



**Fall 2016 Subsequent
Enrollment of Accepted
Students Survey
Summary Report**

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Introduction

This report represents the respondents from all prospective students that the Rutgers School of Nursing accepted into a BS, MSN, or DNP program but did not enroll at our institution. Understanding the applicants that we lose in the recruiting process gives us a glimpse into the competitive marketplace in which we operate and provides valuable insight for improving recruitment strategies. A total of 449 accepted applicants did not enroll at the Rutgers School of Nursing in Fall 2016, of which 422 had valid personal email addresses as a primary contact method. Of these applicants, a total of 61 responded, for a response rate of 15%. Both quantitative and qualitative (i.e. comments) data are presented in the subsequent report.

Which degree program did you apply to?

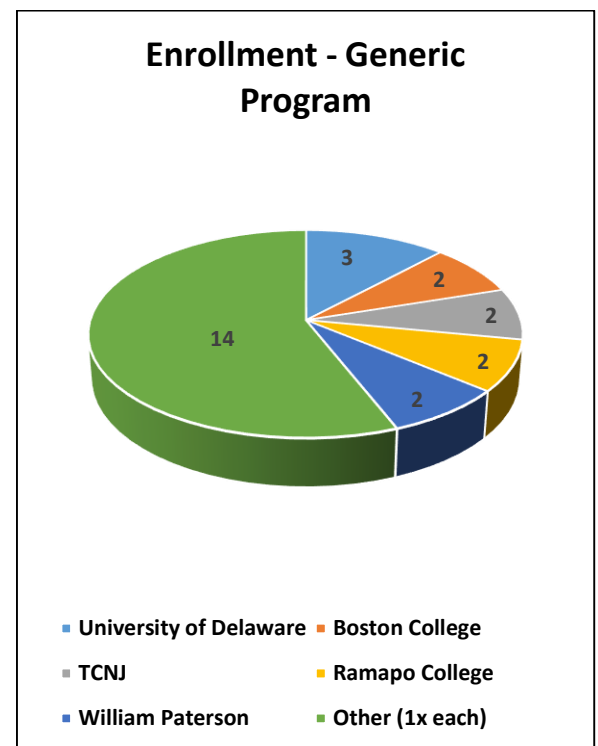
The majority of applicants in the population applied to the generic program (70 %). There were also 6 DNP, 5 Certificate, and 1 MSN applicant. The concentrations to which they applied and were accepted to are forthcoming.

Declined Offers by Rutgers School of Nursing Program of Application:

	Declined Offers	Enrolled Elsewhere in Fall 2016			
	N	Yes	No	Unknown	% Yes of Known
Generic	43	25	0	18	100
Second Degree	4	1	2	1	33
RN to BS	2	0	1	1	0
¹ DNP	6	0	6	0	0
² Certificate	5	4	1	0	80
³ MSN	1	0	1	0	0
Total	61	30	11	20	73

Enrollment – Generic Program

Enrollment Institution	N
University of Delaware	3
Boston College	2
The College of New Jersey	2
Ramapo College	2
William Paterson	2
Adelphi University	1
Bloomfield College	1
Felician University	1
Molloy College	1
Monmouth University	1
Northeastern University	1
Seton Hall University	1
SUNY Binghamton University	1
Syracuse University	1
Touro	1
Tufts University	1
University of Miami	1
University of Southern California	1
Villanova	1



The majority of generic applicants enrolled at the University of Delaware (3x), Boston College (2x), The College of New Jersey (2x), Ramapo College (2x), and William Paterson (2x).

¹ Programs accepted into include: Clinical, Executive Weekend Model (Post-Masters to DNP) (2x), Leadership (Post-Masters to DNP) (1x), Adult Gerontology Primary Care Nurse Practitioner (Post-Bacc to DNP) (1x), Family Nurse Practitioner (Post-Bacc to DNP) (1x), Women's Health Nurse Practitioner (Post-Bacc to DNP) (1x).

² Programs accepted into include: School Nurse Certificate (Post-Bacc Certificate) (4x), Family Nurse Practitioner (Post-Master's Certificate) (1x).

³ Applicant accepted into the Nursing Leadership (1x) program.

⁴Rutgers School of Nursing BSN Programs – Choice by Applicant Frequencies

As illustrated in the table below, the majority of BSN applicants who rejected an offer from the Rutgers School of Nursing indicated that the School was a third choice or lower (41%). A total of 10 applicants (35%) indicated that the School was their first choice, while 7 (24%) indicated that it was their second.

Program	First Choice		Second Choice		Third choice or lower	
	N	%	N	%	N	%
Generic	7	28	6	24	12	48
Second Degree	2	66	1	33	0	0
RN to BS	1	100	0	0	0	0
Total BSN	10	35	7	24	12	41

⁵Rutgers School of Nursing Degrees – Choice by Applicant Frequencies

Since the total for all of the remaining degrees was lower ($N = 12$), the DNP, Certificate, and MSN applicants were grouped together. The majority (75%) indicated that the Rutgers School of Nursing was their first choice, followed by second choice (17%) and third choice (8%).

Degree	First Choice		Second Choice		Third choice or lower	
	N	%	N	%	N	%
DNP	5	83	1	17	0	0
Certificate	3	60	1	20	1	20
MSN	1	100	0	0	0	0
Total	9	75	2	17	1	8

⁶Reasons for Enrolling Elsewhere – Generic Program

Current Institution	Current Program	Please tell us the main reason(s) you chose this institution over the Rutgers School of Nursing:
University of Delaware	Nursing	I liked their program better because we started in depth nursing courses freshman year, rather than primarily doing that junior and senior year like at Rutgers. I was also accepted into their Honors Program, which gives me more opportunities to explore the nursing profession.
University of Delaware	Nursing	I was accepted to this nursing program before I was accepted to the nursing program at Rutgers. Had I heard back earlier, I would have accepted to Rutgers.
University of Delaware	Nursing	I wasn't waitlisted, it is nationally ranked, I got more money here, and I liked the school better.
Boston College	Nursing	Legacy
Boston College	Nursing	Location, prestige
The College of New Jersey	Nursing	TCNJ offered a more inclusive overall campus and a great teacher to student ratio. The program presented a warm and welcoming face when I toured and current nursing

⁴ Percentages reflect the total number of applicants who responded to this question ($N = 25$). A total of 18 did not answer.

⁵ All applicants in this category responded to the question; percentages reflect the sum of all 3 degrees ($N = 12$).

⁶ All comments were transcribed as-written by students. Therefore, grammatical errors may exist.

students were very friendly and helpful when addressing questions. Scholarship money offered by the school was also a key factor.

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The College of New Jersey	Engineering	Decided to change major
Ramapo College	Nursing	Rutgers School of Nursing only gave me a scholarship of \$3500 per year. Ramapo College gave me the Presidential Scholarship, which is \$18,000 per year.
Ramapo College	Nursing	Rutgers nursing wait-listed me and enrollment counselors at Rutgers were not helpful and rude in not helping me try to get off of the wait-list. Ultimately, I chose Ramapo instead of Rutgers because they actually wanted me in their program and I was a name, not a number in their enrollment process.
William Paterson	Nursing	Better financial package and cheaper tuition. It's closer to home.
William Paterson	Political Science	I realized I did not want to pursue a degree in nursing.
Adelphi University	Nursing	Offered a bigger scholarship
Bloomfield College	Nursing	Scholarship
Felician University	Nursing	Financial aid
Molloy College	Nursing	gave a lot of scholarship money, reputable nursing program
Monmouth University	Nursing	I was only accepted into the Newark location for Rutgers and thst area is horrible and not safe. I chose Monmouth due to its safety, gorugous campus, and people who care about your education. I did not feel this way about Rutgers.
Northeastern University	Chemical Engineering	Not top choice or major
Seton Hall University	Nursing	It offered a larger scholarship amount and I liked the atmosphere on campus.
SUNY Binghamton University	Nursing	Cheaper because I'm an in state student.
Syracuse University	Public Health/Policy	While it doesn't have nursing I liked their research opportunities more. Also, the campus is a lot nicer.
Touro	General	Jewish environment
Tufts University	School of Arts and Sciences	[No reason given by applicant]
University of Miami	Nursing	The University of Miami had been my dream school and top choice. I really wanted to go out of state and Rutgers would have been in state for me. It was cheaper for me to stay on campus at Miami than at Rutgers. Rutgers also waitlisted me early action when Miami accepted me early. I was accepted into Rutgers on May 1st, the day after I committed to Miami.
University of Southern California	Bachelors to Masters Occupational Therapy	OT was my first choice.
Villanova	Nursing	-smaller -better people -better program - better campus

Reasons for Enrolling Elsewhere – 2ND Degree Program

Current Institution	Current Program	Please tell us the main reason(s) you chose this institution over the Rutgers School of Nursing:
Rutgers NJMS	MD	I decided to pursue an MD instead

Reasons for Enrolling Elsewhere – Certificate

Current Institution	Current Program	Please tell us the main reason(s) you chose this institution over the Rutgers School of Nursing:
College of New Jersey	School Nurse Certificate	Their program is master credits which can go towards your degree. Your program requires you to have BSN and just gives you more BSN credits. It is basically like I would be throwing away my money.
Monmouth University	School Nurse Certificate Program-Instructional	Hybrid classes and atmosphere of campus
Jersey City College	School Nurse Certificate	on line courses available for required courses
Unknown	Unknown	The safety concern in the campus of Rutgers Newark is ridiculous. Rutgers was my first choice but offering classes at night time in a bad section of Newark is just nonsense. Your car or yourself is not safe as well as parking is extremely limited and walking across the street from the parking garage is just as bad. I realize my life wasn't worth my education

⁷Reasons for not enrolling anywhere at this time - DNP/MSN

Degree Accepted	Program Accepted	Please tell us why you have chosen not to enroll anywhere at this time.
DNP	Clinical, Executive Weekend Model (Post-Masters to DNP)	I was accepted to Rutgers SON for the DNP program. I did enroll and actually started the first semester Jan, 2106. I had to drop out due to death of a parent. I was told I can only defer one semester, and would have to re-apply or go through the whole process, if I wanted to start in the Fall 2016
DNP	Clinical, Executive Weekend Model (Post-Masters to DNP)	I opted out for many different issues in my life. I'm going through a divorce with 2 children 1 in college and 1 in elementary school. My parents health are deteriorating. Mom lost her kidneys on dialysis. Dad prostate cancer. All these problems accumulated at the same time. It is too much to handle. The divorce alone is a heavy burden therefore I had no choice but to opt out. I will definitely reapply once everything settle

⁷ All 6 DNP applicants who rejected offer initially indicated that they were not enrolled at any other institution.

DNP	Women's Health Nurse Practitioner (Post-Bacc to DNP)	Distance
DNP	Leadership (Post-Masters to DNP)	<i>[No reason given by applicant]</i>
DNP	Family Nurse Practitioner (Post-Bacc to DNP)	I am having family issues with my daughters and i dont have money to put toward school.
DNP	Adult Gerontology Primary Care Nurse Practitioner (Post-Bacc to DNP)	I deferred my admission and enrolled in Spring 2017
MSN	Nursing Leadership	deferred untill 1/2017, currently enrolled at rutgers

Conclusion

The largest pool of applicants that responded to the survey are those who applied to the Generic program, followed by DNP, Certificate, 2nd Degree, RN to BS, and MSN applicants. However, a larger sample is needed to determine how many students reject offers from the Rutgers School of Nursing and for what reasons. Going forward, a trend analysis will be performed after sufficient data has been collected in order to render valid conclusions over the duration of the study. It is anticipated that this will occur over a three-to-four year period, with annual reports (similar in format to this report) prior to that point.