



Colleges of Distinction Nursing Field of Study Recognition

We are excited to spotlight already recognized Colleges of Distinction that deliver leading-edge Nursing programs. According to Bureau of Labor Statistics projections, there will be more than 1 million jobs for registered nurses by 2022. Vanderbilt University researchers report that the shortage in 2025 will be twice the size of any nurse shortage “since the introduction of Medicare and Medicaid in the mid-1960s.”

Earning a Nursing Recognition

Institutions that earn the Nursing Recognition exhibit high-impact practices in both their overall undergraduate programs as well as their Nursing programs. They further excel in the way they meet criteria specific to their Nursing programs:

Stability: The program program has been active at least 10 years, has shown stability in the number of degrees awarded annually

Excellence: The program’s faculty have earned awards and peer recognition for its experience and research, and is nationally accredited by such organizations as:

ACEN: Accreditation Commission for Education in Nursing

CCNE: Commission on Collegiate Nursing Education

Practical Experience: The program requires that students engage in residency or clinical work

High Mastery Rates: A high percentage of the students regularly pass such standardized exams as the NCLEX, HESI A2, etc. Regional leadership in pass rates is also considered.

Dedicated Advising and Counseling: The program has academic advisors/counselors and career counselors who are dedicated exclusively to Nursing majors.

Liberal Arts Exposure: The program is supplemented by a general education curriculum that is multidisciplinary and based in the liberal arts. Such studies help ensure that students develop their problem solving, critical and out-of-the-box thinking skills, practice leadership, and understand a variety of worldviews and perspectives—all crucial factors that set nurses apart as the most compassionate and competent caretakers.

High-Impact Practices that are tailored to Nursing majors.

Industry connections: Whether through job placement, internships, co-op opportunities, advisory councils or networking activities, the institution provides students with a multifaceted approach to build career connections in the field.

Using the Nursing Recognition

As with other marketing assets that Colleges of Distinctions provides its members, institutions can use their Nursing Recognition to:

- Attract and enroll prospective students
- Cultivate donors
- Develop corporate partnerships
- Build connections with employers
- Hire top faculty
- Strengthen grant proposals

This [Marketing Best Practices](#) document provides some ideas for how to use assets like the Nursing Badge in each of the preceding areas. This [Maximizing Recognition](#) document illustrates how institutions have integrated assets like the Nursing Badge into their enrollment marketing plans.

Questions?

If you have questions about whether your institution qualifies for a Nursing Recognition or how to make the best use of it, please contact:

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