an estimated 28% increase in population between 2004 and 2007 with a large percentage of that growth attributed to retired individuals who are at high risk for chronic diseases such as diabetes, heart disease, stroke, and cancer, and thus will need the services of nurses who can manage such chronic diseases. In addition, a 2009 survey of area hospitals indicated a need for 330 baccalaureate degree prepared nurses for positions currently held by associate degree and diploma prepared nurses. This survey also revealed that area hospitals are willing to pay up to 90% of employees' tuition for a Bachelor of Science in Nursing (R.N. to B.S.N. Completion) program. A separate survey of associate degree nursing students at Horry-Georgetown Technical College revealed that 75 of the 112 anticipated 2009 graduates were interested in pursuing a bachelor's degree in nursing, and 65 indicated an interest in the proposed program at Coastal Carolina University.

Ten institutions in South Carolina offer Bachelor of Science in Nursing (R.N. to B.S.N. Completion) programs. These programs are offered at eight public institutions (Clemson University, Francis Marion University, Lander University, South Carolina State University, USC-Aiken, USC-Beaufort, USC-Columbia, and USC-Upstate) and two independent institutions (Bob Jones University and Charleston Southern University). These programs have similar course and credit hour requirements, but use a variety of delivery methods. Three public institutions

(Lander University, USC-Aiken, and USC-Upstate) offer the program online. Presently, there is no Bachelor of Science in Nursing (R.N. to B.S.N. Completion) program offered through traditional delivery in the area served by Coastal Carolina University.

Commission staff do not believe the proposed program constitutes program duplication largely because the region and state needs more baccalaureate degree prepared nurses and there are not enough spaces in existing programs to accommodate the number of qualified applicants who apply. According to the South Carolina League for Nursing's Survey of Nursing Education Programs in Fall 2009, more than a third of qualified students who applied to baccalaureate programs in nursing offered by the public institutions were not admitted. Also, as mentioned above, there is no Bachelor of Science in Nursing (R.N. to B.S.N. Completion) program offered through traditional delivery in the area served by Coastal Carolina University and while three institutions offer online programs, the online programs are unable to accommodate all of the qualified applicants who apply for admission to these programs. Staff investigation revealed that the majority of registered nurses live and work within the same county, which indicates the importance of having an R.N. to B.S.N. Completion program located within reasonable commuting distance for these nurses; in Horry county, 78.5% of nurses live and work in the county, and in Georgetown county, 73.9% of nurses live and work in the county. While the proposed program will use traditional face-to-face delivery, classes will be offered on the weekends to accommodate working nurses.

The survey conducted by Coastal Carolina indicated that there is a strong demand for baccalaureate degree prepared nurses in area hospitals, and staff investigation revealed that there is a significant population of associate degree prepared nurses in Horry and Georgetown from which this program can attract students. According to staff research, in Horry and Georgetown counties, only 20.8% and 22% of nurses respectively are baccalaureate degree prepared, which is lower than that of the statewide nursing workforce (30.9%). Furthermore, the recent Health Care Reform Act will lead to an increased need for baccalaureate degree prepared nurses who can function independently in a variety of settings. According to a March 2010 report of the American Association of College of Nursing, the National Advisory Council on Nurse Education and Practice recommends that at least two-thirds of the nursing workforce hold baccalaureate or higher degrees, which indicates that both Horry and Georgetown counties, as well as the state, need to significantly increase their proportion of baccalaureate degree prepared nurses. One benefit of more baccalaureate degree prepared nurses is described in a 2003 report in the *Journal of the American Medical Association* which claims that the shortage of nurses at the baccalaureate level may affect the quality of health care and patient outcomes and cites a 5% decrease in patient deaths with a 10% increase in the number of baccalaureate degree prepared nurses. Staff investigation revealed that there is a national trend for colleges to produce and employers to hire more baccalaureate degree prepared nurses. Because of this trend, employment opportunities are better for baccalaureate degree prepared nurses than for associate degree prepared nurses. Anecdotal evidence from the nursing program directors in the state suggests that there is some difficulty in securing employment for nurses who graduate with an A.D.N. but not for those who graduate with a B.S.N. This difficulty in securing employment is attributed to the current downturn in the economy, which has alleviated the nursing shortage as nurses delay retirement and well-qualified nurses return to the workforce. However, the nursing shortage is expected to return when the economy improves.

The institution anticipates there will be twenty new students (7.3 FTE) in the program's first year, increasing to 36 students (29.3 FTE) in the second year, and further increasing to 75

students (55 FTE) in the fifth year. If enrollment and program completion projections are met, the proposed program will meet the Commission's productivity standards.

Admission to the proposed program will require an A.D.N. from an accredited institution and that applicants meet the requirements for admission to Coastal Carolina University. The curriculum for the proposed program will consist of 120 credit hours, with Coastal Carolina accepting a minimum of 60 transfer credit hours as required by the Statewide Agreement on Nursing, including awarding a maximum of 35 nursing credit hours for completion of an associate degree in nursing and successfully passing the NCLEX-RN licensure examination. The proposed curriculum includes four foundation courses (Human Anatomy and Physiology I and II, Developmental Physiology, and Nutrition) as well as seven nursing courses, one nursing elective, and two practica (Community Health Nursing and Leadership/Management Nursing). Ten new courses in nursing will be added to the institution's catalog, including: Transitions to Professional Nursing, Health Assessment, Health Assessment Lab, Primary Nursing Across the Life Span, Community Health Nursing, Community Health Nursing Practicum, Nursing Research, Nursing Leadership and Management, Nursing Leadership and Management Practicum, and Health Care Systems Politics and Policy.

The proposed program's assessment plan has several components designed to assess the different aspects of the program's curriculum. After completing the Health Assessment course, students will be required to successfully demonstrate a health history, systems review, physical exam, and nursing diagnosis on an adult client. Students will also need to successfully complete a community assessment and implement a prevention program for a group in a community at the end of the Community Nursing Health Practicum. In other courses, students will be required to successfully complete a position paper on a health care issue in the state and complete a policy procedure on nursing practice based on research. Students will also be required to take and score at close to the national mean or above on the National League for Nursing's Achievement Test during their final semester in the program.

The proposal states that four new faculty will be hired for the proposed program. One new part-time instructor will be hired in the first year of the proposed program and one full-time professor, one full-time instructor, and one part-time instructor will be hired in the second year; all new hires must possess a master's or doctorate in nursing and have experience in teaching as well as in health assessment in primary healthcare settings, community health nursing, or as a nurse manager in a hospital. The program director hired in Spring 2010 has a Ph.D. in nursing. In the first year of the proposed program, there will be two faculty members supporting the program (1.5 FTE); by the fifth year, there will be six faculty members (4.5 FTE).

The proposal states that no physical plant or significant equipment needs are anticipated for the proposed program. The proposal further states that there is adequate classroom and faculty office space in the Coastal Science Center and the only equipment needed are computers for the new faculty and eight ophthalmoscopes. In addition, the proposal states that the proposed program is a cooperative effort between Coastal Carolina University and Horry-Georgetown Technical College; students in the proposed program will have access to Horry-Georgetown Technical College's libraries and simulated clinical laboratory called a Virtual Hospital which has five Laerdal Sim Man mannequins (two adults, one teen, one child, and one neonate), bedside computers, and video cameras. According to the proposal, available library resources are sufficient because students enrolled in the proposed program will have access to Horry-Georgetown Technical College's library holdings and to nursing and other medical journals through the Partnership Among South Carolina Academic Libraries (PASCAL).

However, the University plans to expand its collection of core nursing titles and includes \$18,000 for library resources as an estimated new cost.

Coastal Carolina University states that the proposed program will apply for accreditation from the National League for Nursing Accrediting Commission (NLNAC) immediately after receiving approval and will seek full accreditation within two years of implementing the program. The proposed program does not need State Board of Nursing approval because the proposed program is a R.N. to B.S.N. Completion program and students will be licensed prior to enrolling. The proposed Bachelor of Science in Nursing (R.N. to B.S.N. Completion) program will allow registered nurses with an associate degree in nursing to transfer into a baccalaureate nursing program with minimal loss of credits or duplication of knowledge and skills.

New costs and sources of financing identified by the institution for the proposed program are shown below.

ESTIMATED COSTS BY YEAR						
CATEGORY	1st	2nd	3rd	4th	5th	TOTALS
Program Administration	\$48,000	\$48,960	\$49,939	\$50,938	\$51,957	\$249,794
Faculty Salaries (plus fringes)	\$124,425	\$309,617	\$345,663	\$352,576	\$359,627	\$1,491,908
Graduate Assistants (plus fringes)	\$0	\$0	\$0	\$0	\$0	\$0
Clerical/Support Personnel	\$34,580	\$35,272	\$35,977	\$36,698	\$37,432	\$179,959
Supplies and Materials	\$6,000	\$4,000	\$4,000	\$4,000	\$4,000	\$22,000
Library Resources	\$10,000	\$2,000	\$2,000	\$2,000	\$2,000	\$18,000
Equipment	\$5,200	\$0	\$0	\$2,000	\$0	\$7,200
Facilities	\$0	\$0	\$0	\$0	\$0	\$0
Other (Accreditation Fees)	\$2,500	\$5,000	\$1,500	\$1,500	\$1,500	\$12,000
TOTALS	\$230,705	\$404,849	\$439,079	\$449,712	\$459,516	\$1,980,861
SOURCES OF FINANCING BY YEAR						
Estimated FTE Revenue Generated from the State	\$23,225	\$50,864	\$68,552	\$79,873	\$87,118	\$309,632
Tuition Funding (New students only)	\$95,557	\$209,270	\$282,046	\$328,623	\$358,432	\$1,273,928
Other State Funding (Legislative Appropriation)	\$0	\$0	\$0	\$0	\$0	\$0
Reallocation of Existing Funds	\$111,923	\$144,716	\$88,481	\$41,216	\$10,996	\$397,302
Federal Funding	\$0	\$0	\$0	\$0	\$0	\$0
Other Funding (Endowment, Auxiliary etc.)	\$0	\$0	\$0	\$0	\$0	\$0
TOTALS	\$230,705	\$404,849	\$439,079	\$449,712	\$459,516	\$1,980,861

These data show that if the institution meets the projected student enrollments and contains costs as they are shown in the proposal, the proposed program will be able to cover costs beginning in the first year and thereafter. In an effort to deal with reductions in appropriations to the state, and because tuition revenue alone will not support the proposed program, Coastal Carolina University is reallocating existing internal resources to cover the cost of this program.

In summary, Coastal Carolina University requests approval to offer a program leading to the Bachelor of Science degree in Nursing (R.N. to B.S.N. Completion). The proposed program will produce graduates with a solid foundation in biological, behavioral, and social sciences and with the knowledge and skills, including critical thinking and judgment skills, needed for the diverse responsibilities required of baccalaureate degree prepared nurses. Such preparation will increase the level of healthcare offered by the graduates and help to correct a statewide lack of baccalaureate degree prepared nurses.

Recommendation

The Committee on Academic Affairs and Licensing commend favorably to the Commission the program leading to the Bachelor of Science degree in Nursing (R.N. to B.S.N. Completion) at Coastal Carolina University, to be implemented in Spring 2011, provided that no "unique cost" or other special state funding be required or requested.