



Online Nursing Suite

College of Education and Health Sciences Department of Nursing

- **RN to MSN:** Registered Nurse to Master of Science in Nursing in Nursing Administration
- **BSN to MSNFNP:** Master of Science in Nursing — Family Nurse Practitioner
- **MSN to FNP:** Family Nurse Practitioner Certificate
- **DNP:** Doctor of Nursing Practice
 - BSN to DNP: Family Nurse Practitioner
 - MSN to DNP: Leadership

BrandDNA

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Nursing: The Big Picture

In 2010 nursing represented the largest sector of health professionals in the United States with more than 3 million registered nurses. Today that number is even larger and still growing. Between 2012 and 2022, the U.S. Bureau of Labor Statistics expects a faster than average growth rate of 19% for the nursing field. That means more than half a million jobs in the U.S. alone will need to be filled by 2022. The recently passed Affordable Care Act has helped fuel this growth by changing regulations and increasing access for an additional 32 million Americans. It has created a growing demand for quality healthcare and caused our country's healthcare system to rely on nurses even more.

To meet these growing demands, nurses are being relied on to fulfill new and expanded roles in the transforming healthcare system. According to an Institute of Medicine report titled *The Future of Nursing: Leading Change, Advancing Health*, "In order to take advantage of these opportunities, nurses must be allowed to practice in accordance with their professional training, and the education they receive must better prepare them to deliver patient-centered, equitable, safe, high-quality healthcare services; engage with physicians and other healthcare professionals to deliver efficient and effective care; and assume leadership roles in the redesign of the healthcare system. In particular, we believe the search for an expanded workforce to serve the millions who will now have access to health insurance for the first time will require changes in nursing scopes of practice, advances in the education of nurses across all levels, improvements in the practice of nursing across the continuum of care, transformation in the utilization of nurses across settings, and leadership at all levels so nurses can be deployed effectively and appropriately as partners in the healthcare team."

Along with these changing roles for nurses comes the opportunity for leadership and advancement as well as an added emphasis on the need to obtain an advanced nursing education. Today nurses are finding that to stay competitive and qualify for new opportunities they now need to achieve at least a master's-level education (MSN) to advance their careers. According to the American Association of Colleges of Nursing, "The changing demands of the nation's complex healthcare environment require that nurses serving in specialty positions have the highest level of scientific knowledge and practice expertise possible."

(MSN) Master of Science in Nursing, the New Standard for Nursing Leadership

Across the country, this degree is quickly becoming the standard degree for any nurse who wishes to enter leadership or move upward in a healthcare system. Many schools are encouraging students to pursue their MSN now to avoid missing out on new opportunities or promotion.


Program Description

Bradley University has taken an innovative approach to advanced nursing education by providing four comprehensive online nursing programs designed for busy nurses at different career stages who want to take the next step professionally. With a flexible and highly interactive online learning environment, each program prepares nurses for a different level of advanced practice and eligibility for certification based on their current education and career goals. No matter where you are in your career today or where you want to go, we have a program that can prepare you for career success and fulfillment.

The curriculum across all programs is intended to help you master the art and science of evidence-based practice, where you will learn to think critically and analyze multiple variables to deliver improved patient outcomes. Through experiences in the program you'll identify your passions and strengths, so you can find your voice as a nurse and define where you want to take your career. You'll get a big-picture view of what's going on in healthcare today and a comprehensive understanding of the critical issues at play across healthcare functions, allowing you to contribute to the administrative-level conversations that impact patient care and your day-to-day work environment. You'll graduate with a sense of empowerment and the tools to build a long-lasting career that meets the needs of our ever-changing global society.


Programs Offered:

RN to MSN: Registered Nurse to Master of Science in Nursing in Nursing Administration




The online RN to MSN in Nursing Administration builds on an RN's existing knowledge with an in-depth examination of nursing theory, patient care, safety and healthcare administration. Other topics include informatics, technology, research methods and leadership. Emphasis is placed on preparing nurses to become leaders in the workplace by providing them with a bigger picture of the nursing and healthcare landscape, more effective communication skills and by advancing their holistic nursing practice. All students must complete a capstone course and nursing administration practicum with a preceptor.

BSN to MSNFP: Master of Science in Nursing — Family Nurse Practitioner



The MSNFP program prepares nurses with a BSN for advanced practice with individuals and families. Students will gain credentials and skills that allow them more autonomy in their nursing practice while learning how to work with individuals throughout the life continuum. Through evidence-based practice students will examine advanced nursing theory, patient care, safety, informatics, technology and research methods and develop advanced leadership capabilities. FNP graduates are equipped to diagnose illness, conduct examinations and prescribe medication. Graduates are eligible to take the AACN certification examination for the Family Nurse Practitioner.

MSN to FNP: Family Nurse Practitioner Certificate



This program is an option for a student with an MSN from a regionally accredited nursing program who wants to prepare for advanced practice with individuals and families throughout their lifespan and across the health continuum. Through evidence-based practice students will examine advanced nursing theory, patient care, safety, informatics, technology, research methods and leadership. FNP graduates are equipped to diagnose illness, conduct examinations and prescribe medication. Graduates of the certificate program are eligible to take the AACN certification examination for the Family Nurse Practitioner.

Program Description

DNP: Doctor of Nursing Practice — Family Nurse Practitioner and Leadership Tracks

The DNP program offers two tracks of study and requires portfolio review for clinical experiences to determine the amount of clinical hours needed (not to exceed a cumulative 1,000 clinical hours.) Graduates are eligible to take the AACN certification examination for the Family Nurse Practitioner.

BSN — DNP: Family Nurse Practitioner Track

Students with a BSN from an accredited nursing program can enroll in the Doctor of Nursing Practice Family Nurse Practitioner program. The program's goal is to prepare students for advanced practice with individuals and families throughout the lifespan and across the health continuum. It focuses on preparing nurses with the advanced skills they'll need to become leaders and nursing advocates in any healthcare setting. Graduates are equipped to diagnose illness, conduct examinations and prescribe medications. Advanced topics focus on technology, data management, healthcare organization leadership, assessment, pathophysiology, pharmacology, evidence-based practice, ethics, health promotion and the economy of healthcare. All students must complete the clinical practice requirements.

MSN — DNP: Leadership Track

Students with an MSN from an accredited nursing program can enroll in the DNP Leadership Track. The program focuses on preparing nurses with the advanced skills they'll need to become leaders and nursing advocates in any healthcare setting. Advanced topics focus on technology, data management, communication, healthcare organization leadership, assessment, evidence-based practice, ethics, health promotion and the economy of healthcare. All students must complete the clinical practice requirements.

About the Experience: Programs Designed for Working Nurses

We understand the realities of nursing today, so all of our online programs are designed to be flexible and work into your schedule. Our programs run asynchronously so you can complete your coursework within a reasonable timeframe, when the time is right for you. In addition, our faculty is dedicated, approachable and supportive, providing you with a direct connection to your instructors and facilitating the personal interactions that can help you succeed.

- No campus residency requirements.
- Complete coursework 100% online.
- Choose your own clinical practice location and preceptor.

Positioning and Messaging

Positioning

For working nurses looking to advance their practice and career, Bradley University's online nursing programs provide students with the leadership perspective and advanced nursing skills that empower them in their careers and enable them to deliver more effective patient outcomes. The Bradley University Nursing Department is known for providing students with **a distinctly supportive educational experience that helps them find their unique place within nursing**. Our emphasis on **evidence-based practice prepares students for the complexity of patient-centered care**, teaching them how to think critically and make confident decisions that are based on evidence as well as the individual needs of their patients. Students also **get a big picture view of the healthcare system and how decisions are made at the administrative level**, so they're better prepared to contribute to the critical conversations that impact their immediate environment. With a set of programs designed for busy nurses at all levels, our flexible online learning experience **creates nursing leaders who distinguish themselves by delivering powerful outcomes in their careers and for the patients they serve**.

Tagline

Powerful Outcomes Begin Here

Bradley University Department of Nursing — Online

Messaging

If you're ready to take a powerful step forward in your career, earning an advanced nursing degree online from Bradley University prepares you for success at every level in nursing. Designed by experienced nurses, our programs offer you a flexible and engaging online learning experience that provides you with the individual support you need to graduate and find your unique place in nursing. With our broad portfolio of online programs, no matter where you are in your career or where you want to go, we have a program that's right for you. Our emphasis on evidence-based practice, personal discovery and how healthcare organizations work helps you develop the career vision, leadership perspective and advanced skills that enable powerful career and patient outcomes. You'll graduate with a sense of empowerment, prepared for a meaningful long-term career that meets the needs of our ever-changing global society.

Benefits/Outcomes:

- Discover your unique place in nursing
- Prepare for leadership at every level
- Master the art and science of patient-centered care

Benefits and Outcomes Detail

This section highlights the most critical outcomes of the Bradley University online Nursing Suite of Programs, they capture the outcomes and themes that are common across all programs offered through the Bradley Department of Nursing online. These factors help the program stand out to prospective students and can uniquely position it within the world of nursing education. Support statements itemized below each articulate how we deliver on these outcomes throughout the learning experience.

Discover Your Place in Nursing

As a nurse you have many options for how to advance and define your career. The Bradley online nursing programs are designed to help you discover your strengths, explore your passions and create a career vision that fulfills you intellectually and professionally. Whether you pursue a career as an educator, leader, manager or clinician, the Bradley nursing programs help you expand on your inherent strengths and develop the specific skills and knowledge that you need to realize your vision. You'll graduate ready to make powerful choices that harness your strengths, passions and unique point of view into a meaningful career.

- Learn how your unique point of view, experiences and strengths can combine to create a fulfilling career that produces powerful patient outcomes.
- Get a big picture view of what's going on in healthcare today and a comprehensive understanding of the critical issues being discussed across all functions in nursing.
- Gain deeper insight into the variety of opportunities in the world of nursing and put your knowledge to use to define your career and future.

Prepare for Leadership at Every Level

Perspective can power your career. The Bradley University online nursing programs are designed to develop the mindset and organizational knowledge that prepare you for leadership in your nursing career. You'll get a comprehensive view of how healthcare systems work and how administrative decisions that impact day-to-day practice are made. Learn how to communicate effectively with key decision-makers and cross-functional partners to increase your visibility and ability to advocate for important issues. Whether you're working directly with patients as a practitioner, in administration or working in the broader healthcare landscape, you'll be ready for success and equipped with an understanding of what it takes to have an impact and advance into leadership at every level of nursing.

- Understand the business issues that influence administrative decisions and how to effectively share insights and contribute to key discussions that directly impact your day-to-day working environment.
- Gain a big picture, interprofessional view of what's going on in healthcare today and a comprehensive view of the critical issues at play across functions at each level.
- Explore health policy development and implementation and its impact on healthcare regulation, delivery and finance.
- Identify the dynamics of external and internal nursing organizational situations including power, authority and politics. Review organizational patterns and their relationship to nursing personnel management, administration, leadership style and research.

Benefits and Outcomes Detail

Master the Art and Science of Patient-Centered Care

Bradley's online nursing programs are grounded in evidence-based practice. It's a holistic approach that teaches you how to think critically to solve complex problems and make confident decisions based on evidence and an astute ability to understand your patients at a deeper level. Learn to connect the dots between theory, research, clinical expertise and the individual needs of your patients to deliver powerful outcomes. You'll graduate with a command of the art and science of patient-centered care and a passion for lifelong learning that prepares you for a lasting career that meets the needs of our ever-changing global society.

- Develop a command of theories related to research utilization and evidence-based practice.
- Analyze ethical issues that arise in practice, research, education and administration and their intersection with personal values. Understand the legal obligations that frequently accompany ethical dilemmas.
- Explore the biological, social, emotional and physiological components of various health problems.
- Participate in projects designed to synthesize advanced practice knowledge and skills to address current nursing practice issues related to your advanced field of study.

About Our Online Learning Experience

Get the Support You Need to Succeed in School and Beyond

At Bradley, we understand what's motivating you to pursue your degree. We also understand why you may be hesitant to make such a commitment. We understand because we've been where you are. We know how hard you work, so our program works with you. Your personal and professional lives don't stop when you go back to school. That's why we've created a suite of nursing programs specifically for active nursing professionals. All of our online programs are designed to be flexible and work into your schedule. Whether it's long shifts, a busy family life or other pursuits, our programs run asynchronously so you can complete your coursework when the time is right for you. In addition, our faculty is dedicated, approachable and supportive, providing you with a direct connection to your instructors and facilitating the personal interactions that can help you succeed.

- No campus residency requirements.
- Complete coursework 100% online.
- Choose your own clinical practice location and preceptor.
- Engage directly with our approachable faculty of experienced nurses who understand the realities of nursing today.

Marketing Support Information

This section is organized to showcase the features that support the legitimacy and credibility of Bradley University's online Nursing programs. The content that follows explains qualifications, history, accreditation, rankings and any details that can support our marketing.

About Bradley University

Founded by Lydia Moss Bradley in 1897, Bradley University is a private, independent university offering undergraduate, graduate, and continuing education programs in the liberal and fine arts, the sciences, business, communications, education, engineering, technology and the health sciences. A residential campus of 5,700 students, Bradley is known for its excellent teaching and commitment to student success. Bradley University links academic excellence, experiential learning and leadership development with an entrepreneurial spirit for a world-class education. <http://bradley.edu/about/>

About The College of Education and Health Sciences

The mission of the College of Education and Health Sciences at Bradley University is to prepare leaders within the human service professions. The college provides undergraduate and graduate innovative programs through excellence in teaching, scholarship, and collaboration with interdisciplinary and community-based partnerships. This dynamic learning environment prepares our graduates to provide services in a diverse and global society to enhance human resources and to foster lifelong learning.

<http://www.bradley.edu/academic/colleges/ehs/>

Department of Nursing

Mission

The mission of the Department of Nursing is to prepare baccalaureate and graduate-level nurses. Through faculty and student collaboration, dynamic learning environments and mentoring, nursing graduates are prepared to be the next generation of nursing leaders and lifelong learners who will meet a global society's healthcare needs.

Vision

The Department of Nursing will be a center for excellence in the preparation of professional nurses for a changing global society. Within the comprehensive university setting, the Department of Nursing will provide a dynamic personalized nursing education.

Accreditation

→ Bradley University is accredited by the Higher Learning Commission and is a member of the North Central Association of Colleges and Schools: 230 S. LaSalle St., Ste. 7-500, Chicago, Illinois, 60604-1411; (312) 263-0456. www.ncahigherlearningcommission.org.

→ Bradley's nursing programs are accredited by the Accreditation Commission for Education in Nursing (ACEN) formerly known as the National League for Nursing Accrediting Commission (NLNAC). <http://www.acenursing.org/>

Marketing Support Information

Rankings

- **#4 Regional Universities (Midwest)**, U.S. News and World Report (2015)
- **#9 Best Value Schools, Regional Universities (Midwest)**, U.S. News and World Report (2015)
- **The Best 378 Colleges.**, Princeton Review (2015)
- **#6 Among universities of its type for producing Fulbright students**, Fulbright (2013-14)

A Military Friendly® School

Bradley is named on the 2015 list of Victory Media's Military Friendly® Schools, recognizing schools that have gone above and beyond to provide transitioning veterans the best possible experience in higher education. <http://militaryfriendly.com/school-list#IL>

Bradley University on Social Media

Facebook: <https://www.facebook.com/BradleyUniversity>

Twitter: <https://twitter.com/bradleyu>

Instagram: <https://instagram.com/BradleyUniversity>

LinkedIn: <https://www.linkedin.com/edu/school?id=18246&trk=edu-cp-title>

Nursing Related Resources and Organizations

- Initiative on the Future of Nursing – <http://www.thefutureofnursing.org>
- American Association of Colleges of Nursing (AACN) – <http://www.aacn.nche.edu/>
- American Association of Nurse Practitioners (AANP) – <http://www.aanp.org/>
- American Organization of Nurse Executives (AONE) – <http://www.aone.org/>

University Mission and Vision

Bradley University Tagline

Go Far. Go Bradley

Vision

Bradley University will be an institution of national distinction known for outstanding programs and for the educational experience it provides its students.

Mission

Inspired by founder Lydia Moss Bradley's commitment to useful learning and ethics, Bradley University educates leaders, innovators and contributors to the well-being of all humanity.

Core Values: The Heart of the Bradley Experience

- Excellence
- Leadership
- Innovation
- Globalization
- Collaborative Learning
- Community
- Diversity
- Experiential Learning
- Entrepreneurship
- Service

Brand and Visual Expression

Visual Criteria

All creative will adhere to the published Bradley University Graphic Identity Standards <http://bradley.edu/offices/marketing/standards/>

The Bradley University Wordmark

All marketing communication efforts at Bradley are tied together by a common element—the Bradley University wordmark—a type treatment of the words "Bradley University." It is a clean classical design, one that is intended to embody the University's stature, quality, and substantial history. **The wordmark may not be used over a photograph or pattern.**

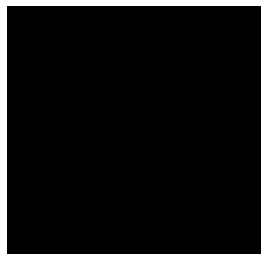


Colors

Bradley's official school colors are red and white but for purposes of graphic identity red and black are used.



Bradley University Red
Pantone : 186
R: 165 G: 0 B: 0
HTML: #a50000



Bradley University Black
Pantone : Black
R: 30 G: 30 B: 30
HTML: #000000

Fonts

Bradley University official fonts include a serif typeface, Sabon, and a sans-serif typeface, Gill Sans.

serif Sabon Roman
Sabon Bold
Sabon Italic
Sabon Bold Italic

sans-serif: Gill Sans Regular
Gill Sans Bold
Gill Sans Italic
Gill Sans Bold Italic
Gill Sans Extra Bold
Gill Sans Light
Gill Sans Light Italic

Photography

Photography will leverage a balance of images from the Bradley University and the Bradley University Department of Nursing photo libraries as well as stock photography.

Photography will be chosen in the following categories:

- Nurses working with patients
- Images related to nursing or healthcare leadership and administration
- Images related to healthcare
- Images of the Bradley University campus

Student Profile

Demographics

Age:

- Late 20s to mid 40s

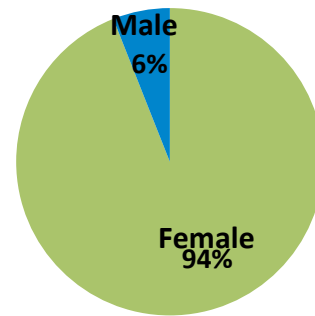
Education & Work:

- RN + 5 - 10 Years of work experience
- BSN + 5 Years of work experience
- MSN + 5 Years of work experience

Top industries, by volume of employees

- General medical and surgical hospitals
- Offices of physicians
- Home healthcare services
- Offices of other health practitioners
- Outpatient healthcare centers

Gender:



Decision Points:

- Program length
- Flexibility of online learning
- Quality and reputation of institution/program

Psychographics/Motivators:

- Career advancement
- Financial opportunity
- Career autonomy
- Job security

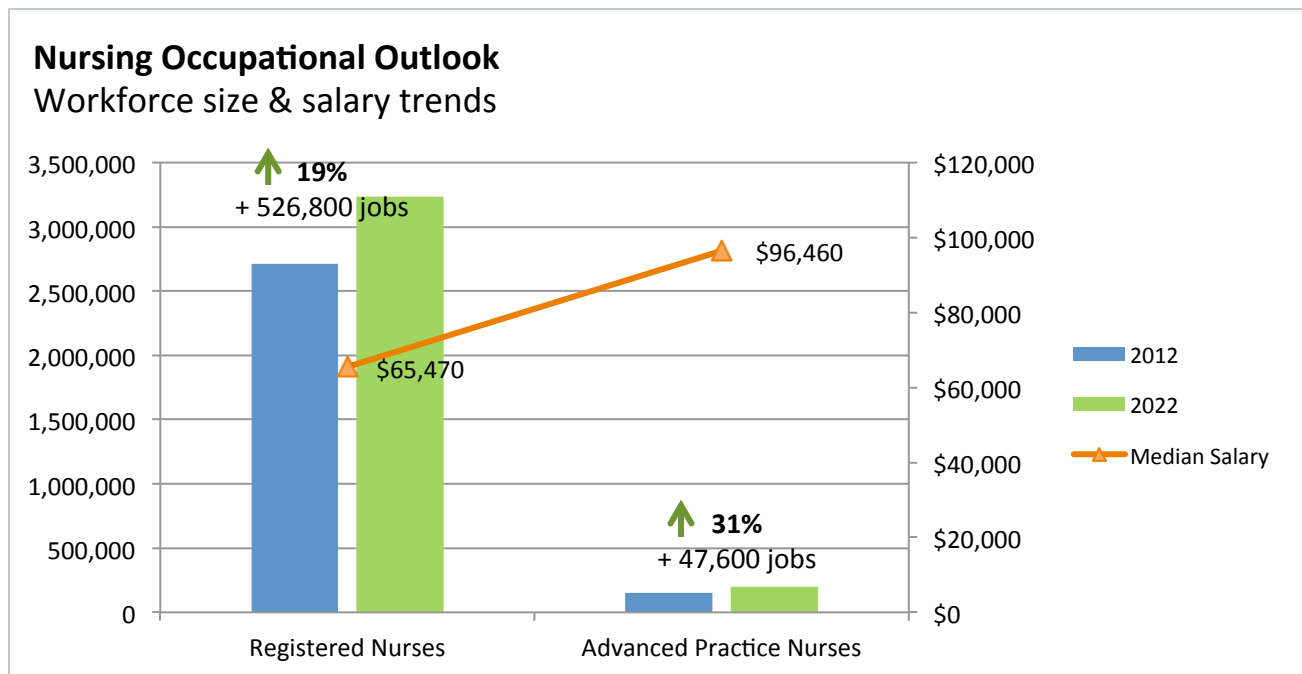
Student Profile

Career advancers

The target audience for all programs within the Bradley University online nursing portfolio is nurses who are working and want to advance their career to the next level. These are individuals who want to advance their practice and position themselves as leaders who have a choice in where they take their career. They also desire to have a more active and visible impact on patient outcomes and the administrative decisions that shape their working environment.

Motivators for obtaining an advanced degree include:

- Career advancement — qualify for promotion and leadership positions within their organizations.
- Financial opportunity — increased salary associated with job promotions.
- Job security — continued relevance in today’s rapidly changing global workplace.
- Improved patient outcomes — skills that help them deliver better care to patients.
- Visibility — having a voice in the administrative conversations that impact their ability to provide quality care to patients and that impact their day-to-day working environment.
- Empowerment — having a choice in their career and the confidence to contribute at a higher level and share their point of view.



Source: US Department of Labor, Bureau of Labor Statistics <http://www.bls.gov/>

- Strong growth across nursing categories implies active opportunity for advancement for existing nurses with experience.
- Strong growth and higher median salary in APRN occupations, indicate significant opportunity for salary increase and advancement for nurses with an MSN, which is the entry level degree for Advanced Practice Nursing.

Student Profile

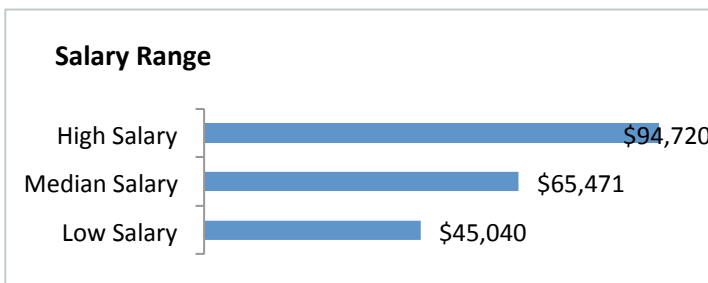
Occupational Detail

This section provides detail on each occupational target within nursing. *Source: US Department of Labor, Bureau of Labor Statistics <http://www.bls.gov/>*

Registered Nurses (RN)

Registered nurses provide and coordinate patient care, educate patients and the public about various health conditions, and provide advice and emotional support to patients and their family members.

- **Relevant Programs:** All programs, depending on the academic background of the student
- **Workforce Size 2012:** 2,711,500
- **Projected Job Growth 2012 to 2022:** 19% (much faster than national average of 10-13%)



Top Industries, by volume of employees

- General medical and surgical hospitals
- Offices of physicians
- Home healthcare services

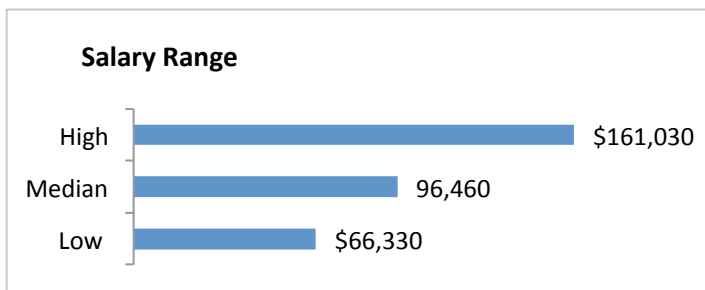
- *Top management positions can earn up to 45% more than the median salary for this field*

More information: <http://www.bls.gov/ooh/healthcare/registered-nurses.htm>

Advanced Practice Registered Nurses (APRN)

Advanced practice registered nurses provide and coordinate patient care and may provide primary and specialty healthcare. Job titles within the APRN occupation include nurse practitioners, nurse midwives and nurse anesthetists. The scope of practice varies by state. **Note:** *a master's-level degree is required to practice as an APRN.*

- **Relevant Program Specializations:** MSN to FNP, DNP
- **Workforce Size 2012:** 151,400
- **Projected Job Growth 2012 to 2022:** 31% (much faster than the national average of 10-13%)



Top Industries, by volume of employees

- General medical and surgical hospitals
- Offices of other health practitioners
- Offices of physicians
- Outpatient healthcare centers

- *Top management positions can earn up to 67% more than the median salary for this field*

More information:

<http://www.bls.gov/ooh/healthcare/nurse-anesthetists-nurse-midwives-and-nurse-practitioners.htm#tab-5>