

## 2021 ED Annual Report

### 2021 To do list status update:

- Evaluate virtual conference and formulate a plan for future meetings and events – the virtual conference evaluations were positive. We did explore the option of having a hybrid meeting this year but found it to be cost prohibitive. Just for the technology at the hotel the cost would have been over \$90,000. That cost did not include all of the costs associated with the face-to-face meeting or the cost of the virtual platform.
- Expand active engagement and retention of members and potential leaders – we are very excited to have ANA-NY members as our conference speakers this year. This is a wonderful showcase of the talents of our members.
- Successful launch of scholarly journal for ANA-NY – the Journal of ANA-NY was launched with an inaugural issue in early 2021 and our second volume out late this summer.
- Increase number of FNL participating schools – the FNL program was suspended for 2021 in order for us to evaluate and rejuvenate the program.
- Increase number of OAs – we are excited to welcome the Nigerian Nurses Association USA, Inc. and the Philippine Nurses Association of New York, Inc.
- Continue progress on strategic plan goals – see below
- Work with newly elected leadership to vision for future direction of association – we have added several new programs to our member offerings including Nurses Supporting Nurses, and Project Firstline

### Strategic Plan status update

Strategic Goal #1: Continue to increase membership at a sustained rate of 8% annually (benchmarks: 2012 Founding – 39 members, beginning of JS tenure - 4186 members, end 2020 – 8269 members)

- 8500 members (3% YTD)
- Launch of 10 x 10 campaign for 2022
- Launch 40 under 40 program for 2022
- Who are we?
  - Ethnicity
    - Caucasian – 56%
    - Black – 24%
    - Asian – 11%
    - Hispanic – 11%
    - Indian – 1%
  - Role
    - Staff nurses – 35%
    - Educator – 11%
    - Student – 9%
    - Nurse manager – 8%
    - NP – 7%
    - Director – 6%
    - Case manager – 2%

- CNO – 2%
- CNS - 1%
- Consultant – 1%
- Researcher – 1%

Strategic Goal #2: Increase member retention to sustain membership growth goal of 8% annually

- Retention rate - 66%

Strategic Goal #3: Increase member engagement to support retention goal

- Added Member Engagement Associate staff position
- Journal of ANA-NY launched in early 2021
- Annual ANA-NY Awards presentations at 2021 Annual Conference – 9 nominees for 6 awards
- Annual election – 20 nominations for 12 positions, 1% voting participation
- Poster session continues in 2021 conference – 44 submissions
- Members as annual conference podium presenters
- Polling of members at 2021 conference

Strategic Goal #4: Increase value of membership

- Nurses Supporting Nurses Peer Support network established
- Project Firstline Grant for \$10,000 awarded from ANA
- New member welcome mailings
- Success Pays
- Updated materials on website
- Signed ANA shared revenue contract

Strategic Goal #5: Increase visibility

- ED Presentations
  - Central NY Nurses Association Legislative Program
  - STTI Biennial – *A Collaborative leadership Model to Advance Nursing and Health Care in New York State*
- ANA-NY Virtual Lobby Day with 59 participants sending out 128 emails sent to both Assembly and Senate members
- Interviews
  - Interviewed Dr. Sandra Lindsay, RN – first American to receive vaccine
  - Invited featured participant in *A Conversation with Senator Kristen Gillibrand*
  - NY Times
  - NYS School Boards Association newspaper, *On Board*
  - *Poughkeepsie Journal*
- Co-branded Nurses Week ads
  - NACLI
  - Sigma Chapter from Farmingdale
  - NeNYPNO
  - PNAWNY

- Collaborations
  - NCSBN
  - American Lung Association Clean Air Initiatives Alliance
  - Let's Get Immunized NY
  - Empire State Society of Association Executives
    - Jeanine on Board and Association Leader Academy Planning Committee
  - NYS Board for Nursing meeting
  - New York Nursing Alliance
  - SUNY Polytech IRB Community Member
  - Ban Flavored Tobacco Coalition
  - Rutgers University research project – Pregnant Nurses and COVID-19
  - University of Washington & 4YOUandMe research project – Stress and Recovery
  - CICU Clinical Practice Group
  - Simulation Educators of Eastern NY
  - STTI Nurse Leader Review Committee
  - NYSNA
  - Advocacy
    - Anti-Asian Violence statement
    - Letter of support for NP legislation
    - E-compact letter
    - Simulation white paper
    - Nursing Students for Vaccine Delivery
    - Tobacco Tax
    - MOS for CHNY
    - Sign-on letter for CRNA bill
    - Sign-on letter for universal vaccine reporting
    - Safe Staffing Bill signed by Governor
  - Center for Nursing
    - Selected to present our collaboration at STTI Biennial Conference
    - Center for Nursing Research Planning Committee
    - Delphi Study Project
    - Rhode Island Charter School
    - New York State Action Coalition
- ANA
  - Pres/ED calls
  - GOVA calls
  - Membership webinar
  - Membership Assembly