

**GOOD SAMARITAN COLLEGE  
OF NURSING AND HEALTH SCIENCE**



**FY 2009 ANNUAL REPORT  
JULY 1, 2008 – JUNE 30, 2009**

Good Samaritan College of Nursing and Health Science  
Cincinnati, Ohio

Annual Report FY 2009

The Good Samaritan College of Nursing and Health Science have completed its eighth full year of operation. It has been a very exciting and fulfilling year of accomplishments. Fundamental to all accomplishments and activities is striving for the mission, vision, and goals of the College.

**Mission** The Good Samaritan College of Nursing and Health Science identifies itself as a specialized college of higher education committed to educating men and women for careers in nursing and other health related fields in the greater Cincinnati region. The college is a private, catholic institution that fulfills its mission by addressing the needs of qualified students of differing interests, plans, expectations, and ages.

**Vision** To be the regional leader in providing nursing and health care education in a unique catholic and hospital-based college environment.

**Goals** As a mission-based organization, the following goals express the values for which we strive:

- Emphasize a Christian value orientation to life.
- Create a caring environment that allows each individual to feel personally satisfied and reach his/her fullest potential.
- Promote academic excellence.
- Embrace excellence in the practice of nursing.
- Serve the community.
- Graduate a student who embodies the traditions and reputation of the College.
- Foster in each graduate an ongoing commitment to the experience of learning and to this educational institution.

### **Board Accomplishments**

The focus of the College Board of Trustees this year centered on providing its guidance to the President and the college administration. Discussions continued on master facilities planning but at the conclusion of the first quarter it was very apparent from the economic conditions of the country, the developing a funding plan for new facilities would have to be on hold. Retirements of four board members in the next two years completing their terms of office also dominated discussions.

## College Accomplishments

The activities of the College are extensive. With admissions and graduation twice each year, we implement our academic plan twice each year as well. Student orientation and activities go on throughout the year. A review of the President's Quarterly report gives an ongoing representation of these events. One major activity was the completion of the full implementation and activation of the new data management system.

## Strategic Plan

The strategic plan called for the achievement of ten key process initiatives that were all accomplished this year. Additionally there are annual benchmarks set for College operations that are reported routinely. Following is a summary.

<p><b>Implement Assessment Committee's plan for engaging students in learning 2009.</b></p>	<p>Assessment Days started as a regular event in Fall 2007. Two days held last academic year. The Fall 2008 Assessment Day scheduled in October will specifically include students in the presentation. The Fall 2008 Assessment Day was very well received by students, staff, and faculty in attendance. A proposal to bring in an outside speaker for one of the 2009-2010 assessment days was approved. Spring Assessment Day held April 6, 2009 focused on learning centered environment. Meeting in late April with a potential consultant to provide a short seminar for faculty before the start of the 2009-10 AY; and to also attend the Fall 09 Assessment Day. Consultant confirmed and scheduled.</p>
<p><b>Indicators of standardized testing drive the setting of entrance to the college standards, criteria, benchmarks, and program. 2009</b></p>	<p>An initial Faculty proposal to change admission standards was presented to Admissions Committee October 6, 2008. Inasmuch as this proposal was the first test of the standardized data, a Strategic Initiative Task Force was formed to consider all the analysis related to admissions. The task force membership has four faculty and two staff. Committee implemented work through the PLAY cycle and data mining and analysis complete. An initial set of criteria have been determined and tested on student data. A recommendation for new Admission Criteria is determined and forwarded to Enrollment Management Committee for Approval and to the Faculty Senate for information. The recommendation for new criteria was approved and to go into effect July 1 for all new applicants.</p>

<p><b>Continue move to paperless record keeping. 2009</b></p>	<p>Scanning hardware and software installed on all support staff computers. All staff trained on use of adobe. Beginning process of doing paperless minutes. With implementation of Sonis, paperless distribution of course materials has begun. Other approaches include using an electronic bulletin board, electronic clickers in the classroom and communication by email. We determined to do Direct lending for financial aid and developed a new student acceptance process using Sonis.</p>
<p><b>Establish a “Quick Start” communication process for newly accepted students. 2009</b></p>	<p>Data Conversion underway. Plan to go live third week of October. Quick start instruction for student email implemented successfully. 12/08 – Data converted; went live November 10<sup>th</sup> with great feedback from students. Changes made to registration/orientation by combining the activities and moving them two months prior to semester start. An admissions flow process is developed to expedite new student integration into the college.</p>
<p><b>Extend learning and assessment planning to non-academic divisions of the college. 2009</b></p>	<p>Enrollment Management and Student Services have developed Goals and Assessment Plan.</p>
<p><b>Determine capability and required state and national approvals for elective courses. 2009</b></p>	<p>Plan to include with re-authorization process with Ohio Board of Regents. Initial Informal discussion was held with the OBR regarding institutional re-authorization and program approval. A new Learning Community course is being designed with the intent of required pass/fail course for all students. The course would be for credit but not count toward the degree. Course to be implemented fall '09.</p>
<p><b>Define “scholarly activity” for our college. 2009</b></p>	<p>Scholarly activity definition accepted by faculty at May meeting.</p>
<p><b>Educate all college employees on Learning Focused Institutions 2009</b></p>	<p>General Education faculty and staff of Enrollment Management and Student Affairs are becoming fully engaged in the assessment of outcomes related to their areas. General Education is undertaking a program review. Nursing Faculty fully engaged in the assessment of outcomes. Nursing continues to do program review on an annual basis. Presently in the process of revising the curriculum.</p>

<b>Assure a competitive market position regarding salaries and benefits for faculty. Annual</b>	College participated in all agency voluntary/required reporting. AHSEC benchmarking data complete with finding that the college is competitive in the specialized college arena. HR completed a review with most same results. Some adjustments made to Dean and Dept. Chair T-code ranges.
<b>Utilize the Human Resource Department "Success Factors" program for identifying future leaders. 2009</b>	Success factors have been initiated for all college employees.
<b>Establish a collegiality program that encompasses team building through professional and social activities. 2009</b>	A collegiality committee is formed. A survey is developed and distributed to staff and faculty, results tabulated and shared at College Assembly. Based on survey results a plan is developed to build collegiality. Golf Outing 6/8; Administration attended TriHealth Corp. Ed.'s DISC program.
<b>Incorporate K – Building expansion into the college environment. 2008-9</b>	Eighth floor transition is complete last academic year. College took over primary use of the auditorium and has incorporated into room scheduling.
<b>Establish funding plan to complete facility update. 2009</b>	Economic recession put hold on developing plans. Two meetings held with new CFO who has also toured our current facility. We continue to monitor the commercial market for opportunities. At end of year, evaluating opportunities of Hebrew Union College.
<b>Complete implementation of new logo into the branding image of college marketing tools. 2009</b>	Logo being used by AICUO advertisement. Logo being used in new email/Sonis programming. Decision is made to no long produce a printed catalog. The new designed electronic catalog will use the branding image.
<b>Investigate articulation relationships with area LPN programs. 2008-9</b>	Data is collected on demand. The college is presently able to accommodate interested candidates. An agreement with Christ Hospital College of Nursing to provide 10 slots in their LPN Transition Course for our candidates. There is no need to offer a Transition Course at the college at this time. Completed
<b>Develop more scholarships for students. (goals set annually with Foundation)</b>	Private scholarship giving increasing. Grant submitted to GSH Foundation. Economic recession impacting scholarships for next year. The college was awarded a two year grant for \$150,000 from GSH Foundation to cover unfunded and underfunded scholarships as a result of the economic downturn. The college awarded a \$100,000 Schell Foundation for a loan program.

## **Assessment Plan**

The Assessment Plan for the College provided the focus for continuous improvement of the College as well as structure and information for the Higher Learning Commission and National League for Nursing Accrediting Commission accreditation processes. The plan has three levels. The first level involves institutional assessment, the second level is program assessment, and the third level is course assessment. There were 25 key process initiatives assessed this year.

## **Financial**

The financial picture for the College is stable. The College was below budget for revenue and was better than budget for expenses with a positive contribution margin of \$38,528 or 2.0%.

## **Human Resources**

One of the most important strengths of the College is the faculty and staff. They are extraordinarily talented with credentials and experience that provides the students with the highest quality academic program and services. Human resources were a challenge this year as the faculty shortage created more of an impact on the College and remain one of our greatest challenges. Vacancies during the year were bridged using a combination of adjuncts and partnerships with other agencies. Maintaining internal and external equity in salary and benefits for recruitment and retention continues as a challenge.

Positions include:

- 1 President
- 4 Deans
- 4 Department Chairs
- 3 Managers
- 34 Teaching Faculty
- 10 Professional Staff
- 13 Support Staff
- 5 Adjuncts (2 General Education and 2 Nursing)

## **Facilities**

Facility resources continue to be utilized at capacity. Progress on a funding plan to implement any of the options was put on hold as a result of the economic recession. The 8<sup>th</sup> floor of the K-building has been fully utilized as a clinical skills lab with human patient simulators. The college assumed primary use of the 7<sup>th</sup> floor auditorium of the K-building for classroom space and special events.

## Operational Benchmarks

1. Dept./Division Budget Contribution margin:	Target: + or -2% of department/division contribution margin (Corporate Goal) (\$2,051,088)	Actual: (\$2,012,560) = Variance \$38,528 = 2.0%
2. Service Quality:	Target:	Actual:
· Student Opinion	=>3.87, within var. – exceeds 4.01	4.33
· Student Course Evaluation	=>4.16, within var. – exceeds 4.20	4.18
· Graduate Survey	=>4.47, within var. – exceeds 4.69	4.52
· Employer Survey	=>4.26, within var. – exceeds 4.44	4.40
· Lib. Overall Satisfaction	=>4.30, within var. – exceeds 4.41	4.70
· Lib. Courtesy/Friendliness	=>4.30, within var. – exceeds 4.41	4.70
· Lib. Timeliness of Service	=>4.30, within var. – exceeds 4.41	4.70
3. Technical Quality:	Target:	Actual:
· OBN Success Rate	Calendar Year: =>95% of Nat.Ave.-exceeds =>95%	2008 pass rate = 87.6; Nat'l avg for ADN = 78.2
· Annual Attrition Rates	<17.5% - exceeds <14.09%	6.1% (AY attrition from program)
4. Growth:	Target:	Actual:
· Total Student Body	280 – exceeds 295	377 (AY 08-09 undup.)
· Students in Nursing	180 – exceeds 196	307 (AY 08-09 undup.)
5. People:	Target:	Actual:
· Perf. Review rate	100% (Corporate Goal)	100%
· Turnover rate	=<23.8% (Corporate Goal)	6.6%
· Vacancy rate	=<7.6% (Corporate Goal)	2.0%

## Recruitment

The College functioned throughout the year exceeding our general capacity for students. There were 377 (unduplicated headcount) total students in the College this year. This was accomplished by maximizing part-time student placement in courses. The College processed 454 applications and accepted 252 students. Admissions are virtually full through January 2011.

## **Financial Aid**

Financial aid is a major service provided by the College for the students. This year the Admissions/Financial Aid office processed \$2,652,900 in grants, scholarships, and loans for students, a three and one half percent increase over last year. The economy increasing government restrictions is having significant impact with a big increase in student loans.

## **Development and Alumni**

The support of alumni and benefactors of the College is very important. The annual fund campaign with alumni set a goal of \$115,000 this year. The total raised was \$124,822 coming from alumni annual fund campaign. In addition, \$300,000 from six (6) new planned gifts, \$223,000 from nine (9) other major gifts, and \$5,000 from Women of Compassion gifts were secured. The Alumni Association was also active for its members by offering two education programs; two travel opportunities, Young-at-Heart Luncheon, three publications of our newsletter, and the annual homecoming event.