

**University of Wisconsin- Milwaukee
College of Nursing
On-Line PhD Program:**



Meeting the Nurse Educator Crisis

presented to the UW System Board of Regents

by

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There is a critical shortage of nurses in Wisconsin and the nation at a time when the demographics predict a rapidly increasing demand.



There insufficient doctorally prepared faculty to meet the growing number of students seeking a career in nursing.



The technology and teaching models are available to increase the access of qualified candidates who desire a PhD in nursing.



There are not enough nursing students in the pipeline to meet the demand

- According to projections from the Bureau of Labor Statistics (BLS), there will be more than **one million vacant positions for registered nurses (RNs) by 2010** due to growth in demand for nursing care and net replacements due to retirement (Hecker, 2001).
- In 2002, an **insufficient number of faculty** was cited by **41.7 percent** of responding schools as a reason for not accepting all qualified applicants (Berlin, Stennett, & Bednash, 2003a).

There are not enough graduate students in the potential faculty pipeline



- Although there are multiple factors contributing to the shortage of faculty, the impact of faculty **age and retirement** timelines coupled with an **inadequate pool of younger faculty** for replacement are the primary influences on future faculty availability.
- Mean age of nurses in doctoral programs in US is **46 years**; mean age of **all doctoral students** in US is **33.7 years**.
- **Diversity** in nursing graduate programs (gender and racial/) is very low at **5%**.

Criteria for UWM College of Nursing to Launch On-Line PhD program

- The On-line PhD option must offer the same quality curriculum as our highly ranked on-campus doctoral program (UWM College of Nursing is ranked 29th nationally (n=300+) in the US News and World Report ratings of best graduate programs.
- The On-line option must be taught by the same faculty as the On-campus option.
- The caliber of the students accepted in the On-Line option must be as high as those accepted in the On-Campus option.

On-Line Nursing PhD Program

Model Assumptions

- This modality will increase access for qualified doctoral students in nursing
- Teaching time is expanded in the on-line environment
- Ability to meet student learning objective and satisfaction are very high for adult learners using on-line method
- (S)electives are also offered on-line
- Local researcher is identified as additional mentor
- On-campus orientation week in 1st summer
- 2 courses offered each Summer, Fall, Spring (Coursework completed in 2 years)
- On campus Summer Intensive in 3rd summer (6 weeks)
- Attrition rate may reach 25% by semester 3 (some may transfer into campus based program)

Cost of course development and teaching per course

Course Development Costs

- Faculty development in on-line pedagogy and course preparation \$10,766
- Support personnel & services 10,000
- S&E (hardware/software. Summer orientation etc.) 5,000

TOTAL \$25,766

Course implementation costs

- Faculty time to teach the course \$10,766
- Support personnel & services (TA & campus) 10,000
- S&E (course materials, web cans, summer intensive, etc.) 1,000

TOTAL \$21,766

Revenue and Expense Assumptions

Revenue Assumptions

- Tuition \$750/credit hr
- Larger first cohort 27
- First cohort (after attrition) 20
- Second cohort 15
- Break even point **after** first cohort due to development and operations costs

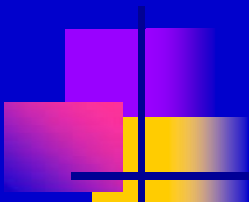
Expense Assumptions

- Faculty development time is intensive and costly for first cohort
- TA necessary for cohorts at 15 plus
- Orientation & Summer Intensive necessary for doctoral socialization

Revenue projections: Cohort 1 & 2

- **First cohort** will bear the burden of development costs and **100% tuition** revenue will accrue to the College of Nursing (Summer '03 - Spring '05) with cumulative net **(\$15,014)**
- **Second cohort** will have minimal development costs and **80% tuition** will accrue to the College of Nursing (20% to campus) with a net gain to College of Nursing of **\$263,794** by completion of Cohort 2 course work in Spring '07. (Assumes no tuition increase)

UWM On-Line Program Student are younger

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- Mean age of the cohort is younger at **41 years** than the national average
 - mean age in doctoral programs in US is **46 years**
 - of nurses mean of **all doctoral students** in US is **33.7 years**
 - 70% are under 45 years of age
 - **39%** of all nurse doctoral students in U.S. are under 45 year.
 - 19% of cohort are under 35 years of age
 - **6.8%** of all **nurse doctoral students** in US are under 35 years

UW-Milwaukee College of Nursing On-Line Students are more diverse



- 25% are from under represented groups
(2 African Americans, 1 Native American and 1 Male)
- 30% from Wisconsin
- Alabama, Connecticut, California, Georgia, Illinois, Michigan, Minnesota, Missouri, Pennsylvania, Texas, Washington

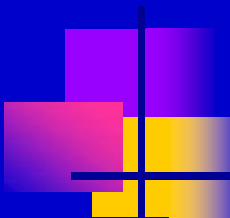
**Cohort 1: UWM
College of Nursing
On-Line PhD Option**

**Orientation
Summer, 2003**



Other “Value Added” Aspects for UW System

- **Enhanced reputation for innovation.** We are the first nursing program in the the nation to put our campus PhD totally on-line. Others to follow: ASU, Indiana U. Hybrid programs: U of Colorado, Loyola. On-line only option: Dusquene. Others watching with interest!
- **Expanded visibility and impact.** Students from other states loved UWM and Milwaukee and will be ambassadors across the nation for both. Second cohort interest list includes students from across the nation and around the world.
- **Will help recruitment.** This program is expected to attract additional high quality students to On-campus programs at all levels.



“If you keep doing what you are already doing, you will keep getting what you’ve already got.”

Ted Gaebler, Reinventing Government