

Nursing Program Inquiry

- These are the automated emails people receive after they request information from Empire State University.
 - This series is specifically for those who indicate interest in the RN to BSN and RN to MSN programs.
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Email #1

Subject Line: (Part 1/5) Your new nursing degree?

This Could Be the First Step

Note: You're receiving this because you requested information from our School of Nursing at SUNY Empire. This is a 5-part email series for you to learn more about our RN to BSN and RN to MSN degrees and help you make the best choice possible.

Hi [FIRST NAME],

You don't just want a degree, right?

You want results that change your life for the better: *a promotion, a raise, a new career path, taking on more of a leadership role, understanding the current (and future) landscape of healthcare, etc.*

That's why, in this email, **we'll focus on the outcomes of our RN to BSN and RN to MSN programs.**

What's in it for you? Let's talk about it.

RN to Bachelor of Science in Nursing (BSN)

The RN to BSN program will prepare you to deliver quality patient care and assume leadership roles. It will also help you promote diversity, equity, and inclusion for optimal population health.

Here are the main outcomes of the RN to BSN program. You will:

- Integrate knowledge from the nursing, biological and social sciences, and the humanities to provide care to individuals, families, and communities.
- Apply a variety of communication strategies to establish positive relationships with patients, families, and members of healthcare teams.

- Use evidence and information technology to enhance patient safety and promote quality care outcomes.
- Apply principles of leadership to promote collaboration with interdisciplinary teams.
- Analyze how the baccalaureate-prepared nurse develops professional role identity — including consideration of values, and legal and ethical aspects to nursing practice.

Plus, you can complete your degree in as little as 10 months (subject to individual degree program credits).

Does that resonate with you? If so, find out more and apply for the RN to BSN program below.

APPLY NOW

An RN license is required for this program.

RN to Master of Science in Nursing (MSN)

This is a combined program. It allows you to earn both a Bachelor of Science degree in Nursing and a Master of Science degree in Nursing Education or Nursing Administration.

It's a flexible, comprehensive, and evidence-based program designed for part-time study.

Here are the program outcomes of the RN to MSN program. You will:

- Integrate advanced principles and theories from nursing and related sciences to effect changes in healthcare practices and policies.
- Assume a leadership role on interprofessional teams and facilitate collaboration by applying advanced communication skills.
- Create and critique strategies for ethical decision-making in nursing research, education, and clinical practice management.
- Engage in lifelong learning activities that further professional role development (as a nurse educator or a nurse administrator).
- Synthesize evidence to inform decision-making and evaluate outcomes in a variety of practice settings.
- Design person-centered and culturally responsive approaches to promote optimal health outcomes.
- Use informatics and healthcare technologies to enhance practices.

Does this combined program resonate with you? If so, you can learn more and apply for the RN to MSN program below.

APPLY NOW

An RN license is required for this program as well.

That's just a quick overview of the outcomes these programs are designed to achieve.

In the next email, we'll take a look at financial aid.

If you're ready to apply, you don't have to wait of course. Apply today and take that first step toward advancing your nursing career.

Also, feel free to reach out if you have any questions.

Thanks.

The SUNY Empire Team

Email #2

Subject Line: (Part 2/5) The elephant in the room

Let's Talk About Financial Aid

Note: You're receiving this because you requested information from our School of Nursing at SUNY Empire. This is a 5-part email series for you to learn more about our RN to BSN and RN to MSN degrees and help you make the best choice possible.

Hi again [FIRST NAME],

When it comes to getting a degree, you can't avoid these questions.

- *How much will it cost?*
- *Can I get financial aid?*
- *Is it even worth it?*

That's what we'll address in this email.

The Good News

First, we have some good news for you.

Since we're a part of the SUNY system, our degrees come with **affordable SUNY tuition**.

And don't think affordable means you have to sacrifice quality. The SUNY name comes with an aura of respect too, so you're getting **high value at an affordable cost**.

Plus, we're *CCNE-accredited* – an important distinction that validates the quality and integrity of our nursing programs.

There's more too.

Financial Aid

We also offer generous financial aid options.

These include:

- Grants and scholarships
- Loans
- Work study aid

- Aid for military and veteran students

If you want financial aid, the first (and most important) step is to complete a FAFSA (Free Application for Federal Student Aid) application.

For all the information you need about financial aid, visit our resource page here:

[Introduction to Financial Aid](#)

Note: The amount of aid you receive will depend on the amount of financial aid you are eligible for and the number of credits you register for.

That's a quick overview of the financial portion. Next, we'll talk about course structure.

If you're ready to apply, you can do so via the link below.

APPLY NOW

An RN license is required for both the RN to BSN and RN to MSN programs.

Let me know if you have any questions.

All the best.

The SUNY Empire Team

Email #3

Subject Line: (Part 3/5) What's it like?

How are these courses structured?

Note: You're receiving this because you requested information from our School of Nursing at SUNY Empire. This is a 5-part email series for you to learn more about our RN to BSN and RN to MSN degrees and help you make the best choice possible.

Hi [FIRST NAME],

If you're curious about the structure of our courses, this is for you.

Both our RN to BSN and RN to MSN programs are all online. So you can earn your degree while you work, on your schedule, and complete your clinicals at healthcare facilities in your area.

Here's how one of our alumni, Christine Jensen, describes it. *"I needed a college and nursing program that would let me manage my demanding career and my family, all while caring for my very ill sister. SUNY Empire gave me that opportunity."*

Online Learning (What We Do Best)

Here are a few fun facts about online learning and SUNY Empire:

- We've been doing distance learning since 1971 and online learning since 1995 (that's why we're known as *SUNY's leading online institution*)
- We've been consistently rated #1 in student satisfaction in SUNY-wide surveys.
- Our online student and academic support services are more comprehensive than those at many traditional colleges.

Our online courses are specifically designed to be taught online. They're not traditional courses crammed into online formats.

You need to be able to earn a degree without putting your whole life on hold — and this is where online education shines.

Flexibility is one of the benefits our students consistently mention when it comes to their experience at SUNY Empire.

With both the RN to BSN and RN to MSN programs, you can:

- Enroll part-time or full-time

- Take courses online
- Take 8-week of 15-week courses

How Do Clinicals Work?

There are two courses, completed near the end of the RN to BSN program that require clinical practice hours.

- **NURS 4015 Community Health Nursing** – Approximately 12 hours per week over 15 weeks, plus 45 hours working with a preceptor in a community setting.
- **NURS 4020 Baccalaureate Nursing Capstone** - Approximately 15 hours per week over 15 weeks, plus 90 hours working with a preceptor in a community setting.

With these, the clinical coordinator may assist with practice experience placements, but placements are not guaranteed. That's why it's important to get the ball rolling ASAP and plan ahead with these programs.

Note: There are no clinicals for the RN to MSN. However, that program does have a Nursing Education Capstone course (described below).

Nursing Education Capstone Course

The *Nursing Education Capstone* course (NURS 7005) is the highest-level course for the MS in Nursing.

It consists of:

- Hands-on learning and customized practice.
- A 45-hour practicum experience collaborating with nurse faculty in various aspects of the practice environment.
- A focus on the application of teaching and nurse educator competencies.

This will prepare you to be a masterful Nurse Educator.

What Next?

That's a glimpse at some of the course structure for these programs. Next, we'll give you the inside scoop on what sample degree plans look like, term-by-term.

If you're ready to apply, you can do so via the link below.

APPLY NOW

An RN license is required for both the RN to BSN and RN to MSN programs.

Feel free to contact me if you have any questions.

Thank you!

The SUNY Empire Team

Email #4

Subject Line: (Part 4/5) Try a sample?

Sample Degree Plans

Note: You're receiving this because you requested information from our School of Nursing at SUNY Empire. This is a 5-part email series for you to learn more about our RN to BSN and RN to MSN degrees and help you make the best choice possible.

Hi [FIRST NAME],

Want to take a closer look at our programs?

Here's what your degree program could look like.

RN to BSN (Part-Time Study)

Term 1 (8 credits total):

- NURS3005: Educational Planning: Transition to Baccalaureate Nursing
- NURS3010: Health Assessment

Term 2 (8 credits total):

- NURS3015: Pharmacology
- NURS3020: Nursing Informatics

Term 3 (8 credits total)

- NURS3025: Nursing Research
- NURS4005: Healthcare Delivery Systems and Policy

Term 4 (8 credits total)

- NURS4010: Professional Issues and Leadership in Contemporary Nursing
- General Education

Term 5 (8 credits total)

- NURS4015: Community Health Nursing
- General Education

Term 6 (8 credits total)

- NURS4020: Baccalaureate Nursing Capstone
- Advanced Nursing Elective

That's what a sample RN to BSN program might look like.

For the RN to MSN program, it would be an extended version of above (because you would take graduate level courses as well).

If you think either of these could be for you, it's time to apply.

APPLY NOW

An RN license is required for both the RN to BSN and RN to MSN programs.

Let me know if you have any questions.

All the best.

The SUNY Empire Team

*PS – Here's the link to apply again: **APPLY NOW***

Email #5

Subject Line: (Part 5/5) Pro tips for online students

How to Be a Successful Online Student

Note: You're receiving this because you requested information from our School of Nursing at SUNY Empire. This is a 5-part email series for you to learn more about our RN to BSN and RN to MSN degrees and help you make the best choice possible.

Hi [FIRST NAME],

Let's get tactical and practical here.

I want to share some tips with you around **how you can be a successful online student and make the most of your time.**

Whether you feel a bit overwhelmed about online learning, or you want to optimize your studies, this will help.

And who better to give you tips than our students themselves, right?

Here are three tips from our student Quran Bell:

1. **Get familiar with the syllabus of each course** – Get to know the due dates, required books and material and everything you need for the course.
2. **Set a schedule and get organized** – Prioritize regular time to focus on your coursework. Use a planner or app to help yourself stay organized.
3. **Get involved and stay connected** - Participate as much as you can. SUNY Empire offers many opportunities to meet classmates and faculty, both online and in-person.

And here's a key piece of advice from Nakesha Vines (RN to BSN student):

"Online classes have been a great experience. You have to make them work for you, and you have to be willing to be proactive and advocate for yourself. As long as you're trying and reaching out to your professors, they will do everything they can to help you succeed. It is what you make it."

Which one of those stood out to you?

No matter what you end up doing, these tips can help you out a lot.

If you're ready to apply, you can do so via the link below.

APPLY NOW

An RN license is required for both the RN to BSN and RN to MSN programs.

Let me know if you have any questions.

All the best.

The SUNY Empire Team

*PS – This is the last email of the series. If you're interested in the RN to BSN or RN to MSN programs, take the next step: **Apply Now***