RN to BSN: Survey to Understand Interest in a BSN Program
December 2009
Final Descriptive Results
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Adams State College

This survey report is the result of a group project from BUS 454, Marketing Research and Information, at Adams State College during Fall 2009. Students who worked on this project are identified in the acknowledgements section.
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Survey Overview

Description

The nursing department at Adams State College is in the process of trying to better inform students about what Adams State College has to offer (courses, degree programs, etc.), when they should offer classes (summer, academic year, etc.), and how to offer them (online, face to face, combination, etc.). Marketing Research and Information BUS 454 was contracted by Dr. Aida Sahud to conduct a survey of nursing students and nurses seeking their input regarding pursuing a Bachelors of Nursing (BSN).

The group worked collaboratively with Trinidad State Junior College, Valley Wide Health Systems, and Adams State College to better understand if nursing students and nurses want to further their education. Trinidad State Junior College and Valley Wide Health Systems released the survey to their students and nurses. There were seventeen items on the survey, which included an openended question to provide additional information or clarification of responses. A copy of the survey instrument is included.

Methodology

The survey was conducted via pen and paper. The group took printed copies to Trinidad State Junior College and Valley Wide Health Systems. Completed surveys were collected two weeks later. According to Freeman (2009, personal communication) it was a cost efficient manner in which to collect data. There was an absence of long distance costs and postage costs.

The data entry process consisted of coding surveys and data entry. Each member of the group was responsible for a portion of the data entry and analysis. Once that was complete
they forwarded it to the team leaders for compilation of the final report. Of the surveys
distributed 57 were returned.

Limitations

Access to respondents was limited and it impacted the response rate tremendously. Our
team was not directly in contact with respondants and we had no control over who disbursed the
surveys and when they were disbursed. We also, had no control if they even distributed the
surveys out or not. Therefore inhibiting the turnaround time giving us limited time for follow-up.
This would of allowed a better response rate. The two were intimately related and with no access
to respondents our response rate was low.
Results

Descriptive results for each question follow, including both graphical presentations—pie charts and bar charts. Missing data are excluded from the graphs. Additional comments, if any and as applicable, are included. All respondents’ comments are reported under question 17.

Demographic Characteristics

1. What is your sex?

We found in our survey that the majority of respondents identified themselves as female. This is not a surprising statistic because more women enter into the field of nursing than do men. Thus the questions within the survey could be leaning toward a female bias or demographic.

What is your sex?

- Female: 89%
- Male: 11%
We found that the majority of those responding (55%) identified themselves as being white. The other major ethnicity declared was Hispanic at 27%. These two groups account for 82% of all ethnicities. These are relatively close to the demographics of the local area and State of Colorado according to the U.S. Census Bureau.
When the respondents were asked about their marital status, twenty-six (46%) of them said they were married. Another 35% indicated they were single (includes widowed, separate, or divorced).

**What is Your Marital Status?**
Out of the total fifty-seven respondents thirty-two (56%) of them said they had children living with them. The remaining twenty-five (44%) did not have any children living with them at the time.

Do You Have Children Who Currently Live With You?

- **56%** Yes
- **44%** No
When asked about their age range nearly half (52%) said they were in the age bracket of 25-40 years of age. Another one-quarter (23%) was from the age range of 18-24 years of age. The other one-quarter (25%) was in the age range between 41-60 years of age.
Interest in BSN

6. Are you interested in pursuing a BSN?

When asked if they would be interested in pursuing a BSN 81% respondents said yes, they would be interested in pursuing a BSN. Another 4% said maybe, and 2% said not now, indicating in the future that they might be interested. Only 11% said no.

Are You Interested in Pursuing a BSN?
Of the 11% who indicated no interest in the previous question, their reasons were family responsibilities, financial hardship, BSN not important and other academic interests. Simply, 38% of the respondents indicated they were just not interested in pursuing a BSN.
8. Is there anything that would help you to pursue your BSN?

Two items were of particular interest. Financial aid (36) and Flexibility of Clinicals (35) were the main factors to help pursue their BSN. However, a number indicated mentoring (18) and support services (13) would also be helpful.
The pie chart below shows that approximately two thirds of the respondents are currently pursuing a RN. Approximately one-third of the participants currently hold an RN. Only two percent chose the option of other. Considering a large number of respondents (81%) are interested in pursuing a BSN these data suggest that a BSN would be very successful at Adams State College.
When asked “What is Your Highest Level of Education?”, 61% of the participants indicated having a LPN, RN, or were currently pursuing a RN. Only 2% of respondents generally have a BSN. There appears to be a need for a BSN program as a majority of the respondents would be potential feeders into the BSN program.
One-third of sample has an RN. Two-thirds do not have an RN, however, reported earlier they are currently pursuing RN. This would be easy to transition the 64% (who are pursuing RN to BSN).

11. How long have you been an RN?

How long have you been an RN?

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than one year</td>
<td>2%</td>
</tr>
<tr>
<td>1-3 yrs</td>
<td>2%</td>
</tr>
<tr>
<td>4-6 yrs</td>
<td>4%</td>
</tr>
<tr>
<td>7 yrs or more</td>
<td>29%</td>
</tr>
<tr>
<td>I do not have an RN</td>
<td>64%</td>
</tr>
</tbody>
</table>
When asked how far away from Adams State College the participants lived, nearly half (40%) stated they lived less than five miles away. However a similar percentage was accounted for more than 20 miles away (32%). Both percentages are comparable, and describe that participants not only live close to the college but they also live further away.
The data indicate that 98% of the participants have reliable transportation. Thus, attendance within a 20 mile radius for 70% of respondents should not be a problem.

**Do you have a reliable form of transportation?**

- 98% yes
- 2% no
The majority of the participants are interested primarily in a combination of formats to take courses to complete their BSN. Some of the combinations chosen by the participants include online instruction with minimal peer interaction, online instruction with WebCT learning system with discussion sessions, face to face interaction, and correspondence courses.
A majority of people have DSL as their primary type of internet access indicated (58%).

The second most (20%) indicated they had broadband. The third most (13%) indicated they have access but are unsure of what type.
Respondents preferred daytime, evenings, and one day a week during a day when asked to rank order of preference of how they would like to peruse a BSN. A majority indicated daytime (n=15). The second most popular selection was evening (n=11). The third highest selection was one day a week (n=7).

**Face to Face Priority Ranking**

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Not interested</th>
<th>Two+ Nights</th>
<th>One Day Week</th>
<th>Weekends</th>
<th>Daytime</th>
<th>Evenings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>12</td>
<td>3</td>
<td>15</td>
<td>11</td>
</tr>
<tr>
<td></td>
<td>7</td>
<td>4</td>
<td>7</td>
<td>3</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>

- **Not interested**: 1 respondent
- **Two+ Nights**: 2 respondents
- **One Day Week**: 12 respondents
- **Weekends**: 3 respondents
- **Daytime**: 15 respondents
- **Evenings**: 11 respondents

Legend:
- Third
- Second
- First
Open-Ended Question

17. Is there anything you would like to add to our information?

I was in the BSN program when it first started. I felt like a child in grade school having to be babysat just to get the hours for the class we would have to unproductive things like watch "TV" just to get our contact hours. I also felt the clinical hours were way too much because I had checked into online schools with little to no clinical.

For full-time nurses a face to face is not beneficial. Online availability is important

Dietary, holistic med., prevention

Trying to pay for my kid’s college. Not a good time now.

Currently enrolled

Unable to determine until knowing job schedule as RN.

Would like to work and get BSN in addition but feel experience is more important.

Anytime a class is offered I can attend.
Appendix A

Survey Instrument
October 27, 2009

Dear San Luis Valley Nurse:

You have been identified as a Registered Nurse or nursing student in Alamosa who may be interested in further professional development opportunities. The School of Business Survey Research Center and BUS 454 (Marketing Research & Information) at Adams State College have been asked to seek your input about curricular decisions being considered by the School of Nursing at ASC. The outcomes of this research will better inform ASC about what to offer (courses, degree programs, etc), when to offer them (summer, academic year, etc) and how to offer them (online, face to face, combination, etc).

This survey should take approximately 10 minutes. We appreciate your willingness to complete this short survey. **There is no risk to you for participating, as all responses are strictly confidential and your participation is completely voluntary.**

**Participation in the survey indicates your consent to participate in this project.**

For any additional information, please contact

Dr. Melissa L. Freeman
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Director, Survey Research Center
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I agree to participate in this survey.______________________________________________

signature
The first section of this survey is demographics; we collect this information to make sure we have representation in our sample. All responses are confidential.

**Demographics**

1) What is your sex?
   - ___ Male
   - ___ Female
   - ___ Decline

2) With which group do you most identify?
   - ___ White
   - ___ African American
   - ___ Hispanic/Chicano
   - ___ American Indian/Alaska Native
   - ___ Asian
   - ___ Native Hawaiian/other Pacific Islander
   - ___ Other
   - ___ Declined

3) What is your marital status? Are you
   - ___ Never Married
   - ___ Single (includes widowed, separated, divorced)
   - ___ Married
   - ___ Declined
4) How many children under the age of 18 currently live with you?
   ___None
   ___Numbered
   ___Decline

5) What is your current age range?
   ___18-24
   ___25-30
   ___31-40
   ___41-50
   ___51-60
   ___61+
   ___Decline

**Interest in a BSN**

The following questions are related to your interest in pursuing Bachelor of Science in Nursing.

6) Are you interested in pursuing a BSN?
   ___Yes
   ___No, if no explain why.
      ___I have a BSN
      ___Retirement
      ___Career Change
      ___Other____________________________________________
7) If you are not interested in pursuing your BSN, please indicate why by selecting one.

___ Family responsibilities
___ Financial hardship
___ Scheduling
___ Content with current license
___ Seeking Employment
___ Distance from home
___ Academic Difficulty
___ BSN not important
___ Other. Explain/Identify______________________________
___ I am not interested in returning now. Explain__________________________

8) Is there anything that would help to pursue your BSN? Please rank order your top three: 1 being most important and 3 being least important.

___ Support Services (Explain)_________________________________________
___ Financial Aid
___ Flexibility of clinicals
___ Mentoring
___ Other___________________________________________________________

9) What is your current status?

___ Pursuing RN
___ Currently hold an RN
___ Other______________________________________________
10) What is your highest level of education?

___ CNA
___ LPN
___ RN
___ BSN
___ Bachelor’s Degree
___ Master’s Degree
___ Other __________________________________________________

11) How long have you been an RN?

___ Less than one year
___ 1-3 years
___ 4-6 years
___ 7 years or more
___ I do not have an RN

12) How far away from Adams State College do you live?

___ Less than 5 miles
___ 5 miles away
___ 10 miles away
___ 20 miles away
___ More than 20 miles away
13) Do you have a reliable form of transportation?

___Yes
___No
___Decline

**Instructional Format**

The following questions are designed to understand your preference in instructional format.

14) I am interested in taking courses in the following formats.

___On-Line Instruction, Interaction and Discussion Peers

   (WebCT, a web-based online learning system)

___On-Line Course Support

   (Materials repository, assignment drop, minimal interaction discussion)

___Correspondence (Print)

___Face to Face

___Combination (Describe)____________________________________________

15) Which mode of Internet access is readily available to you to potentially take on-line courses?

___Dial Up (modem)

___DSL (high speed)

___Broadband/Cable

___Unsure, but I have access

___No Access
16) If ASC were to offer face-to-face courses in a traditional classroom setting, which would best fit your needs? Please rank order your top three: 1 being most important and 3 being least important.

___ Evenings
___ Daytime
___ Weekends
___ One night per week
___ Two or more nights per week
___ Not interested in Face to Face

17) Is there anything you would like to add to our information?

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

18) If you would like any information about pursuing your BSN, please provide the following information. Again the answers you provided above are strictly confidential.

Name __________________________
Address _________________________
City/State/Zip ____________________
Phone ___________________________
Email ___________________________