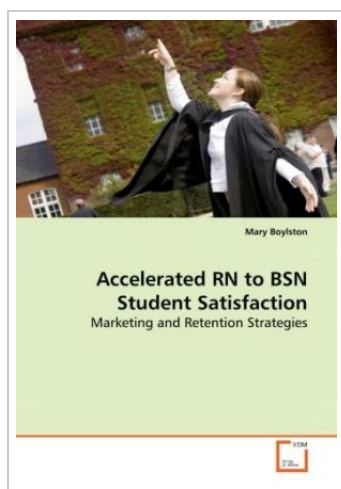



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Accelerated RN to BSN Student Satisfaction

By Mary Boylston

VDM Verlag Dr. Müller E.K. Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 220x150x5 mm. Neuware - The adult student or nontraditional market is rapidly expanding in many colleges and universities as officials look for ways to attract, enroll, and retain this unique student aggregate. Most notably, the adult Registered Nurse (RN) population has been of great interest to multiple institutions. With approximately one third of the workforce equipped with a Bachelor of Science in Nursing (BSN) degree, nurses seek convenient methods to complete their education and maintain their multifaceted lifestyles which often include full time employment, family responsibilities, and obligations outside of school. However, there is a perceived delicate balance as institutions seek to provide a quality educational experience with expert faculty and services, thereby promoting satisfaction among its constituents and stakeholders, particularly the working adult student. The study revealed items of importance and levels of satisfaction among the studied RN population. Data suggest a number of educational strategies preferred by this unique student aggregate which would serve to improve marketing and retention. The adult student or nontraditional market is rapidly expanding in many colleges and universities as officials look for ways to attract, enroll, and retain this unique student...



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