Summary Brief: Results of Survey Regarding the Step Ahead BSN Brochure

Prepared for the Academic Progression in Nursing project at the MA Department of Higher Education

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In August of 2016 the UMass Donahue Institute (UMDI) worked with the Academic Progression in Nursing (APIN) project at the MA Department of Higher Education to develop and implement a survey regarding usage and impressions of the Step Ahead BSN brochure that was being utilized by APIN to inform RNs and LPNs about the benefits of, and opportunities for, going back to school to obtain a bachelor’s degree in nursing (BSN). Access to the survey was through an open link that was distributed to members of the Massachusetts branch of the American Nurses Association (ANA) via email as a news flash (Subject line: “The MA Action Coalition requests your input!”). Fifty-one (51) individuals responded to the survey by the end of August. During September, preliminary results were reviewed and it was decided to reopen the survey to gather more respondents. This was done in October, again through a news flash email to the MA ANA mailing list. This second request resulted in an additional 24 respondents for a total of 75.

Respondent Characteristics

The vast majority of respondents were from hospital settings: 53% of the question respondents (N = 38) reported they worked at an academic hospital, 29% reported they worked at a community hospital and 18% reported they worked at a long-term care facility. Furthermore, the majority of respondents already possessed degrees that were actually higher than a BSN: 60% of the question respondents (N = 64) reported they held a master’s or doctorate degree, 15% reported they already had a bachelor’s degree, while 25% reported they held associate’s degrees or diplomas. Most respondents did not supervise staff: 61% of the question respondents (N = 64) reported they did not supervise staff compared to 39% who reported that they did.

Opinion of the Step Ahead BSN Brochure

The majority of respondents (88%, N = 75), were not familiar with the brochure prior to seeing it with the survey. Only nine (12%) of respondents reported they were familiar with the brochure. Across both types of respondents (familiar and unfamiliar), the vast majority reported that they found the brochure to be useful: 77% (N = 64). Of those who found the brochure to be useful, 61 (95%) responded to a follow-up question concerning in what ways they found the brochure to be useful. Of these 61 question respondents, 67% reported that the brochure reinforced what they knew about the value of a BSN, 23% reported that it informed them of the value of a BSN, 8% reported that is reinforced their desire to get a BSN, and 5% reported that it led them to think about getting a BSN. Overall, 91% of respondents (N = 63) reported that they found the brochure to be informative or very informative. When asked whether they would share the brochure with anyone, 73% (N = 64) of respondents reported that they would while 27% reported that they would not.