Annual Report
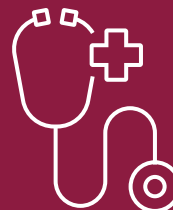## 2023

ASU Edson College of Nursing and Health Innovation

Arizona State University

Index

Dean Judy Karshmer

Dear friends and colleagues:

2023 has been an exciting year for the Edson College of Nursing and Health Innovation. As you will read in the following pages, we have launched new programs and initiatives and seen a number of faculty recognized for their exemplary contributions to the fields of nursing and health care. We've also expanded to the West Valley campus and Polytechnic campus – all in an effort to ensure we are serving students in the locations that best fit their individual needs. In addition, we saw a formal launch of DEIB initiatives, applied for and received substantial grant and research funding, and expanded our reach into the California market. 2023 also ushered in the exciting news of the advancement of ASU Health, a university-wide initiative in which Edson College will play a pivotal role. You can learn more about this on (PAGE 28).

Looking ahead, 2024 looks to be even more eventful. We will introduce a mobile SIM lab, partner on a mother-and-child health mobile unit with the March of Dimes, and we're preparing to launch ASU health clinics to serve the needs of our communities. We will also host the international CyberPsychology, CyberTherapy, and Social Networking (CYPSY) conference in September, as well as throw a Gala Dinner at the beautiful Desert Botanical Gardens in Phoenix. We're also proud to be involved in Healthy Tomorrow AZ, a program of the Arizona Board of Regents designed to address critical healthcare needs in Arizona. This innovative program aims to cultivate a robust healthcare workforce by fostering collaboration between universities, healthcare providers and community organizations.

I would like to take this opportunity to express my sincere thanks and gratitude to our staff, faculty, students, partners, alumni and advisory councils for all you do to help advance the mission and support the values of the Edson College of Nursing and Health Innovation. Here's to an exciting 2024!

Enrollment Trends by Program (Fall Enrollment)

State of the College

	Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Undergraduate							
Community Health	894	991	962	1030	1055	1132	1114
Health Care Compliance and Regulations	26	36	99	217	260	221	185
Health Care Coordination	130	207	278	271	232	226	175
Health Entrepreneurship and Innovation	77	184	252	230	214	207	227
Integrative Health	298	323	347	405	374	331	275
Nursing BSN – Direct Admit	374	432	513	585	775	660	556
Nursing BSN – Prelicensure	412	413	439	506	630	624	807
Nursing BSN – RN-BSN and CEP	961	1179	1348	1440	1425	1185	1098
Graduate							
Aging				1	23	32	32
Clinical Research Management	92	99	118	136	148	125	123
Health Care Simulation						2	2
Master of Healthcare Innovation (MHI)	84	61	69	92	103	87	103
MS Nursing	24	29	21	33	67	97	180
MS Nursing – MEPN			30	75	98	91	65
Regulatory Science	0	3	16	45	102	115	119
Certificates	9	5	3	4	5	4	12
Doctoral							
Doctor of Nursing Practice (DNP)	223	227	255	234	229	221	210
NP Cert	10	3	7	11	8	8	7
PHD	39	38	40	36	36	40	34
Non-degree	6	7	7	11	8	8	7
Total	3659	4237	4805	5370	5791	5418	5340

MS Nursing and MS Nursing (Nursing Education) experienced significant growth in fall 2023 and spring 2024 due to grant funding opportunities.

Fall 2023 Enrollment Ethnicity

Minority/Non-Minority

2,738 51.3%	2,602 48.7%

Underrepresented Minority/Other

2,201 41.2%	3,139 58.8%

		Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
Minority	American Indian/Alaska Native	1.9%	1.9%	1.7%	1.4%	1.7%	1.8%	1.8%
	Asian	7.8%	7.5%	7.9%	8.4%	8.5%	8.3%	8.4%
	Black/African American	5.7%	5.3%	5.9%	6.5%	6.6%	6.7%	6.4%
	Hispanic Latino	25.3%	26.0%	26.3%	26.2%	26.7%	27.8%	30.3%
	Native Hawaiian/Pacific Islander	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.2%
	Two or More Races	3.3%	4.0%	4.0%	4.1%	4.3%	4.6%	4.2%
	Total	**44.4%**	**44.9%**	**46.1%**	**46.9%**	**48.2%**	**49.4%**	**51.3%**
Non-Minority	White	54.5%	54.2%	51.8%	49.9%	47.9%	46.3%	44.5%
	International	0.7%	0.7%	0.8%	1.2%	1.6%	1.6%	1.0%
	Unspecified	0.4%	0.3%	1.2%	2.0%	2.3%	2.6%	3.2%
	Total	**55.6%**	**55.1%**	**53.9%**	**53.1%**	**51.8%**	**50.6%**	**48.7%**
	Total	100%	100%	100%	100%	100%	100%	100%

Degrees Awarded

	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Undergraduate					
Community Health	50	89	76	75	100
Health Care Compliance and Regulations	7	11	21	48	39
Health Care Coordination	16	32	58	60	44
Health Entrepreneurship and Innovation	34	79	77	62	45
Integrative Health	38	48	46	54	52
Nursing BSN – Prelicensure	233	296	264	406	371
Nursing BSN –RN-BSN and CEP	260	416	490	628	465
Graduate					
Aging					19
Clinical Research Management	43	45	58	67	64
Health Care Simulation					2
Master of Healthcare Innovation (MHI)	34	30	40	45	45
MS Nursing	16	9	6	16	26
MS Nursing – MEPN			29	37	86
Regulatory Science	0	3	11	30	43
Certificates	2	4	3	2	4
Doctoral					
Doctor of Nursing Practice (DNP)	50	75	77	68	62
NP Cert	3	4	18	7	8
PHD	4	8	2	2	6
Total	**790**	**1149**	**1276**	**1607**	**1481**

Enrollment: Looking Ahead

Spring 2024 Enrollment Comparison			
	2023	**2024**	**%**
Undergraduates			
Total First-Year Student	25	23	-8.0%
Total New Transfer	138	138	0.0%
Total Returning	144	128	-11.1%
Total Continuing	3,437	3,503	1.9%
Total Undergraduates	3,744	3,792	**1.3%**
Graduates			
Total New Graduates	104	133	27.9%
Total New Non Degree Graduates	6	16	166.7%
Total Continuing Graduates	640	775	21.1%
Total Graduates	750	924	**23.2%**
Total			
Total	**4,494**	**4,716**	**4.9%**

Fall to Spring Retention Rates for Full-Time First-Year Students 12/11/23

Entry Term					
Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023
91.7%	92.3%	87.7%	94.3%	95.6%	95.8%

Fall 2024 – Undergraduate Immersion
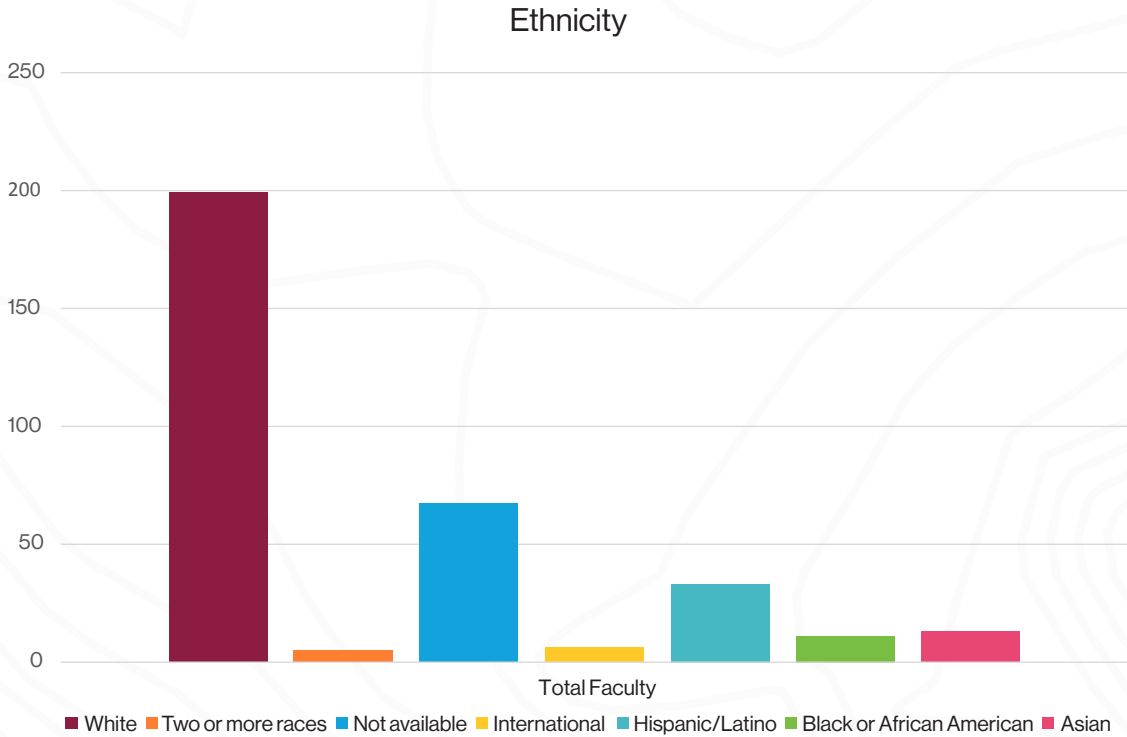
Admitted	Deposits*
2,005	80
One Year: 1,435	One Year: 51
▲ 39.7% (1338)	▲ 56.9%(29)

MS Nursing and MS Nursing (Nursing Education) experienced significant growth in fall 2023 and spring 2024 due to grant funding opportunities.

Faculty

Edson College Faculty
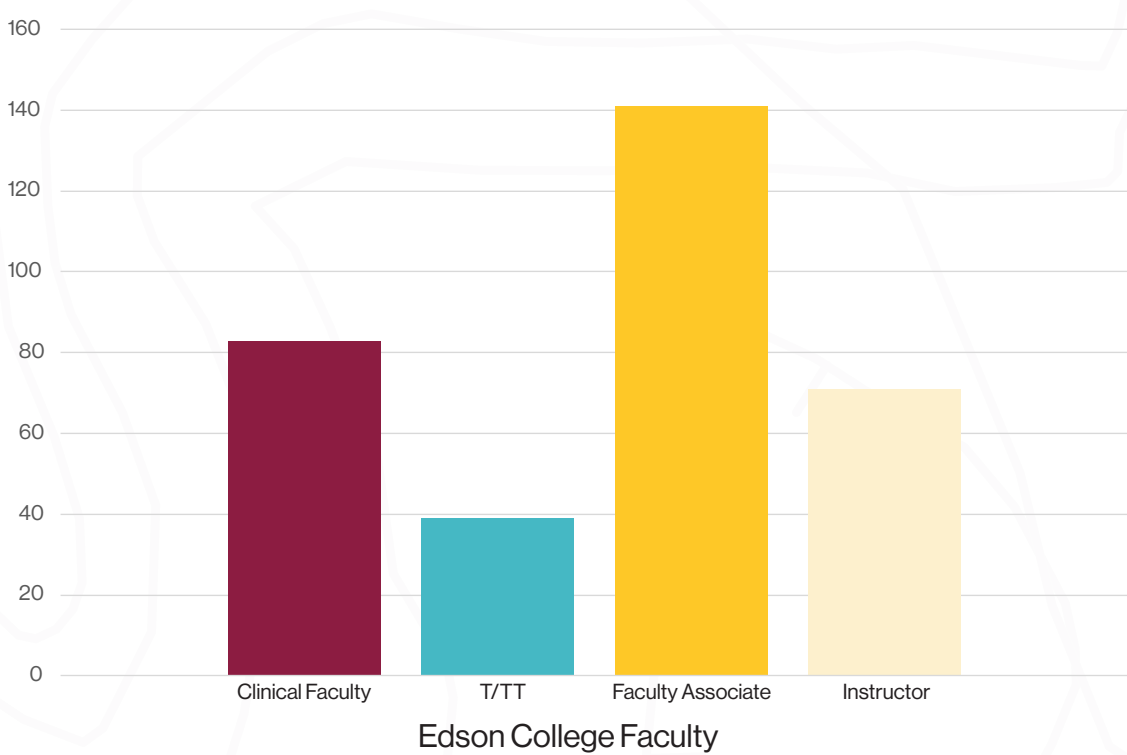
Clinical Faculty: 83

T/TT: 39

Faculty Associate: 141

Instructor: 71

Ethnicity

Total Faculty

■ White ■ Two or more races ■ Not available ■ International ■ Hispanic/Latino ■ Black or African American ■ Asian

White: 199

Two or More Races: 5

Not Available: 67

International: 6

Hispanic/Latino: 33

Black/African American: 11

Asian: 13

Recognitions

Awards

Professor Natalie Heywood
President's Special Recognition award from the National RN-Baccalaureate Faculty Forum (NRFF)

Center for Advancing Interprofessional Practice, Education and Research (CAIPER)
National Academies of Practice Creativity in Practice and Education Award

Director Angela Lober and team
IBCLC Care Award from the International Lactation Consultant Association

Executive Director Nika Gueci
One of the Top 50 Women Leaders in Arizona

Clinical Assistant Professor Erin Tharalson
2023 American Association of Colleges of Nursing Novice Faculty Teaching Award - Didactic

Assistant Professor Fiorella Carlos Chavez
National Latinx Psychological Association's Distinguished Professional Early Career Award

Assistant Professor Angel Algarin
National Hispanic Science Network's National Award of Excellence in Research by a New Investigator

PhD student Lakshmi Nair and her team at the Arizona Indian Nurses Association
DAISY Team Award for Advancing Health Equity

Clinical Professor Cheryl Schmidt
Outstanding Community Service Award by The Ohio State University College of Nursing Alumni Association

Associate Professor Alyssa Robillard
Public Health Education and Health Promotion Materials Contest award

Clinical Professor Debra Hagler, Professors Kim Day, Brenda Morris, and Rita Wermers
"Lewis's Medical-Surgical Nursing: Assessment and Management of Clinical Problems" named 2023 book of the year by The American Journal of Nursing

Dean Judith Karshmer
Az Business magazine's Who's Who in Healthcare list for 2024

Clinical Associate Professor Barbara Marusiak
2023 Michael A. Cusanovich Bioscience Educator of the Year

Clinical Professor Janet E. O'Brien, Clinical Assistant Professor Erin M. Tharalson
Mary Killeen Program for Educational Excellence Award

Lindsay Hoang
ASU Council of Academic Advisors, Outstanding Advisor

Jocelyn Refermat
ASU Council of Academic Advisors, Outstanding New Advisor

Kelly Cue Davis
NIH Merit award
Men's Sexual Risk Behaviors: Alcohol, Sexual Aggression, and Emotional Factors

Fellowships

Professor Ross Andel
American Association for the Advancement of Science (AAAS) Fellow

Professor Kelly Davis
2023-2024 Fulbright U.S. Scholar for the United Kingdom

Presidential Postdoctoral Fellow Tayo Owolabi
2023 Compass Scholar

Assistant Professor Rodney Joseph
Fellowship in the Society of Behavioral Medicine

Appointments

Associate Dean Kathy Kenny
National Organization of Nurse Practitioner Faculties DNP Project/Scholarly Work Taskforce Co-Chair

Clinical Faculty Erin Tharalson
National Organization of Nurse Practitioner Faculties DNP Messaging Committee

Assistant Professor Aaron Guest
Speaker of the Governing Council of the American Public Health Association Treasurer on the Board of Governors for the Accreditation for Gerontology Education Council

DNP Program Director Diane Nunez and Associate Director Danielle Sebbens
National Organization of Nurse Practitioner Faculties, Annual Conference Planning Committee

Research

FY24 progress through October 2023

Metric	YTD	Target
Proposal $	$45,512,645	$144,022,469
Proposal count	60	117
Awards	**$24,678,002**	**$26,520,582**
Expenditures	$6,380,073	$9,890,645

Notable funding sources

Philanthropy - Foundation

FY24 Fundraising goal for Edson College $1.4 million

Launching a new ASU Campaign

Pillars

- Transform Global Education.
- Reshape our relationship with the planet.
- Empower community resilience.
- Build the Future of Health.
- Inspire tomorrow's game changers.
- Advance technology for good.

Workforce Grants

AZDHS

$5,598,124 through **6/30/24 = 104** accelerated nursing graduates **80% for scholarships**

$9,100,300 = Nursing Investment Program.

- Increase the number of new nurses throughout the state.
- Increase the number of nursing faculty prepared to teach.

DOL grant stats

- **45** students admitted in **Fall 23**.
- Added the **RN-MS (NED) pathway.**
- Serving AZ residents with a focus on rural and underserved students.

ANEW grant stats

- **18** DNP students funded AY 2023-2024.
- **3** Partners: Mountain Park Health Center, Denova Integrated Health,
- North Country Health Care.
- Funding for up to **88** DNP students over 4 years to meet workforce needs in rural areas and among underserved populations.
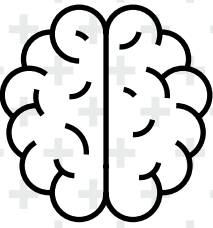
## Access our presidential report

SCAN ME

Mindfulness

- Reached **1,690** students, faculty, staff and community members through **102** events, consultations and presentations from 1/1/2023 – 12/31/23.
- National presentations at conferences: Mindful Leader Summit in DC and American College Health Association in Boston.
- **12** features in local and national news outlets and journals
- Developing academic course series, the first of which will launch in Spring B.

Age-Friendly University

Arizona State University, through the Edson College of Nursing and Health Innovation, has taken over the role of host institution of the Age Friendly University Global Network. ASU, Dublin City University and the University of Strathclyde founded the initiative in 2012. The initiative highlights the unique role higher education can play in responding to the opportunities associated with an aging demographic across societies around the world.

AfU Age-Friendly University Global Network
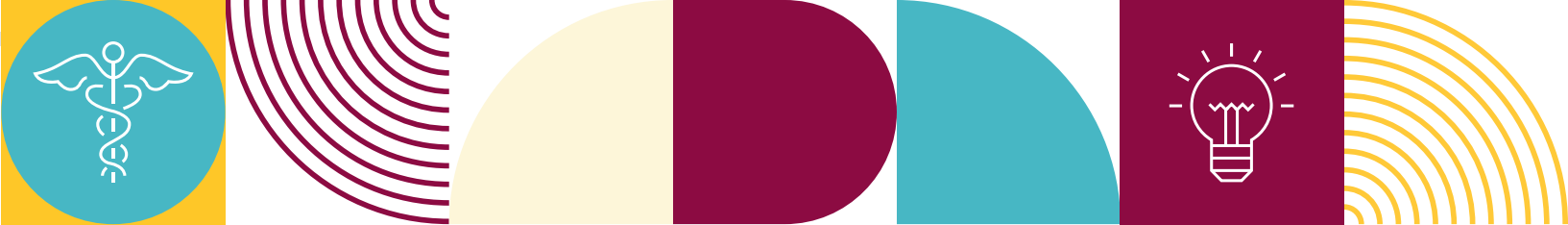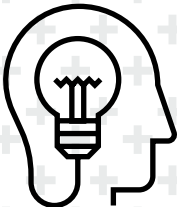
Edson College
2026 Goal Progress
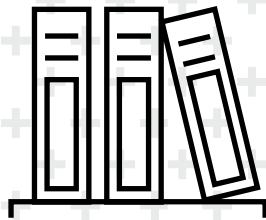
Academic Goals

- In 2023, undergraduate and graduate curriculum committees utilized a new curriculum review template that includes mapping to **6 Edson College Values**. All syllabi are reviewed on a 3-year cycle with mapping to the Edson College to be **75%** complete in 2024.

  Edson College Values:
  1. Discovery
  2. Diversity, Equity & Inclusion
  3. Excellence & Inspiration
  4. Entrepreneurship & Innovation
  5. Interprofessionalism
  6. Personal Well-Being

- Accreditation of academic programs

  - **2024 - CCNE** 10-year accreditation visit 9/2023. All standards met.
  - **2023 - CRM** 5-year program accreditation submitted - preliminary report positive for additional 5-year accreditation.
  - **2023 - HCCR** - program received re-accreditation.
  - **2025 - Grace Center** re-accreditation.
  - Exploring BS Community Health accreditation.

- Goal for all faculty (includes full time, instructors and FA) to have minimum of graduate degree by **2026.**

  - Financial support for full-time, benefits-eligible Edson College Faculty and Staff to complete an Edson College graduate degree through program fee support.
  - **2023 = $108,672.**

Alumni Success Goals

- In 2023, worked with foundation to track alumni and increased survey participation by **15%.**
- Numerous events and event support.
- Induction of new board.
- Built the internal platform to support newly minted mentorship program.
- In 2024, will support an alumni speaker series and career development workshops.

DEIB Initiatives

- Ongoing work with the **DEIB (Diversity, Equity, Inclusion and Belonging)** Council to identify ways to engage the larger College community.

  - The Council will host its first **IMPACT** Summit to collectively and systematically rediscover our potential for inclusion & belonging.

- Engage in the **BELONG** Dialogues to build knowledge and strengthen our capacities to foster welcoming and affirming academic spaces for all.

- Focus on infusing inclusive pedagogies throughout the curriculum to create learning spaces that are identity-affirming and empowering.

Information Technology
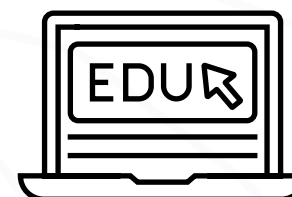
- Launched efforts to complete AV upgrades to Mercado classrooms and conference rooms.
- Began Service Now training to develop catalogue tasks – currently at **10%** completion.
- Further refining inventory – now at **10%** completion.
- In 2024, will focus on updating rooms, refreshing items in need of upgrade.

Strategic Marketing & Communications

- Completed more than **600 projects.**
- Updated or created marketing collateral for all programs and websites.
- Began implementing comprehensive playbooks.
- Launched a well-performing Edson College brand awareness campaign.
- Hosted a Marcom Expo.
- Launched plans for a signature event to be held in September 2024 in conjunction with an international conference.
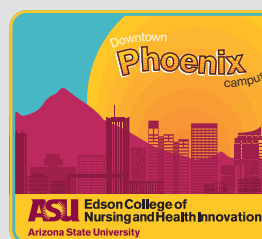

Edson Speakers Bureau

Edson Advocate Network

Edson Influencer Network

Strategic Partnerships & Innovation

- Ongoing partnership development in all health care settings for all levels of students.
- Learning enterprise work focused on up-skilling, re-skilling and certifications for workforce advancements.
- Creating unique learning and practice partnerships with organizations in the delivery of health care.
- Focus on building organizational and corporate relationships for practice and learning solutions.

Edson College Learning Enterprise

- **2 ULCs**, **16** workforce certification programs.
- Goal is to increase **ULCs 1-2** additional courses for conversion & add at least **3** more professional development classes through Career Catalyst.
- **3rd ULC** course launches in January 2024.
- Submitted a grant funding proposal.
- Increase in learner satisfaction levels.
- Generated new revenue in excess of **$166,000.**

Strategic Global Learning Initiatives

- **60%** increase in for-credit and non-credit opportunities available to International markets.
- **60%** increase in revenue from international courses and programs.
- Next year's goals include a **75%** increase in these categories.

Events

This year at Edson College, we hosted over 50 events and programs, ranging from virtual workshops to signature celebrations. Our efforts engaged nearly 9,000 individuals, including current and prospective students, faculty, staff, alumni, visiting scholars, families and members of our community of all ages. We hope, through events, to create everlasting pathways for these audiences to continue their engagement with Edson College in the future.

Havasu Summer Celebration

Homecoming Block Party Parade

Lighting of the Lamp

Havasu Summer Celebration

Family Weekend

Hacking The Human, Innovation Approaches to Wellness

Fall Welcome

Fall Convocation

Lighting of the Lamp

Spring Convocation

Lighting of the Lamp

Open Door

Open Door

Day at the Capitol

Social Media Data 2023

Audience

Total Social Media Audience: 18K up from **17K** in 2022

Followers

f **Facebook 6.8K**

𝕏 **X 2K**

in **LinkedIn 4.5K**

◎ **Instagram 4.6K**

> We've seen steady growth across platforms but LinkedIn is quickly becoming one of our most popular platforms among industry, alumni and employees.

KPIs

Posts across platforms:
1.4K posts - up from **1.2K** in 2022

Post Impressions across platforms:
1.5M impressions - up from **886K** in 2022

Post reach across platforms:
941K - up from **549K** in 2022

Average post engagement across networks
5.46% - down from **6.01%** in 2022

> We got back into social media advertising in 2023 and it shows. Reach and impressions were both up across networks. Average post engagement dipped slightly but that's expected with so many more eyes on our content.

Top Posts

X Image
Post with most retweets

This week is the @BrainHealth4Men conference, which brings together scientists, practitioners & partners to raise awareness about brain science research among Black men. We're excited to take part and share resources from

7 Retweets

LinkedIn Photo
Post with most reactions

Arizona State University - Edson College of N...
Aug 12, 18:01

Please join us in congratulating Edson College Clinical Associate Professor Erin Tharalson on receiving the American Association of Colleges of Nursing (AACN) Novice Faculty Teaching Award- Didactic for 2023! This competitive

135 Reactions

Facebook Carousel
Post with most reactions

ASU Edson College of Nursing and Health in...
May 12, 18:02

We celebrated over 500 Edson College graduates on Wednesday across five ceremonies. Congratulations to the Class of 2023! The future of health care is in your skillful hands.

65 Reactions

Instagram Carousel
Post with highest engagement

asunursingandhealth
Dec 15, 20:02

In our convocation era Sharing a few of the most creative grad caps spotted at this year's ceremonies! If one of these is yours, let us know in the comments #ASUGrad #ASUHealth #ASUNursing #Classof2023 #GradCaps

17.02% Engagement rate

> All of our organic top posts were celebratory in nature or event-focused.

Edson College in the News 2023

Total Earned Media Mentions = 738

Top Publishers

- Washington Post
- Bloomberg
- The Telegraph
- Axios
- AZCentral
- Mother Jones
- The Conversation
- 12 News
- ABC 15

This is just a sampling of the top outlets that covered Edson College in 2023. In addition to human interest stories, we also saw a lot of our research faculty getting coverage for their expertise.

Ad Equivalency = $2.6M

This is based on industry-standard calculations provided by Cision.

This is what it would have cost us to pay for all of the coverage the college earned in 2023.

Aggregate Readership = 1.4B

This is the total publication readership across all the outlets Edson College was mentioned in.

Total Owned Media Mentions = 68

These are stories that appear in ASU-owned outlets, such as ASU News, ASU Foundation, ASU Alumni, etc. Stories posted only on Edson College's website do not count toward this total.

Alumni

With our legacy of care established from our original alumni class of 6 graduates, to the more than **19,500** Edson College graduates who have and continue to shape our community, state, country and world; the pride and honor we have in our alumni population is immeasurable.

Edson College Alumni Board:

The 2023-24 Edson College Alumni Board consists of **16 alumni** from various backgrounds, experiences and career paths. The alumni board meets **4 times a year** with a new class of board members starting their **2-year term** in the summer.

2023 Edson College Alumni Outreach and Events:

Communication:

- **3 customized newsletters by program area.**
- **Targeted Alumni Emails.**
- **Social Media Outreach via LinkedIn, Instagram and YouTube.**
- **Alumni Spotlight news stories.**
- **Comprehensive Alumni Website Presence.**

Programs:

- **New Alumni Mentor Program Communication: Launched Spring 2023**

    - **5** Student and Alumni matches in **Spring 2023**
    - **20** Student & Alumni matched in **Fall 2023**
    - **50** mentor applications for the **2023-24 year**

- **Young Alumni Outreach:**

    - New Targeted outreach at Fall Welcome with interactive activities **20 Student & Alumni matched in Fall 2023**
    - TA Orientation to build brand awareness of Alumni Affinity
    - Class Banner
    - Posters and Popsicles Young Alumni Event
    - Next Steps Marketing Outreach to graduating students

Events:

- Edson College Alumni Socials
- Alumni Bike Ride and Social with the Dean
- Dean's Alumni Town Hall
- Alumni Board's Holiday Dinner with the Dean
- Golden Reunion
- Edson College Homecoming Block Party with Alumni Activities
- Edson College Pat Tilman's Team
- Alumni Board Meetings: quarterly
- Young Alumni Popsicles and Posters Event
- Alumni Tours of Edson College including Grace Center for Innovation in Nursing Education
- Edson College Alumni Panels (Spring and Fall)
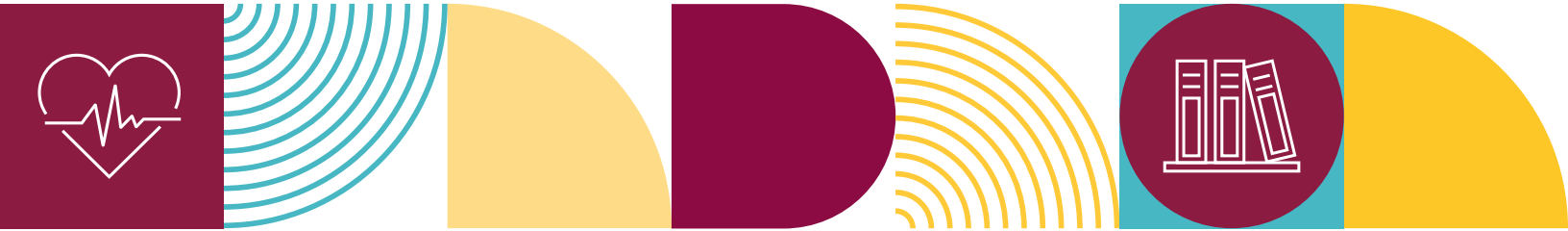

Deans Bike Ride

Pat Tillman Run

Golden Reunion

Alumni Board Meeting

ASU

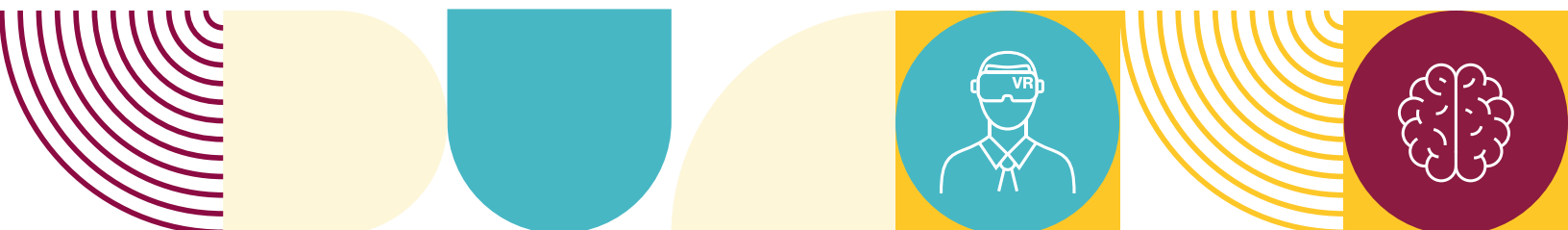**Health**

Arizona State University

A Glimpse at our Future

Arizona is in a unique position when it comes to the health needs of our population. We are home to a large number of retirees, and we also have nursing professionals who are quickly aging out of the workforce. In fact, it's estimated the state needs approximately 14,000 new nurses to meet the needs of our community.

Enter ASU Health, a "learning health ecosystem" created by the university to accelerate and focus health-related efforts on the state's urgent health care needs, now and into the future. This will include launching the School of Medicine and Advanced Medical Engineering, the School of Public Health Technology and the Health Observatory at ASU.

Of course, Edson College of Nursing and Health Innovation will be central to the efforts of ASU Health. We are rapidly working to increase the number of bachelor's, master's and doctoral-prepared nursing and healthcare professionals whom will serve as our state's primary care workforce. We will be developing nurse practitioner-led clinics, provide health care access to rural and underserved populations, and recruit more nurse scientists and researchers to serve in faculty roles.

It is anticipated ASU Health will receive preliminary accreditation in 2025 and begin enrollment in 2026. In the interim, Edson College will continue to advance our efforts to educate health professionals to meet the evolving health care needs of our state.

For more information visit:

SCAN ME

nursingandhealth.asu.edu

nursingandhealth@asu.edu

Health North Building, 3rd Floor
550 N 3rd Street, Phoenix, AZ 85004

(602) 496-2644

ASU Edson College of Nursing and Health Innovation
Arizona State University