



Recruiting to the Programmes and the Professions

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The Annual Challenge

- The nursing and midwifery programmes continue to attract a high volume of applications
- For 2014 intake we have dealt with around 7500 applications
- We have 425 places for nursing and midwifery
- We need to attract, recruit & retain the best students
- Poor quality students are resource intensive and reflect badly on the University.
- The NHS contract is worth approx £14million annually to the University
- We are financially penalized if we over or under recruit
- (+ strain on placements)
- Increasing scrutiny of our attrition rates

Interested Parties

- HEE / LETB / Shared Services
- The Public
- Partnership Trusts
- Colleges and Schools
- Service Users
- University & School
- Academic Colleagues
- Clinical Colleagues
- Admission staff

We need to

Attract, appoint and retain high calibre candidates with required skills in:

- ✓ Compassion and caring
- ✓ Professional Behaviour
- ✓ Numeracy and literacy
- ✓ Communication
- ✓ Decision making
- ✓ Leadership potential
- ✓ Critical and analytical thinking
- ✓ Motivation and resilience

Recruitment Process at Middlesex

- Wide gate short listing
- Invite to maths & English tests (mock paper available)
- Successful candidates invited to interview
- Interview is one to one with clinician, academic & service user.

Successful candidates:

- Can demonstrate that they know what they are taking on – 50% theory and 50% practice
- Can articulate what it is that nurses and midwives actually do
- Can demonstrate that they have skills in critical analysis
- Can discuss what it is that they will bring to the profession
- Can demonstrate care and compassion & professional behaviour
- Have work experience (in any area)
- Have excellent communication skills
- Are well prepared

Conversion Rates

	IT M&E	Registered	Programme	Invite Interview	Registered	Attended	Current Figs
BSc Adult (2687)	1589	1467	917	412	383	250	164 (151)
BSc Child (1101)	648	604	387	218	211	123	76 (73)
BSc MH (974)	373	333	193	84	80	35	57 (53)
PgAd (344)	115	95	47	30	35	15	20 (25)
PgMH (242)	98	67	28	24	24	20	32 (35)
BSc MWY (1500)	807	800	701	372	349	189	80
BSc MWY (18/12) (256)	102	88	54	30	26	20	18

September 2014 BSc Cohort Entry Qualifications

Field	Access	BTEC	A Levels	
Adult	60% (+4%)	14%	11% (-2%)	4.5% have first degrees
Child	25% (- 5%)	20%	26% (-9%)	6% have first degrees
Mental Health	22% (-8%)	17% (+3%)	10% (no change)	17% have first degrees
Midwifery	36% (-4%)	9%	21% (- 3%)	12% have first degrees

Reasons for rejection

- Not following instructions
- Poor preparation & poorly presented
- Poor insight into challenges of programme and profession
- Using tv shows or inappropriate literature as reason for applying
- Lack of life experience
- Lack of academic ability
- Behaviour!
- Honest references

The Overall Picture

- The entry qualifications are just that – an entry to the recruitment processes
- We need to ensure that candidates have the best possible preparation for the multiple processes – this is a joint responsibility between FE & HEIs
- We are looking to recruit to both the programme and the profession

And finally...

Thank you for listening...

Any questions