High school seniors’ knowledge base of nursing and its effects on recruitment

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Abstract
Nursing in the US is an ever changing field. There are opportunities everywhere you go and the learning never ceases. With new evidence and technology being presented everyday, nurses are asked to adapt. Despite the endless possibilities in nursing, the profession is still experiencing a shortage. Even worse is that nursing schools are noticing a drop in enrollment trends and so the gap between positions and the labor pool amplifies. This study seeks to determine what high school seniors know about nursing as a profession and if their knowledge level has an effect on their decisions to become nurses. Findings will hopefully help determine where recruitment strategies are most lacking and suggestions for change.

Keywords: Knowledge, Attitudes, High school seniors’