Enrollment Management Workshop and Open House
June 12–13, 2014  |  Boston, MA

Nursing CAS
The National Centralized Application Service for Nursing Schools
Thursday & Friday, June 12 & 13

Leveraging NursingCAS for Strategic Enrollment Management

Location: Hilton Boston Back Bay and Simmons College

Optional Operations Tour, Orientation for Prospective/New NursingCAS Users and Red Sox Game Outing on June 12

Workshop Highlights

Explore best practices related to enrollment management in schools of nursing. Find out how other schools have implemented, leveraged, and benefited from using nursing’s centralized application service and how you can do the same at your institution.

There is no cost to attend this event.

Schedule at a Glance

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<td>Optional Operations Tour of NursingCAS</td>
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Thursday, June 12

Orientation for Prospective and New NursingCAS Users

Location: Hilton Boston Back Bay Hotel, Washington Room

12:00 – 1:00 p.m.  Optional Operations Tour of NursingCAS Headquarters

Tour Leader: Tania Zavarelli, NursingCAS Application Services Director, Liaison International

Attendees may take a firsthand look at how processing and operations work for NursingCAS. Participants will take a complimentary shuttle provided by AACN from the Hilton Boston Back Bay hotel to NursingCAS Headquarters located at 311 Arsenal Street in Watertown, MA (about a 15 minute drive). Lunch will be provided for attendees. After the tour, attendees will be shuttled back to the hotel and have the option to attend the orientation session. Note, the operations tour is open to all event attendees, but pre-registration is required since the tour can only accommodate 40 people.

1:30 – 2:00 p.m.  Check-in for Orientation

2:00 – 2:15 p.m.  Welcome

Speaker: Nancy DeBasio, President, Research College of Nursing and NursingCAS Advisory Group Chair

2:15 – 3:15 p.m.  Best Practices for Implementing NursingCAS

Learn how to successfully implement NursingCAS at your school, the steps to take, and which stakeholders should be involved and how to engage them.

Speaker: Hilda Mejia Abreu, Executive Director of Program Partnerships, Liaison International, and Angela Serpetti, Graduate Recruiting & Admissions Lead, University of Michigan

3:15 – 3:30 p.m.  Break

Continued on page 4
3:30 – 4:30 p.m.  Panel Discussion with Experienced Users

Hear from experienced users about how to best prepare for and navigate the transition from your current admissions process to NursingCAS, including prepping prospective students and staff. Also learn about the day-to-day use and operations of NursingCAS. Attendees will have the opportunity to ask questions and discuss concerns with panelists in this interactive format.

Panelists: Karen Jacobs Astle, Executive Director of Program Partnerships, Liaison International and former Assistant Vice President of Admissions at Thomas Jefferson University; Laura Adams, Associate Director of Admissions and Outreach, Georgetown University; Joanne Davis, Undergraduate Program Advisor, University of Kentucky and Angela Serpetti, Graduate Recruiting & Admissions Lead, University of Michigan

Friday, June 13

Enrollment Management Workshop and NursingCAS Open House

Location: Simmons College, Linda K. Paresky Conference Center
9:00 a.m. – 3:30 p.m.

7:30 a.m.  Shuttle Departs Hilton Boston Back Bay Hotel

Note shuttle service is provided complimentary by AACN, but attendees must pre-register when completing the registration form.

7:45 – 8:45 a.m.  Check-in for Open House and Continental Breakfast

9:00 – 10:00 a.m.  Keynote Address on Strategic Enrollment Management

Join a noted expert to learn more about the meaning of strategic enrollment management as it applies to
nursing as well as the art and science of forecasting enrollment management, followed by a question and answer session.

Speaker: Jack Maguire, Maguire & Associates, former Dean of Admissions at Boston College

10:00 – 10:45 a.m.  The Future of NursingCAS: Product Launch Preview
AACN and its partner, Liaison International, are excited to announce that on October 15, 2014 a new version of NursingCAS will be released which will give schools sophisticated configuration tools allowing for program level customization and an improved user experience with a new look, feel, and workflow for applicants. This session will provide a high level overview of the changes and a walk through of the new NursingCAS functionality and how schools can transition over to the “new” NursingCAS.

Speakers: Jessica Finnefrock, Senior Vice President for Product Development, Liaison International and Caroline Allen, Senior Manager for NursingCAS, the American Association of Colleges of Nursing

10:45 – 11:00 a.m.  Break

11:00 a.m. – 12:00 p.m. Breakout Sessions
• Getting Started with NursingCAS/WebAdMIT (For Prospective Users): Learn more about the practical steps to get started using NursingCAS and the admissions software.

Speakers: Brittney Dunn, NursingCAS Manager, Liaison International, and Josh Huber, WebAdMIT Support Team Manager, Liaison International

• Best Practices with NursingCAS/WebAdMIT (For Current Users): Learn more about how to take your use of NursingCAS to the next level and better leverage the service and admissions software to your advantage.

Speakers: Tania Zavarelli, Director of Application Services for NursingCAS, Liaison International, and Christine Ferraraccio, WebAdMIT Specialist, Liaison International

12:00 – 12:45 p.m.  Roundtable Discussions over Lunch
Enjoy networking with colleagues over lunch while discussing enrollment management strategies, with a special focus on data management and integration.

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12:45 – 1:30 p.m.  Program Session
Diversity as the Means to Work Towards Excellence and Race Neutral Admissions Alternatives
Explore strategies on how to practice holistic admissions by recruiting diverse students from a wide variety of backgrounds. The 2013 case, Fisher v. University of Texas, brought this issue to the forefront, and many health professions are working towards race neutral admissions by using approaches that can provide a framework for nursing programs, such as considering socioeconomic status and targeting students from schools that are traditionally non “feeder” schools.

Speaker: Kim D’Abreu, Senior Vice President for Access, Diversity, and Inclusion, American Dental Education Association (ADEA)

1:30 – 2:15 p.m.  Return on Investment with NursingCAS
In this interactive session, you will learn how to calculate the return on investment (ROI) a school can gain by participating in NursingCAS. During this session we will use an example case study of a school who used the service to hit enrollment targets in order to meet an operating budget. Attendees will then complete an exercise to work on their own program’s ROI that will help you showcase how NursingCAS can lead to costs savings, efficiencies, and bringing students through the admissions funnel. In preparation for a productive session, (if possible) we suggest you bring information on labor costs and time spent completing tasks such as filing, printing, mailing/postage, processing documents, reviewing transcripts to complete GPA calculations, communicating with applicants about their status, scheduling interviews and other administrative and admissions related work.

Speaker: Hilda Mejia Abreu, Executive Director of Program Partnerships, Liaison International
2:30 – 3:15 p.m. **Special Interest Forums (Select One)**

- **Advanced WebAdMIT Training:** Attendees will have the opportunity to learn more about how to unleash the powerful tools in WebAdMIT, the admissions software for NursingCAS, including assignments, interviews, email templates, lists and reports, data exports, GPA calculations, the scoring rubric module, and tracking requirements. Share with colleagues about how you are using WebAdMIT and how you would like to leverage the tool.

  *Facilitators: Josh Huber, WebAdMIT Support Team Manager, Liaison International, and Chris Ferraraccio, WebAdMIT Support Specialist, Liaison International*

- **Developing a Recruitment Plan and Strategy:** Attendees will learn more about how to develop a recruitment plan to execute your strategy in order to meet enrollment targets. NursingCAS can help you and your staff focus time and energy on recruitment, strategy, development and building relationships with prospective students and applicants. During this interactive session, attendees will be given a template so they can begin work on their own program’s recruitment plan and strategy.

  *Facilitators: Nancy DeBasio, President, Research College of Nursing, and NursingCAS Advisory Group Chair, and Hilda Mejia Abreu, Executive Director of Program Partnerships, Liaison International*

- **Managing a Paperless Admissions Process and Delivering Effective Communication:** Attendees will learn more about how to use NursingCAS and other tools to bring your admissions process from paper to paperless. Effective communication with prospective students about your admissions process is an important aspect of ensuring success with NursingCAS. In this session we will discuss setting up a communication schedule and plan using electronic tools including email templates, email blasts, instructions on your school’s Website, your program directory listing on NursingCAS, social media and other resources to help guide applicants and promote your programs.

  *Facilitators: Karen Jacobs Astle, Executive Director of Program Partnerships, Liaison International and former Assistant Vice President of Admissions at Thomas Jefferson University and Caroline Allen, Senior Manager for NursingCAS, American Association of Colleges of Nursing*

3:15 – 3:30 p.m. **Closing Remarks**

*Speaker: Nancy DeBasio, President, Research College of Nursing and NursingCAS Advisory Group Chair*
About NursingCAS

NursingCAS is the centralized application service for nursing administered by the American Association of Colleges of Nursing and Liaison International. There is no cost to schools to participate in NursingCAS and have access to the companion admissions management software, called WebAdMIT. Prospective students use NursingCAS to research and apply to diploma, associate degree, baccalaureate, master’s, and doctoral programs offered by participating schools nationwide. AACN launched NursingCAS in 2010 in an effort to help direct prospective students to open seats in nursing programs and to collect data on nursing applicant and admissions trends.

Who Should Attend?

This free workshop and open house is designed to help schools learn more about how to leverage the service. The event is open to deans, admissions professionals, faculty, IT staff, advisors, registrars, and others engaged in nursing program admission.

Registration

The deadline for registration is June 4, 2014 or sooner depending on space constraints. There is no fee to register for this event; however attendees are responsible for all costs associated with travel such as hotel, airfare, transportation, etc. E-mail messages confirming registration for this event will be sent to all participants.

Register online at goo.gl/kDvmZx

Note, per the agenda, pre-registration is required for several sessions/events so make sure when completing your registration you complete the form carefully.

Hotel Information

Hilton Boston Back Bay
40 Dalton Street. Boston, MA 02115
A limited number of rooms are available on Thursday, June 12 for a negotiated rate of $249 + any applicable taxes. The last date to book at this rate is May 21, 2014 but we encourage you to book at your earliest convenience to ensure you secure the rate.

General Information

By train, the closest Amtrak station is the Back Bay Station which is short walk or cab ride from the hotel. Boston Logan Airport is the closest airport, and you can travel to the hotel by taxi (approximate cost $38/one-way), shared van service by Ultimate Shuttle or the “T” (Boston’s subway). For more details and specific instructions visit http://www3.hilton.com/en/hotels/massachusetts/hilton-boston-back-bay-BOSBHHH/maps-directions/index.html. Parking is available for $43/night (no valet).

Event Venues and Transportation Details

On Thursday, June 12, the Orientation for New/Prospective Users will be held in a conference room at the host hotel (Hilton Boston Back Bay – 40 Dalton Street, Boston, MA), and attendees will have the option of taking a complimentary shuttle to and from the hotel to NursingCAS headquarters (located at Liaison International, 311 Arsenal Street, Watertown, MA) for an operations tour. Attendees must pre-register for the tour so we can arrange the transportation accordingly. The tour is limited to the first 40 people that register.

Also, on Thursday, June 12, open house attendees can attend the optional group outing to the Red Sox vs. Cleveland Indians baseball game at Fenway Park (4 Yawkey Way, Boston, MA). Attendees must pre-register for the game; the first 35 who register will have the opportunity to obtain a complimentary ticket through AACN. Attendees will have the option of walking together as a group from the hotel to the stadium or can arrange for their own transportation.

On Friday, June 13, the Enrollment Management Workshop and NursingCAS Open House will be held at Simmons College (Linda K. Paresky Conference Center, 300 The Fenway, Boston, MA 02115). Complimentary one-way shuttle service will be provided from the Hilton Boston Back Bay to Simmons College. Attendees will pre-register for the shuttle so we can arrange the shuttle transportation accordingly. The shuttle will depart from the hotel at 7:30 AM, and more details will be sent separately. Note, attendees who are not staying at the host hotel are still eligible to ride the shuttle. For attendees who will not be coming from the host hotel, detailed directions, transportation information, and a campus map may be found at http://www.simmons.edu/overview/directions/.

Attendees can bring luggage with them to Simmons College on Friday, June 13 and we will store it on-site. However, attendees are responsible for making their own arrangements for transportation needs after the workshop concludes on June 13.
### General Information

#### Summary

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### Conference Materials – Bring your own Tablet or Laptop

Attendees are encouraged to bring their laptop or tablet to the event on June 13 for a more interactive experience. Free Wi-Fi will be available. Printed conference materials will be provided on site and available online at [www.aacn.nche.edu/nursingcas](http://www.aacn.nche.edu/nursingcas).

### Continuing Education

Continuing Education contact hours will not be awarded for this event.

### Cancellation & Substitution Policy

All registration cancellations must be made by June 2, 2014 by emailing nursingcas@aacn.nche.edu. AACN reserves the right to cancel this conference and any group activity that does not meet minimal group requirements. Non-refundable airline tickets are the responsibility of the registrant.

### Contact

For more information, contact AACN, One Dupont Circle, Suite 530, Washington, DC 20036; 202-463.6930 x258. If you require any special access in order to participate in the event or have dietary restrictions, please contact Caroline Allen at AACN or email callen@aacn.nche.edu. Visit [www.aacn.nche.edu/nursingcas/](http://www.aacn.nche.edu/nursingcas/) events for additional information.

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The 2013 Workshop & Open House brought together over 80 professionals representing 49 schools from 26 states.
Notes from Two of Last Year’s Speakers and NursingCAS Users

**University of Michigan**

The University of Michigan is currently using NursingCAS for its master’s, post-master’s certificate, and DNP programs. We eventually added the second-career BSN program due to an increase in qualified applicants that we have seen with other programs posted on NursingCAS. Prior to NursingCAS, the time spent on follow-up with applicants to obtain missing required documents was time consuming. Using NursingCAS, the Admissions Team can now easily identify completed applications, have immediate access to received transcripts and recommendations, and can focus efforts on the applicants that are completed and competitive. In addition, applicants can access their status through NursingCAS to get updates on missing/pending/received documents as opposed to contacting the school for updates.

**The College of St. Scholastica**

For over three years, The College of St. Scholastica School of Nursing in Duluth, MN has utilized NursingCAS. Over the years, we have been able to reach a wider and more qualified prospective student population resulting in a highly competitive applicant pool. Since NursingCAS receives and verifies official application documents, our admissions procedure has become more efficient for both students and staff. NursingCAS employs high customer service standards and takes pride in being a market leader with the most up-to-date technology available. As someone who uses NursingCAS on a daily basis, I would recommend nothing else.

REGISTER NOW

Visit goo.gl/kDvmZx to complete the registration form for this free event. Contact Caroline Allen at callen@aacn.nche.edu or 202-463-6930 x258 with any questions or concerns.

We hope to see you in Boston!