

Potential Impact of Adopting NursingCAS: Cost Savings and Efficiencies Gained Case Study

The Opportunity

Adopting NursingCAS (the centralized application service for nursing schools) creates efficiencies leading to increased productivity and to positioning a program for growth in the race to meet enrollment targets and identify best-fit students for programs

The Challenge

The U.S. Department of Labor expects the nursing profession to increase by 19% by 2022 to meet the healthcare needs of a growing and aging population. Nursing Shortages mean that schools must do more to attract new students into the profession, but older solutions in place processing applications often stand in the way. Schools using NursingCAS have benefited from applicant pool expansion and increase efficiency.

- Tight budgets impede hiring additional staff, so identifying efficient solutions is imperative for those invested in the process. Hybrid application processes that involve paper are inefficient and may lead to errors in calculations, data entry, and filing.
- Many nursing schools have adopted NursingCAS to facilitate hitting enrollment targets to meet an operating budget and to provide a streamlined admission process for applicants who are able to use one online tool to research schools and programs they may want to apply to immediately or in the future.
- NursingCAS is an efficient and low-cost solution, allowing schools to focus on recruiting and advising applicants. The web-based tool is accessible online from any location by any user, and cloud capabilities help

Benefits

Applicants benefit from an interactive online application with real-time status updates, submission of one set of documents for one or more schools, and mobile alerts, all of which result in easier navigation of a complex process. Schools benefit from a simplified application process with a dedicated team available to answer questions, provide training, and complete a high volume of processing and verification of transcripts with speed and accuracy. Other benefits to participating schools are reliable data, on-demand customizable reports, and, marketing of program offerings and available seats via email blasts to a robust applicant pool. Additionally, schools benefit from the unique ability to access comparative data to see how their applicant pool compares to the national applicant pool.

Typically, a school with approximately 500 applications would have to manually process applications by an administrative staff member, who in addition to other duties would be inundated by phone calls and emails from applicants asking about status of supporting materials. This staff person is typically tasked with performing manual GPA calculations, filing, and photocopying applications to prepare files for admissions review. The cost associated with photocopying, stuffing envelopes, and distributing files adds up. NursingCAS provides a completely paperless process which eliminates the school's administrative burdens related to application processing.

To calculate the impact of adopting NursingCAS at your school visit:
nursingcas.org/roi-calculator.html



Key Cost Savings

When a school participates in NursingCAS, the customer service team handles all applicant inquiries, calculates GPAs using sophisticated software, and processes supporting documents; freeing up the school's staff time so they can focus on other priorities. This allows participating schools to save money, reallocate resources, and deploy their staff to devote time to recruitment, advising, or completion of grants. Additionally, NursingCAS is free to schools. Most software solutions for admissions and online applications range in cost from \$20,000 - \$50,000 per year.

A program with an applicant pool of 500 could save approximately \$33,000 annually by participating in NursingCAS. This is due to efficiencies that can be accomplished in one application cycle because the NursingCAS operations team does processing, not the schools, allowing schools to hire recruiters or use savings toward marketing programs or other areas of interest. Direct benefits included no cost of participating in NursingCAS, free Webinar training for staff, and increased staff productivity leaving more time to devote to local and national recruitment events.

Financial Analysis

The analysis was based on a nursing program with 500 applications in one admission cycle per year. The overall annual and five-year savings would be greater for larger programs and for programs that hold multiple admission cycles within a year. Because NursingCAS provides a solution meeting the needs of applicants and schools, efficiencies are achieved. Applicants apply once; schools receive all required documents, releasing staff to identify best-fit applicants for the school. The small program used for this analysis, realized per applicant savings was \$66. In addition, since most schools using NursingCAS see application volumes increase, there may be additional savings from increased program exposure.

Estimated Cost to Process Applications Prior to NursingCAS:

Staffing	Tasks	Costs
FTE Administrative Assistant	Opening mail, postage, processing documents, filing, data entry, copies, printing, and answering calls and emails	.5 FTE x 30,000 = \$15,000
Temporary Help During Peak Times	Answer telephones and open mail	\$4,500
Personnel, FTE, Enrollment Manager	Calculate GPAs, quality control, prepare reports, and notify candidates of status	.30 FTE x \$45,000 = 13,500
		Minimum Total: \$33,000

Potential Savings Yielded by Participating in NursingCAS:

Size of Applicant Pool	500
Admission Cycle	One Semester
Duration of Savings	Six Months
Savings (assuming one admission cycle)	\$33,000 Minimum
Present Value of Using NursingCAS Over Five Years (@ 5% Discount)	\$142,872
Annual Per Applicant Savings (500 applicants)	\$66.00
Expensed Cost:	Time to learn a free web-based software
Hardware:	None
Staffing:	No additional personnel required
Training:	Available upon request (no cost)