

## EDUCATIONAL PUBLICITY

Additional steps have been taken to acquaint the nursing profession with the courses offered by the School and to stimulate enrollment. It is planned during the present year to extend our publicity programme both in regard to the profession and to the general public through a more extended use of newspapers, journals, talks, letters, the School Announcement, the Alumnae and personal contacts.

Arrangements have already been made for a yearly advertisement in the Canadian Nurse, instead of for two months in the spring as in the past.

An advertisement in the American Journal of Nursing would also be very desirable in order to reach the many Canadians in the United States. We have a considerable number of inquiries indicating an interest in returning to Canada to study at McGill.

A mailing list is being prepared which will reach a large number of people who will be interested in taking the course or who will be influential in assisting and encouraging others to do so.

## FURTHER DEVELOPMENTS

Further developments which are urgent and should receive serious consideration during this year are:

1. The establishment of a degree for the School for Graduate Nurses.
2. Raising an Endowment Fund.
3. The establishment of an Undergraduate School of Nursing leading to a degree. The first two years of this course would be in the University. During this period the clinical course in the hospital could be established on a college basis and qualified teachers prepared in the School for Graduate Nurses.

Respectfully submitted,

*Bertha Harner*

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Director.