



4. Mission statement and goals for DAB: The group worked on the draft of the mission statement and agreed to the following, acknowledging that changes can be made in the future:





**Boston College William F. Connell School of Nursing  
Keys to Inclusive Leadership in Nursing (KILN)  
Recruitment Video Outline**

What is KILN?

The KILN program prepares nursing students from disadvantaged backgrounds (including racial and ethnic minorities underrepresented among registered nurses) to enter the public health nursing workforce as leaders with the capacity to make a difference in local communities.

A pre-entry program recruits top candidates to increase the proportion of minority/disadvantaged students admitted and stimulate interest in nursing as a career. A retention program increases the graduation rate of minority/disadvantaged students by providing intense mentoring and support as well as stipends and scholarships. Finally, the KILN program increases the number of culturally competent, leadership-trained graduates working in medically underserved areas in Boston through a program of community-based leadership and scholarship development activities. The program will ultimately contribute to the elimination of health disparities, a goal consistent with Boston College's mission of uniting high academic achievement with service to others in a diverse community.

Why a recruitment video?

A video geared toward recruiting undergraduates from underserved backgrounds will direct prospective students toward the profession of nursing and the benefits that a Boston College education has to offer. The goal is to encourage top candidates to apply to or consider Boston College and increase the yield of admitted students to enroll.

Video outline

*Why nursing?*

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- < Academics: rigorous, selective program
- < Resources: clinicals, hospitals and agencies CSON is affiliated with, sim lab, faculty guidance
- < Campus: feels like home, beautiful
- < Service: BC message is to serve others; the nursing school is the epitome of that

*Why BC nursing?*

- < Small, close-