

Licensure Pass Rate Improvement Plan Updates

Doctor of Pharmacy (PharmD) Program

Bachelor of Nursing (BSN) Program

Doctor of Physical Therapy (DPT) Program

FAMU Board of Trustees
Academic and Student Affairs Committee Meeting
March 18, 2021



Focus

- Updates on Progress to Achieve and Sustain Academic Excellence in FAMU's Health Professions Programs
- Timely Updates (Licensure Exam Scores, Accreditation Actions, etc.)

Upcoming Monthly Meetings

March: Enrollment Management

April: Faculty Excellence

May: Financial Resources

June: Infrastructure and Facilities

July: Specialized Accreditation

August: Student Success

- U.S. Bureau of Labor Statistics projects the need for 1.1 million new **RNs** for expansion and replacement of retirees, and to avoid a nursing shortage
- Only 8.4% of **pharmacists** in 2019 were Black/African American
- FAMU is responsible for >40% of African-American student **pharmacists** enrolled at colleges and universities in Florida
- Only 3.8% of students enrolled in **physical therapy** programs in 2019-2020 were Black/African American

Goals for Enrollment Management

- Recruit, develop and graduate students with high probability for success on licensure exams and career success in the health professions
- Stabilize program enrollments
- Solidify and expand external partnerships with feeder programs and community organizations
- Increase awareness of the “FAMU Health” brand



Physical Therapy



Nursing



Pharmacy

Pharmacy (PharmD), Nursing (BSN), and Physical Therapy (DPT):

- Do not have dedicated staffing for recruitment
- Minimal budgets for recruitment

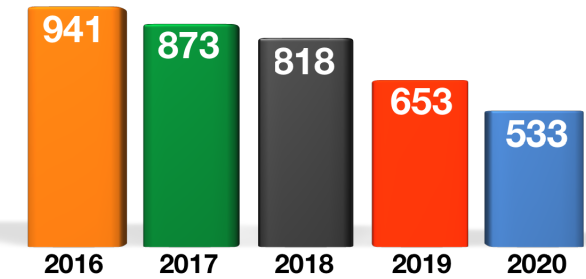
Key Recruitment Strategies

- Provide support to the university recruitment team
- Participation in recruitment events

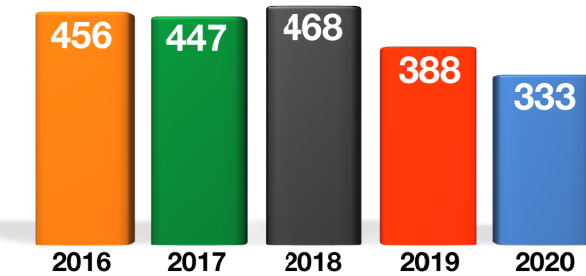
Admissions

- Enrollment declines in Pharmacy and Nursing
- DPT enrollment is fixed at 25 students per cohort
- Need to increase academic profile of entering cohorts
- Source of students:
 - PharmD: 52% from FAMU
 - BSN: 80% from FAMU
 - DPT: 28% from FAMU

PharmD Enrollment



BSN Enrollment



DPT Enrollment



DPT - Enrollment Breakdown

FAMU-DPT Retention Rates 2018-2021

Graduating Year	Black or African-American	Asian	Hispanic/Latino	White	Two or more races	FAMU Natives
2020 (n=26)	17	1	1	7	0	8
2019 (n=25)	9	1	2	12	1	10
2018 (n=24)	17	0	0	6	1	3
Total # Enrollees 2018 -2020 (N=75)	43	2	3	25	2	21
Total # Graduates 2018 -2020	40	2	3	23	2	19

PharmD - Enrollment Breakdown

	2019-2020		2020-2021	
Cohort Size - Main Campus	80	Target Size	54	Target Size
		90		90
Cohort Size – Peaden Campus	9	Target Size	19	Target Size
		30		30
Age Range	20 - 41		18 - 53	
Gender	80% Female		70% Female	
	20% Male		30% Male	
Ethnicity - Main Campus	13% White		14% White	
	80% African - American		73% African - American	
	4% 2-Races		7% Hispanic	
	3% Other		6% Asian	
Ethnicity – Peaden Campus	55.5% - White 44.4% - African American		15.7% White 63.1% African American 15.7% Hispanic	

FAMU-SON Applicant Characteristics 2019 - 2020

Graduating Year	Black or African American	Asian	Hispanic/Latinx	White	Two or More Races	FAMU Natives
2020 – 2021 (n= 23)	20	1	2			12
2019 – 2020 (n= 72)	69	2	1			49
2018 – 2019 (n= 97)	94			2	1	55

Nursing (BSN)

100 students per cohort

- Scholarly students with above average ACT/SAT scores
- People-focused, servant leaders with high ethical and moral standards
- Average GPA: 3.45
- Able to multi-task and prioritize
- Creative and critical thinking skills
- Proficient in Science and Mathematics
- Communication skills
- Diverse: Race, gender, etc.
- Proficient in English, Comprehension and Writing, Math, and Sciences
- No Developmental Courses
- Florida & contiguous states

Pharmacy (PharmD)

120 students per cohort

- Associate of Arts Degree or Bachelor of Science in STEM
- Consistent participation in extracurricular activities
- Average Overall GPA 3.35
- Average Science prerequisite 3.35
- Leaders of organizations
- Problem-solver and critical thinker
- Emerging Pharmacists camper
- Diverse: Gender, ethnicity, etc.
- Well-rounded
- Shadowed a Pharmacist
- Proficient in Calculus, Pre-Calculus and Statistics

Physical Therapy (DPT)

25 students per cohort

- Baccalaureate Degree
- Evidence of drive and persistence to succeed
- Cumulative GPA: ≥ 3.0
- ≥ 300 GRE: Verbal, Quantitative; ≥ 3.0 Analytical Writing
- Proficient in Science and Mathematics (ACAPT recommended courses)
- Interpersonal, communication and critical thinking skills
- Diverse: Race, gender, etc.
- Nationwide recruitment pool (FAMU native and Florida resident focused)

Establish “Health Professions Recruitment and Admissions Team”

- This approach is modeled after recent campus initiatives to address strategic priorities for student success (increase retention/graduation rates; increase AA transfer enrollment)
- Coordinated, holistic approach
- Dedicated staff (6 FTE)
- Build wider base of high academic achievers in the applicant pool
- Increase awareness of FAMU’s full suite of program offerings in the Health Professions
- Promote the “FAMU Health” brand

Key Strategies of New Approach

- Strategic K-12 and transfer student outreach and recruitment
- Early and ongoing engagement with FAMU undergraduates
 - Mentoring
 - Increase awareness of career paths
 - Expansion of curricular and co-curricular activities for student development
 - Target for inclusion in admissions test-prep initiatives
- Expanded marketing and PR (digital, print, social media, etc.)
- Increased focus on recruitment of AA transfers (leverage FAMU IGNITE)
- Increased presence at recruiting events and campus visits

Resource Needs - \$630K Investment

	Amount	Description
Recruitment Team (6 FTE)	\$482,400	Six full-time staff @ \$60K per year + fringe benefits. Responsible for developing and implementing strategic recruitment plan (marketing/PR, student engagement, etc.)
Recruiting Expenses	\$150,000	Travel, recruitment materials, advertising, technology and software

Targeted Programs

- PharmD
- Nursing
- Physical Therapy
- Occupational Therapy
- Health Sciences
- Cardiopulmonary Science
- Healthcare Management
- Public Health

ROI for FAMU

- Increased student success outcomes
- Increase in program rankings and reputation
- Better positioned to address Florida's workforce and community needs



Nursing

- Accreditation/Regulatory

Pharmacy

- Accreditation
- NAPLEX Scores
- Service on Evaluation Teams

Physical Therapy

- NPTE Scores

Questions?



FLORIDA A&M UNIVERSITY

Founded in 1887 as the State Normal College for Colored Students, Florida Agricultural and Mechanical University (FAMU) is the only historically state supported educational facility for African Americans in Florida. It has always been co-educational. In 1890, the second Morrill Act was passed. This enabled the school to become the Black Land Grant College for the State of Florida. west of its original location