



Introduction

- The University of Wisconsin Oshkosh (UWO) College of Nursing (CON) has a robust undergraduate and graduate program located in the Midwest.
- There are 8,520 alumni located in all states and regions in the US except Delaware.
- Alumni engagement plays a crucial role in university pride, retention, and future enrollment.

Problem Statement

- The problem is that with its large alumni base, the CON does not have an alumni chapter for its graduates.
- The PICOT statement guiding this project: *In alumni, how does the development of a nursing specific alumni chapter, compared to no specific chapter, affect alumni membership and engagement at the university?*

Purpose

- The purpose of this project is to develop the first nursing alumni association chapter for UWO CON.

Aim

- Develop a robust nursing alumni association chapter for UWO's CON alumni that upholds the values of altruism, autonomy, human dignity, integrity, and social justice.

Objectives

- Increase alumni engagement and participation at university sponsored events
- Foster and advance compassionate nursing care and practice
- Promote professional advancement of members
- Encourage members to practice benevolence and philanthropy on a personal and professional level

Literature Review

- 33.4% of adults aged 25 and older have a bachelor's degree.
- A strong alumni relation creates the opportunity for alumni to give back with monetary and nonmonetary donations.
- Alumni undertake the role of a university ambassador and promote their institution by sharing positive experiences and opportunities with others.
- Participation in alumni chapters allows members to develop career related goals, establish leadership values, utilize critical thinking skills, and synthesize and apply new concepts.

Theoretical Model

- Bruce Tuckman's Model of Group Development was the theoretical model used to guide this project.



Quality, Ethics, and Human Subjects Protection

- UWO IRB approval was requested and granted for this project.
- Membership to the chapter was open to all alumni of the CON. Alumni participation was voluntary.

Project Design and Data Collection

- Collaboration for the project began in August 2020 with the project chair, the Director of Alumni Relations, and the Marketing Manager of UWO.
- CONTACT magazine story feature published on August 27, 2020.
- Introductory video for alumni chapter sent to alumni at the end of September 2020.
- Membership sign up link included on UWO CON website for interested alumni at the end of September 2020.
- Facebook page for the chapter created and active since October 2020.
- A reminder email was sent on November 9, 2020 for alumni to attend the Town Hall.
- Introduction of Nursing Alumni Association Chapter and Town Hall with Post-Licensure Program Director and Assistant Dean, Pre-licensure Program Director/Assistant Dean, CON Dean, and the Director of Alumni Relations via Collaborate Ultra on November 10, 2020.

Results

- 30 participants attended the Town Hall on November 10, 2020.
- Since March 2021, the UW Oshkosh College of Nursing Alumni Association Chapter Facebook page gained 130 likes and 146 followers.
- The CON Alumni Association Chapter currently has 15 members.



Alumni interested in joining the chapter can do so by scanning this QR Code.



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Conclusion

- A strong and engaged alumni base positively impacts a university.
- Continuous alumni engagement leads to an increase in enrollment and retention rates, donations to the institution, and positive marketing.

Recommendations

- Determine if your institution has a nursing alumni association chapter.
- Evaluate mission statement and objectives of nursing alumni chapter at your institution.
- If your institution does not have a nursing alumni association chapter, collaborate with the alumni association center and college of nursing to develop one.

Acknowledgements

- Thank you to all the supporters who contributed to the success of this project.
- Dr. Bonnie Nickasch, Scholarly Project Chair
 - Janice Stark, College of Nursing Director of Advancement (now retired)
 - Christine Gantner, Director of Alumni Relations
 - Elizabeth Smith, Marketing Manager
 - Dr. Jason Mott, Pre-Licensure Program Director and Assistant Dean
 - Dr. Judith Westphal, Dean of the College of Nursing
 - University of Wisconsin Oshkosh College of Nursing alumni, students, faculty and staff