



# Investing in Excellence

## The Campaign for Nebraska Methodist College Scholarships





I was really worried about not being able to go to school my first semester here, because my summer job didn't pay as much as I had hoped. Thanks to my scholarship, I've been able to have a balanced work and study life, so I can perform well in my classes. You have to work hard for yourself so that someday, you can give back. That's what I want to do.

*Summer Froehlich, Nursing Student*

*Pictured on Cover:  
Katlin Kinnison, Nursing Student*

## Executive Summary

The United States is in the midst of a nursing shortage that is expected to intensify as baby boomers age and the need for health care grows. This shortage will only be lessened by providing more college educated health care professionals. Since 1891, Nebraska Methodist College (NMC) has the longest continuous operation of educating nurses in the state of Nebraska. Students choose NMC for academic excellence, exceptional student support services, low 10:1 student-to-faculty ratio, state-of-the-art facilities and faculty who believe strongly in providing personalized attention.

NMC is a fiscally sound organization with a debt-free campus and is poised to add even more graduates to the workforce by increasing the dollar value and number of scholarships it can award. This will be achieved in partnership with Methodist Hospital Foundation. Together they have launched a five year fundraising initiative to raise \$36,000,000.

Methodist Hospital Foundation is a nonprofit, 501(c)3 organization and accepts all charitable donations to benefit NMC. The Foundation provides funding for students through scholarships and grants, teaching support and professional staff development, learning resources, graduate education, alumni development and capital improvements.

## History

Nebraska Methodist College, located in Omaha, Nebraska and an affiliate of Methodist Health System, is a premier private health care professions institution. NMC provides outstanding undergraduate, graduate and certificate programs in nursing and allied health. Allied health includes programs for physical therapist assistants, medical assistants, respiratory care therapists, surgical technologists, diagnostic medical sonographers and radiologic technologists.

The Scholarship Program at Nebraska Methodist College was established in 1982. In that year, four \$250 scholarships were awarded. Twenty-five years later, the Scholarship budget has grown from \$1,000 to almost \$1.1 million and awards over 200 scholarships annually.

## The Challenge

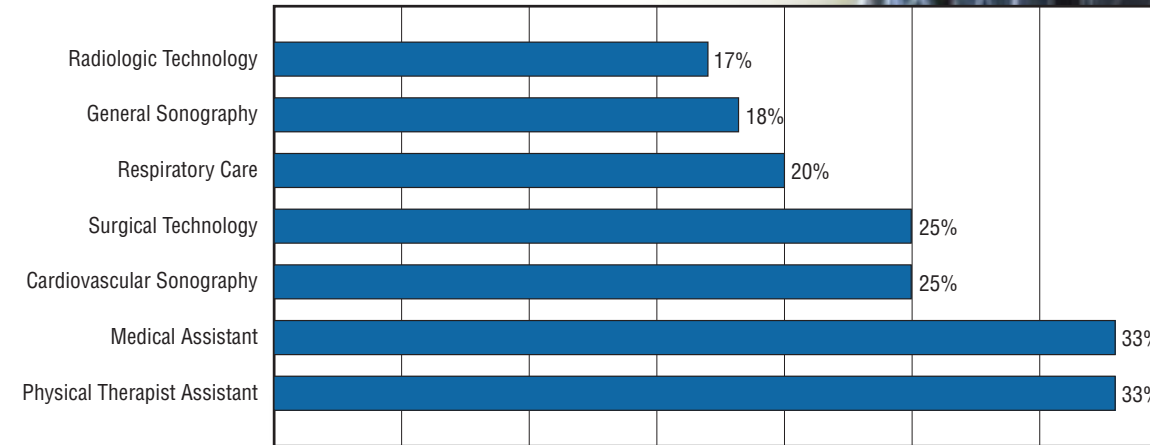
### Nursing and Allied Health Professions Shortage

According to the American Association of Colleges of Nursing, the United States is in the midst of a nursing shortage that is expected to intensify as baby boomers age and the need for health care grows. Compounding the problem is the fact that nursing programs within colleges and universities across the country are struggling to expand enrollment levels to meet the rising demand for nursing care.

In Nebraska, the estimated Registered Nurse (RN) job growth rate between 2005 and 2020 is 25%, the 18th highest growth rate in the nation. However, the anticipated gain in the number of RNs during that same period is about 1,200 additional nurses – only 74% of the need. By 2020, the demand will exceed the supply by nearly 4,000 nurses.

Allied Health professions are also predicted to experience faster than average job growth rates over the next 7 – 8 years:

### Percentage of Increase for Allied Health Jobs Over the Next 7–8 Years as Predicted by the U.S. Department of Labor



Scholarship support has lessened my workload, and allowed me to do better in my studies. If I could say something to the donors who made my scholarship possible, it's thank you – and I won't let you down.

*Douglas Warren, Nursing Student*



When I got my scholarship from NMC, I was so excited. It gave me confidence and inspired me to try even harder.

*Alyssa Evans,  
Radiologic Technology Student*

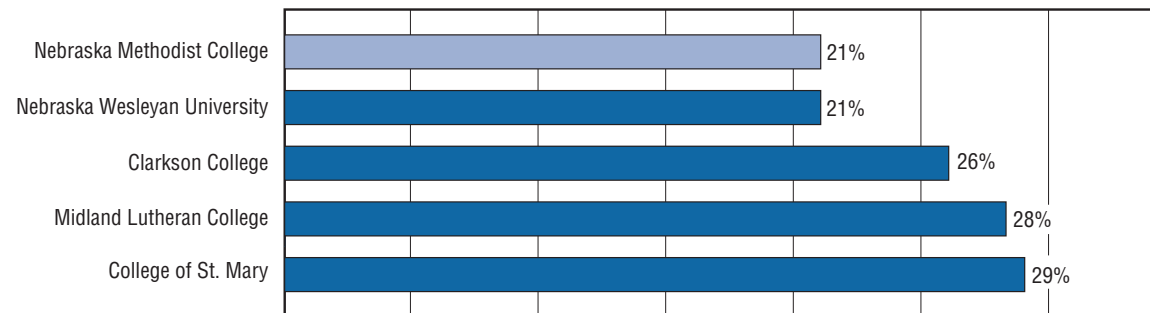
This crisis must be averted in order to continue to provide the best quality of care for our patients and our community. According to a 2007 report by the Agency for Healthcare Research and Quality, better staffing is linked to lower death rates and shorter hospitalizations.

The only way to lessen the shortages in health care is to increase the number of college graduates in these fields. To do that in today's economy, with less financial resources and with students unable to shoulder the financial burden required of them to attain this type of education, greater support from private donations is needed.

## Nebraska Methodist College Scholarships Fall Short in Comparison to Other Schools

The chart below shows the percentage of annual tuition covered by base scholarships from institutions of higher education with whom NMC competes. (Base scholarships are used as a recruiting tool. They have the smallest dollar value but are awarded to the greatest number of students.)

**Percent of Annual Tuition Covered by Base Scholarships**



### Increased Student Loan Debt

NMC is not attempting to cover all of a student's educational costs through the Scholarship Program; it readily supports the philosophy that a student does need to contribute to paying for his or her education. However, data from NMC reflects the significant financial burdens students are experiencing upon graduation.

Over 80% of the students attending NMC receive financial aid, and a majority of that aid is in the form of loans. NMC students are graduating with an average of over \$32,000 in student loan debt. While this is a significant finding in itself, this figure was \$25,000 just five years earlier. The median family income for NMC students in 2007-2008 was \$58,000. One year of tuition at NMC during that same time period was \$12,832, or 22% of the family income.

Students are trying to financially contribute to their college education. In a survey administered at NMC in the spring of 2008, over 80% of students report working while attending school. This is contrasted against the statistic that 74% of students attend NMC full-time. With all this data combined, it is clear to see that students are struggling to afford a college education.

### Budget Shortfall

The Scholarship Program at NMC, although poised to address this situation, is currently under funded to successfully do so. Over the last several years, the overall values of scholarships have remained fairly constant. However, as increases in tuition, textbooks and other costs of education have risen, the financial impact of scholarship values has lessened.



NMC students, on average, graduate with more than \$32,000 in student loans.

**shortage and increase graduates for other vital allied health professions, the annual scholarship budget needs to grow to a total of \$2.8 million dollars – an increase of 170%.**

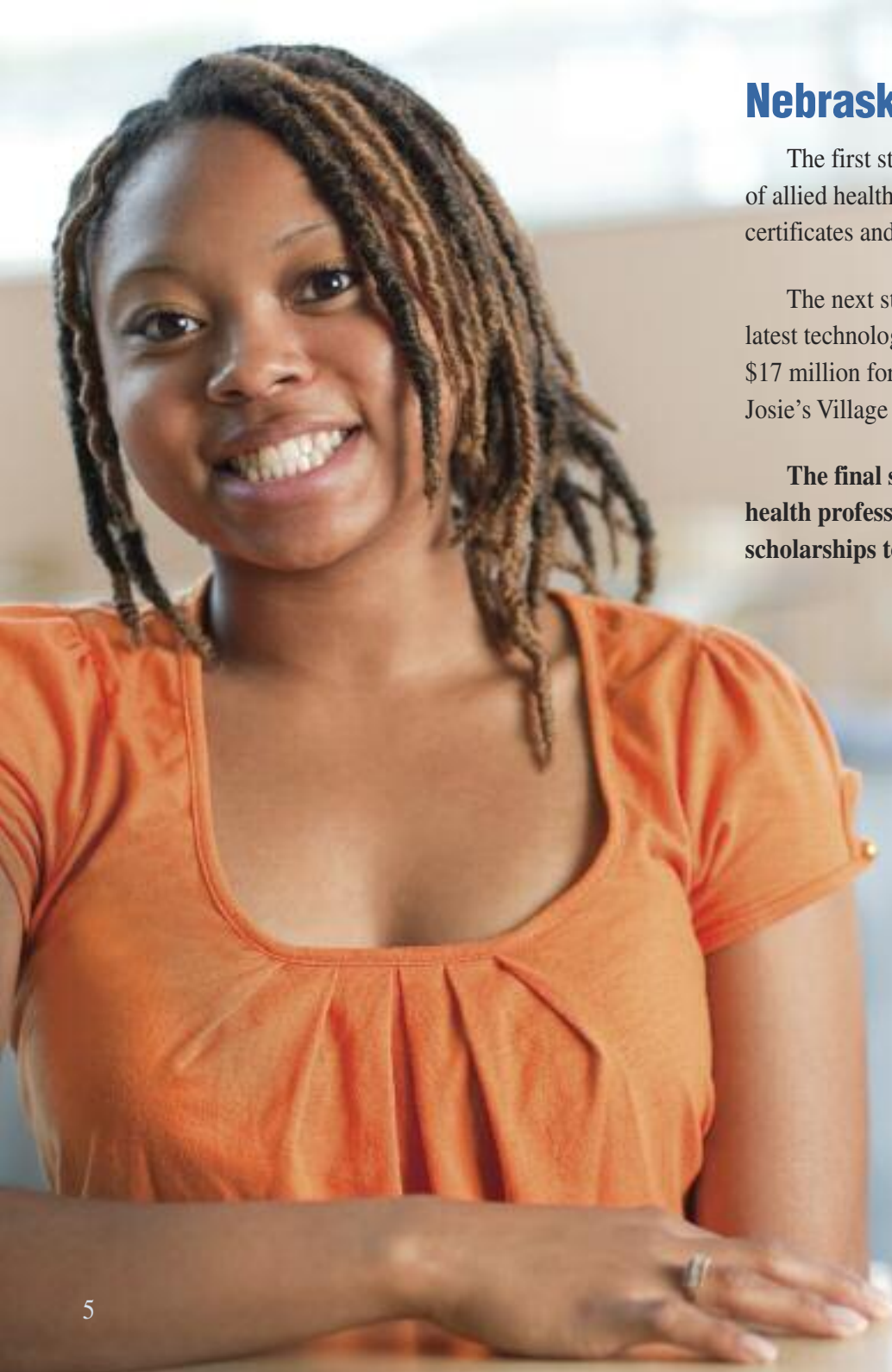
Financial hardships of affording a college education only serve to compound the problem we see in health care today – the current and future-projected shortages in many health care fields. Potential students, who could one day be health care students, shy away from these academic programs, seeing them as unaffordable, and therefore, unattainable.

**To provide adequate levels of funding within the Scholarship Program to attract more students, help alleviate the nursing**



My mother passed away when I was 12 years old. My father was unable to help me financially with college, and he too passed in the first semester of my second year here at NMC. My grandfather set aside some college funds, but it was not enough. I don't know if the donors of my scholarship can even grasp the impact their generosity has made on my life.

*Andrew McMillin, Nursing Student*



## Nebraska Methodist College Meets the Need

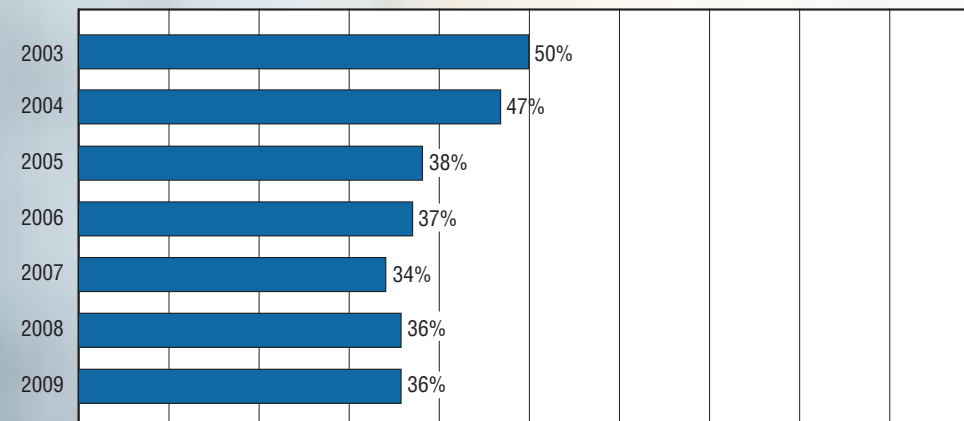
The first step taken by NMC to help alleviate the shortage of nurses and increase the number of allied health graduates was to enhance the curriculum with masters programs, post-masters certificates and options such as accelerated and online learning.

The next step was to provide a suitable learning environment with increased space and the latest technology. Thanks to the generosity of donors, Methodist Hospital Foundation raised over \$17 million for a new facility named The Josie Harper Campus. Another \$5 million was raised for Josie's Village – affordable, secure and spacious student housing adjacent to the campus.

**The final step to help alleviate the nursing shortage and increase the number of allied health professional graduates will be to increase the values of scholarships and award scholarships to at least half of the student population.**

In the Fall of 2003, NMC awarded scholarships to approximately 50% of its 422 students. After completion of The Josie Harper Campus in 2005, NMC began to see a steady increase in enrollment and by Fall 2009, enrollment had surged to 672 students (an increase of 59%). Unfortunately, this has decreased the number of scholarships NMC can award to only 36% of the student population as depicted in the chart below.

**Percentage of NMC Students Receiving Scholarships**



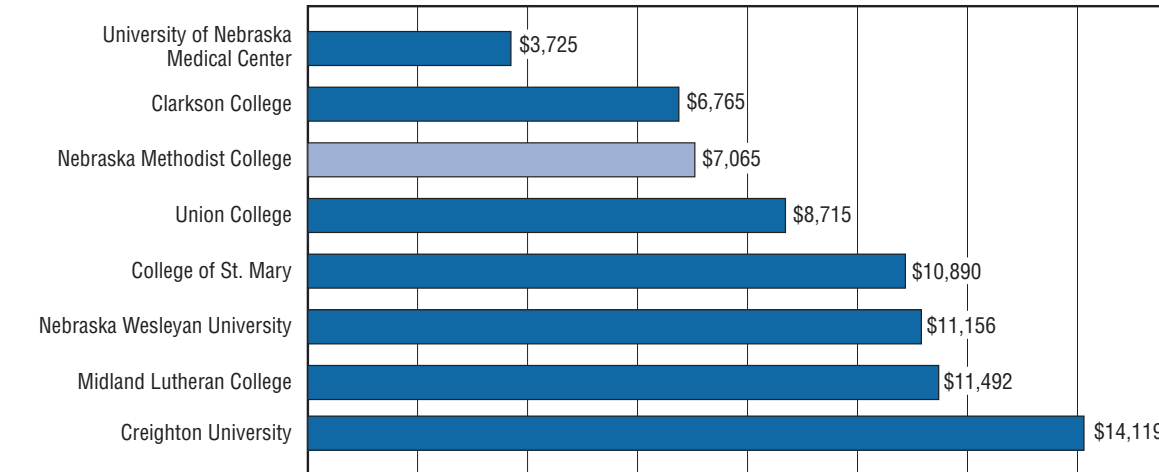
*Shalea Cotton, Nursing Student*

## Programming

Nebraska Methodist College is proud to offer exceptional health care education and is continually adapting its instruction to reflect best practices as proven by research. This continuous quality improvement is reflected in graduation rates. According to the most recent data available (2007) NMC was ranked in the top five for 4-year graduation rates among all 21 private and public colleges and universities in Nebraska.

While quality education is paramount, fiscal responsibility is also a high priority. **NMC manages to offer tuition rates and related fees\* that are among the lowest for comparable private colleges offering health-related programs.** (See chart below).

**Tuition Comparisons of Local Colleges with Health-Related Programs\***



\* All tuition rates are based upon a 15 credit hour semester during the 2009-2010 Academic Year

**The University of Nebraska Medical Center (UNMC) has the lowest tuition rate on the chart and is the only public university shown. Public colleges and universities, state colleges, and community colleges in Nebraska are able to have lower tuition rates because they receive tens and even hundreds of millions in general funds and property tax annually from the state of Nebraska.** Private/independent colleges must charge more per credit hour in tuition because they are not receiving those funds from the state to help offset expenses.



Our students have to be dedicated to be successful at Nebraska Methodist College. We have high standards, we are committed to that core value of excellence, and that shows in the work that our students do on a daily basis. Scholarships are the best way I know of to help our students fulfill their dreams to care for others.

*Kris Hess, Vice President for Student Affairs*



As a nonprofit, the Open Door Mission's partnership with Nebraska Methodist College is a win-win situation. The presence of these NMC students shows our clients that others outside of our organization truly care about them.

*Karen Applegate,  
Advancement Director for Open Door Mission*

## Community Impact

NMC graduates are not only skilled professionals but also “educated citizens,” terminology the College has adopted to reflect the education of the whole person. Such education occurs primarily within the classroom, but learning experiences outside the classroom build students’ knowledge and skills while positively impacting the community.

NMC nursing students begin the first of seven clinical rotations in the first or second semester of their first year attending the college. NMC partners with over 60 hospitals, clinics, schools, churches, assisted living centers, law enforcement and community organizations in Omaha and its surrounding communities to provide locations for students to experience health promotion, disease prevention and clinical care. Each student will have experiences with 25–50 different organizations during their time at NMC.



*Carley Kauffman, Nursing Student*

These partnerships are mutually beneficial. Karen Applegate, Advancement Director for Open Door Mission explains, “The NMC students perform medical and psychology assessments on our clients and help with referrals to outside agencies when necessary. We could not afford to hire professional staff to give this level of care, and having these valuable services means our clients are able to get help much faster.”

### NMC Clinical Locations within Omaha

Here is a sampling of community organizations in Omaha who partner with Nebraska Methodist College to provide clinical locations for NMC students:

- |  |                         |
|--|-------------------------|
| Boys and Girls Club                    | Mohm’s Place            |
| Boys Town Residential Treatment Center | Omaha Housing Authority |
| Catholic Charities Campus for Hope     | One World               |
| Douglas County Corrections Center      | Open Door Mission       |
| Emergency Pregnancy Services           | Ronald McDonald House   |
| Journeys                               |                         |

## Regional Impact

NMC students work in clinical locations across Nebraska and into western Iowa as well.



### NMC Nursing Students’ Clinical Locations Outside Omaha

- |  |  |
|--|--|
| Harlan, IA – Myrute Hospital                     | Norfolk, NE – Faith Regional Hospital      |
| Red Oak, IA – Montgomery Co. Hospital            | Syracuse, NE – Community Memorial Hospital |
| Albion, NE – Boone County Health Center          | Seward, NE – Memorial Hospital             |
| Lincoln, NE – Bryan LGH & St. Elizabeth Hospital |  |

### NMC Allied Health Students’ Clinical Locations Outside Omaha

- |   |  |
|---|--|
| Council Bluffs, IA – Mercy Hospital       | Lincoln, NE – Madonna Rehabilitation Hospital & Nebraska Heart Institute |
| Blair, NE – Memorial Community Hospital   | North Platte, NE – Great Plains Regional Medical Center                  |
| Fremont, NE – Fremont Area Medical Center |  |
| Hastings, NE – Mary Lanning Hospital      |  |
| Kearney, NE – Good Samaritan Hospital     |  |

My scholarship has given me more time for my studies, and the freedom to get more involved in community service here at NMC.

*LeeAnn Tauanuu, Nursing Student*





I wanted to be a nurse when I was 18, but I didn't know any men who were nurses. Now here I am, at 40 years old, pursuing my nursing degree.

*Douglas Warren, Nursing Student*

## Our Student Population by the Numbers

As of the Spring 2010 semester, 90% of NMC students are female and 10% are male. They come from 13 states with 87% from Nebraska and 9% from Iowa. 9% are from minority populations. It is important to note the average percentage of minority students amongst NMC's peer institutions is 7%.



The ages of undergraduate students range from 18 to 64 years, with approximately 30% between the ages of 25-34, and 10% age 35 or older.

In addition to helping students through scholarship support, the Scholarship Program provides some grant funding to support those with significant financial need. The ability to increase the level of grant funding will not only help students reduce their student loan debt but will also increase access to low-income individuals who otherwise would not be able to attend NMC.

The Federal Government uses Expected Family Contribution (EFC) as a measure of how much the student and/or their family can be expected to contribute to the annual cost of the student's education. This calculation is based on a range of variables including Adjusted Gross Income (AGI), household size, etc.

An EFC of \$4,000 or less is considered poverty level. In the 2008-09 academic year, 208 NMC students fell into this category. 70% of the students who are single parents had zero EFC, with an additional 28% between \$1 - \$4,000 EFC and the remaining 2% at \$4,341 EFC. **This means virtually all of the 57 students who are single with children are at poverty level.** With the approximate annual cost of attendance for a typical BSN student at \$21,500, **not one student who is single with children can afford to cover the cost of their education.**

To support all 208 students with an EFC of \$4,000 or less, more than \$2.4 million would be needed to cover their tuition costs for one year.\*

\*Based on average of 26 credit hours @\$465 per credit hour.

## Your Support Is Needed

Methodist Hospital Foundation, in partnership with Nebraska Methodist College, has launched a five year fundraising initiative to raise \$36 million for scholarships.

\$36 million will increase the scholarship endowment from \$21 million to \$57 million. Five percent of the endowment's total value is distributed to the annual scholarship budget. Increasing the total value of the endowment will allow the annual scholarship budget to be distributed as outlined below:

### Key Strategy 1: Increase the value and number of scholarships

- Increase the highest dollar value scholarships from \$8,000 to \$11,700
- Increase the value of the base scholarship from \$3,000 to \$6,200
- Double the number of base scholarships awarded from 150 to 300
- Additional Endowment Needed: \$33,000,000

### Key Strategy 2: Double the level of grant funding

- Increase annual budget for grants from \$130,000 to \$260,000
- Additional Endowment Needed: \$2,600,000

### Key Strategy 3: Increase level of leadership development funding (to facilitate students' development outside the classroom)

- Increase annual budget for leadership development from \$35,000 to \$55,000
- Additional Endowment Needed: \$400,000

My sister, Laura Watson Dalton, graduated from the first paramedic class offered at NMC in 1998. When Laura's life ended tragically, we wanted her positive spirit to live on so her friends and family established a scholarship in her name. We are so grateful to Methodist Hospital Foundation for assuming responsibility for the scholarship and planning the endowment.

*Diane Watson Kolvek, sister of Laura Watson Dalton*



## Nebraska Methodist College Mission

The mission of Nebraska Methodist College (NMC) is to provide educational experiences for the development of individuals so they may positively influence the health and well being of the community.



720 North 87th Street  
Omaha, NE 68114  
(402) 354-7000

## Methodist Hospital Foundation Mission

The mission of Methodist Hospital Foundation is to improve the quality of life by supporting excellence in health care and health care education provided by Methodist Health System.



8401 West Dodge Road, Suite 225  
Omaha, NE 68114  
(402) 354-4825



I believe scholarships are one of the best investments you can possibly make, because the return is so powerful – and it can last for generations to come.

*Dennis Joslin, PhD, RN, President*

*Nebraska Methodist College – The Josie Harper Campus*



Scholarships are more important than ever because of the health care professions shortage, the aging population, and the ever-changing landscape of health care.

*Cindy Peacock, President & CEO*

*Methodist Hospital Foundation*