

2022 ED Report

Strategic Goal #1: Continue to increase membership at a sustained rate of 8% annually (benchmarks: beginning of JS tenure - 4186 members, end 2021 – 8366 members)

- 8163 members
- Goal membership for end of 2022 is 8,930

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

- Retention rate - 69% (up from 66% last year, ANA benchmark 76%)

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

- Briefly hired Membership Engagement Associate, will resume search after annual conference
- Contracted with Marketing and Communications professional
- Developing new website

Strategic Goal #4: Increase value of membership

- Biannual publication of JANANY
- Two MSG sporting events
- Summer Social in Niagara Falls
- Four webinars
 - Nurse: Caregiver Not Criminal
 - Transgender Care
 - Understanding Pre-Diabetes
 - Resilience
- Two book group sessions
- Beach Clean-up
- Virtual Lobby Day
- Two members funded to attend American Nurses Advocacy Institute (ANAI)
- Quarterly New York Nurse newsletter – moved to digital only saving \$10,000/yr
- Approximately 70 poster/podium abstracts submitted for review
- Member benefit additions
 - Terra Firma
 - Speakhire
 - Career Counseling
- Selected for Project Firstline Grant
- Build-out of new website
- Contracted Marketing and Communications professional

Strategic Goal #5: Increase visibility

- Meetings with Legislators
 - Sen. Persaud
 - Assembl. Gunther

- Sen. Stavisky
- Assembl. Reyes
- Exhibiting
 - Emergency Nurses
 - Nurse Anesthetists
 - Western New York Professional Nurses Association
 - Greater New York Black Nurses
 - National Association of Hispanic Nurses
 - Nursing Student Association of NYS
 - CNYS Black Expo
 - NYS Home Care Association
- Preceptorships
 - Chamberlain University
 - Excelsior College
- Presentations
 - Sigma Theta Tau, International Biennial Conference on collaboration with Foundation of NYS Nurses (Indianapolis, IN)
 - Pre Nursing Conference – Diversity in Health Care (virtual)
 - Wellness Wednesdays programs in June (Men’s Health) and July (Being Smart in the Sun) at Avila Senior Living Center
 - ANA-NY Advocacy Updates to Home Care Association (Saratoga Springs, NY)
- Collaborations
 - New York State Department of Health Nurses Across New York (NANY) Stakeholder Workgroup
 - Center for Nursing
 - CNR Leadership Group - chair
 - CICU
 - Simulation bill
 - NYS Action Coalition
 - Nurses On Boards Committee
 - AARP-NY
 - STTI Nurse Leader Review Committee
 - Let’s Get Immunized NY
 - Empire State Society of Association Executives
 - Jeanine – Board, ALA Committee, Scholarship Committee
 - Phil – Program Committee
 - New York Nursing Alliance
 - SUNY Polytech IRB Community Member
 - ANA
 - GOVA call
 - Membership Assembly
 - Nightingale Tribute names submitted
 - Flu Shot Fridays
 - Lobbyists meeting

- Project Firstline
- Climate Change/Environmental Health collaborative
- Innovations