

2023 ED Report

Strategic Goal #1: Continue to increase membership at a sustained rate of 8% annually (benchmarks: beginning of JS tenure - 4186 members, end 2022 – 8220 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

- Hired Membership Engagement Associate – Kennedee Blanchard
- Replaced Program Manager – Deb Spass
- Continued contracted Marketing and Communications professional - Brittany Lawton
- Launched new website
- Launched 5 SIGS
- Moved to weekly email bulletins to consolidate key information and decrease the number of emails going out

Strategic Goal #4: Increase value of membership

- Biannual publication of JANANY
- 42 programs, webinars, and events held in 2023
- Lobby Day in Albany and virtual
- Two members funded to attend American Nurses Advocacy Institute (ANAI)
- Quarterly New York Nurse newsletter
- Member benefit additions
 - CINAHL access

Strategic Goal #5: Increase visibility

- Meetings with Legislators
 - Sen. Persaud
 - Assembl. Gunther
 - Sen. Stavisky
 - Assembl. Reyes
 - Seb. Webb
- OA co-branded advertising for Nurses Week/Month
- Nurse Residency white paper
- Recorded interview for UAlbany PH re: adult immunizations
- Attend NYSED BON meetings
- Co-sponsor of *Building Guardrails to Success: Increasing Diversity in Nursing*
- Exhibiting in 2023
 - Professional Nurses Association of Western NY Research Conference

- Nursing Student Association of NYS
- Associate Degree Council
- Emergency Nurses Association
- Home Care Association
- NY Organization of Nurse Leaders
- NYS Association of Nurse Anesthetists
- Cracking the Code
- Long Island Hospital Nurses Week event
- NYS Chief Nursing Officers
- NYS Association of Ambulatory Surgical Centers
- Presentations:
 - NYS Nurses on Boards Coalition webinar – gave a quick overview of ANA-NY during breakout session
- Collaborations
 - Center for Nursing
 - CNR Leadership Group – chair 2022-2023
 - CICU
 - Simulation bill
 - NYSAC
 - Attend monthly meetings and share ANA-NY updates
 - NOB Committee
 - Attend monthly meetings
 - Panelist in webinar on joining a Board
 - STTI Nurse Leader Review Committee
 - Review applications for eligibility in STTI
 - Let's Get Immunized NY
 - Attend monthly meetings
 - Promote immunization information on our social media sites
 - Attend press rallies
 - Review and sign on to support letters as appropriate
 - Tobacco Free NY
 - Attend monthly meetings
 - Promote information on our social media sites
 - Attend press rallies
 - Review and sign on to support letters as appropriate
 - Empire State Society of Association Executives
 - Jeanine – Board, ALA Committee, Scholarship Committee
 - New York Nursing Alliance
 - Attend monthly meetings and share ANA-NY updates
 - SUNY Polytech IRB Community Member
 - Attend monthly meetings
 - Review IRB submissions
 - ANA
 - GOVA calls

- Pres/ED calls
- Climate Change/Environmental Health collaborative
- MZ Advocacy Task Force