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

FAMU
FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY
Revised Focus of Monthly Meetings

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
Key Facts

• 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
Recruitment – Current Status

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
# FAMU-DPT Retention Rates 2018-2021

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

<table>
<thead>
<tr>
<th></th>
<th>2019-2020</th>
<th></th>
<th>2020-2021</th>
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</thead>
<tbody>
<tr>
<td><strong>Cohort Size - Main Campus</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Target Size</td>
<td>80</td>
<td>90</td>
<td>54</td>
<td>90</td>
</tr>
<tr>
<td><strong>Cohort Size – Peaden Campus</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Target Size</td>
<td>9</td>
<td>30</td>
<td>19</td>
<td>30</td>
</tr>
<tr>
<td><strong>Age Range</strong></td>
<td>20 - 41</td>
<td></td>
<td>18 - 53</td>
<td></td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td>80% Female</td>
<td></td>
<td>70% Female</td>
<td></td>
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<tr>
<td></td>
<td>20% Male</td>
<td></td>
<td>30% Male</td>
<td></td>
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<tr>
<td><strong>Ethnicity - Main Campus</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13% White</td>
<td></td>
<td></td>
<td>14% White</td>
<td></td>
</tr>
<tr>
<td>80% African - American</td>
<td></td>
<td></td>
<td>73% African - American</td>
<td></td>
</tr>
<tr>
<td>4% 2-Races</td>
<td></td>
<td></td>
<td>7% Hispanic</td>
<td></td>
</tr>
<tr>
<td>3% Other</td>
<td></td>
<td></td>
<td>6% Asian</td>
<td></td>
</tr>
<tr>
<td><strong>Ethnicity – Peaden Campus</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>55.5% - White</td>
<td></td>
<td></td>
<td>15.7% White</td>
<td></td>
</tr>
<tr>
<td>44.4% - African American</td>
<td></td>
<td></td>
<td>63.1% African American</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>15.7% Hispanic</td>
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</table>
### FAMU-SON Applicant Characteristics 2019 - 2020

<table>
<thead>
<tr>
<th>Graduating Year</th>
<th>Black or African American</th>
<th>Asian</th>
<th>Hispanic/Latinx</th>
<th>White</th>
<th>Two or More Races</th>
<th>FAMU Natives</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020 – 2021 (n= 23)</td>
<td>20</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
<td>12</td>
</tr>
<tr>
<td>2019 – 2020 (n= 72)</td>
<td>69</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
<td>49</td>
</tr>
<tr>
<td>2018 – 2019 (n= 97)</td>
<td>94</td>
<td></td>
<td>2</td>
<td>1</td>
<td></td>
<td>55</td>
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</table>
## Annual Recruitment Goals

### 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

<table>
<thead>
<tr>
<th>Targeted Programs</th>
<th>Description</th>
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<tbody>
<tr>
<td>PharmD</td>
<td></td>
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<tr>
<td>Nursing</td>
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<tr>
<td>Physical Therapy</td>
<td></td>
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<tr>
<td>Occupational Therapy</td>
<td></td>
</tr>
<tr>
<td>Health Sciences</td>
<td></td>
</tr>
<tr>
<td>Cardiopulmonary Science</td>
<td></td>
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<tr>
<td>Healthcare Management</td>
<td></td>
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<tr>
<td>Public Health</td>
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</table>

**ROI for FAMU**
- Increased student success outcomes
- Increase in program rankings and reputation
- Better positioned to address Florida’s workforce and community needs

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<tr>
<td>Resource Needs</td>
<td>$630K Investment</td>
</tr>
</tbody>
</table>

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

Nursing
• Accreditation/Regulatory

Pharmacy
• Accreditation
• NAPLEX Scores
• Service on Evaluation Teams

Physical Therapy
• NPTE Scores
Questions?