

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

**PRESIDING:** Marilyn Dollinger, President

**PRESENT:**

**OFFICERS:** Marilyn Dollinger, President, Tanya Drake, Vice President, Phyllis Yezzo, Treasurer, and Trudy Hutchinson, Secretary

**DIRECTORS:** Susan Chin, James Connolly, Giselle Gerardi, Kim Velez, and Sarah Miner

**ABSENT:** N/A

**STAFF:** Jeanine Santelli, Executive Director and Kennedee Blanchard, Member Engagement Associate

**GUESTS:** Amy Kellogg, Lobbyist

Topic	Discussion	Resolution
<b>CALL TO ORDER</b>		President Dollinger called the meeting to order at 6:30 pm on Monday, September 18, 2023. Sarah Miner read the ANA-NY mission statement.
<b>ATTENDANCE</b>	Quorum Present	Secretary Hutchinson took attendance and declared a quorum was present.
<b>ANNOUNCEMENTS</b>	<p>Kennedee Blanchard announced that she is expecting a baby boy due to arrive on December 28, 2023.</p> <p>Executive Director, Santelli announced the results of the 2023 Election (see attached Certification Letter and Certification Report from Association Voting) and informed the Board that the nominees have received the appropriate letters informing them of the election results as well. She stated that Nadia Joseph will be the next Chair of the Nominations and Elections Committee after Kerlene Richards is done serving her term and that ANA increased the number of Membership</p>	

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

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	<p>Assembly Representatives from 6 to 7, however, one of the seats is always reserved for the ANA-NY President, so there were 6 open seats on the ballot this year. She also mentioned that there was a 4.8% turnout this year, instead of the usual 1% that we have received for the past several years. Vice President Drake suggested that all the Board members talk about the election with ANA-NY members attending the annual conference informing them that voting in the yearly election is part of their right and responsibility. Giselle Gerardi thinks part of the high turnout this year is due to the increased presence on our social media channels.</p>	
<p><b>LOBBYIST’S REPORT</b></p>	<p>Amy Kellogg reported that the Board approved the 2024 Legislative Priorities at their last meeting and that it will be presented to the membership for their final approval during the Governing Assembly Business Meeting at the Annual Conference.</p> <p>Amy and Executive Director Santelli are meeting with Senator Webb on Tuesday, September 19<sup>th</sup>, at the State Office Building in Binghamton to discuss her potential sponsorship of the Nurse Licensure Compact (NLC) bill and are bringing one of her constituents from the Decker SON with them as well.</p>	

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

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	<p>Amy and Executive Director Santelli met with Governor Hochul to discuss workforce development issues for which there is not a lot of funding since there is a \$9 billion deficit in next year's budget.</p> <p>The Tobacco Free New York State and Let's Get Immunized NY continue to meet and that the Executive Order is officially over, which means that the Safe Staffing Emergency will probably be a priority.</p> <p>Amy reminded the Board that Election Day is Tuesday, November 7, 2023, and since it is an odd-numbered year, there will only be candidates for local election on the ballot throughout the State and informed them that there will be two constitutional amendments on the ballot to consider. The first constitutional amendment would remove the debt limitations in the State Constitution from small city school districts (cities with less than 125,000 inhabitants) and the second constitutional amendment would allow municipalities to exclude from their debt limits indebtedness for the construction or reconstruction of sewage facilities until 2034.</p> <p>Executive Director Santelli and Caiti Anderson attended the ANA Lobbyists meetings in Washington D.C. on September 13-15, 2023.</p>	

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

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	Executive Director Santelli stated that they had a productive meeting and that Caiti took notes.	
<b>CONSENT AGENDA</b>	<p><b>MOTION TO APPROVE CONSENT AGENDA – Susan Chin/Kim Velez</b></p> <p><b>AUGUST 21, 2023, MINUTES</b></p> <p><b>COMMITTEE REPORTS:</b></p> <ul style="list-style-type: none"> <li>▪ <b>Nursing Education</b> – See attached report from Giselle Gerardi</li> </ul> <p><b>STAFF REPORTS:</b></p> <ul style="list-style-type: none"> <li>▪ <b>ED</b> – See attached report from Executive Director Santelli</li> <li>▪ <b>Program Manager</b> – See attached report from Deb Spass</li> <li>▪ <b>Member Engagement Associate</b> – See attached report from Kennedee Blanchard</li> </ul>	<p><b>APPROVED UNANIMOUSLY</b></p> <p>Vice President Drake mentioned that the Program Manager’s report indicated that we have a signed contract with Splashes of Hope for the Annual Conference, where we will be painting two 4x4 panels for a Children’s Hospital in Buffalo, NY. She would like to see this advertised to our members.</p>
<b>PRESIDENT’S REPORT</b>	<p>President Dollinger provided updates from the Sept. 8 ANA Open Board meeting:</p> <p>ANA is conducting a pilot for bulk membership in NC and GA where hospitals are offering membership to their nurses as part of the hospital’s CE benefits.</p>	

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

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	<p>The dialogue forum action plans from ANA’s 2023 Membership Assembly (MA), have been approved. Board members should review these using the link, <a href="https://www.nursingworld.org/news/news-releases/2023/ana-2023-ma-gun-violence-recommendations/">https://www.nursingworld.org/news/news-releases/2023/ana-2023-ma-gun-violence-recommendations/</a>.</p> <p><a href="#">Project Echo</a> has launched two programs, one focused on Racism and one on staffing.</p> <p>The American Nurses Foundation’s <a href="#">Reimaging Nursing Initiative</a> granted an initial \$14 million to 10 projects developed and led by nurses to transform nursing for improved access, care, and outcomes for all. By early 2025, each project will deliver evidence demonstrating its impact. The Initiative’s goal is to support the most successful project to scale with the eventual goal of industry-wide adoption.</p> <p>The ANA Political Action Committee (PAC) raised over \$168,000 for campaign contributions. ANA reminded the C/SNAs to communicate with the national PAC if they have a candidate running for office at the federal level.</p> <p>The top challenges for the nursing profession right now are nursing value, mental health and wellness, DEI, and Workplace Violence.</p>	<p>Treasurer Yezzo stated that there is no coding permitted for nursing documentation and that she would like more information about this.</p>

**ANA-NY**  
**Board of Directors Microsoft Teams Conference Meeting**  
**September 18, 2023**

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	<p>ANA’s Project MZ Initiative update (see attached) included a short 3-minute clip providing background for the MZ project focus <a href="https://nursingworld.sharefile.com/...">nursingworld.sharefile.com/...</a></p> <p>Kennedee Blanchard represents ANA-NY on the Project MZ Advisory Committee. Vice President Drake suggested using our involvement with the National Student Nurses Association (NSNA) and the Nursing Students Association of New York State (NSANYS) to help garner information from nursing students on what they are looking for and need from their professional nurses' association. Kim Velez mentioned that the Healthcare Association of New York State (HANYS) sent out a 2023 National Traveler Nurse Survey which was designed to provide insight into what travel nurses are thinking about nursing as a profession, their travel nursing preferences, and their thoughts on the future of nursing. Giselle Gerardi mentioned that she had seen a survey on LinkedIn that was specifically geared for MZ generations.</p> <p>President Dollinger was 1 of 30 people selected to be interviewed by HANYS about the current state of the workforce. The interviewer did ask about ANA-NY's relationship with NYSNA. She made it clear that ANA-NY is not a union and therefore has</p>	

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

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	<p>no collective bargaining. They asked her if NYSNA and ANA-NY support the same issues. President Dollinger replied that ANA-NY would be happy to work with NYSNA on similar issues, but that ANA-NY has their own agenda. They asked her what the top 3 priorities in workforce staffing are right now, to which she replied “retention, retention, retention”.</p>	
<p><b>TREASURER’S REPORT</b></p>	<p>See attached Treasurer’s Report and Finance Report from Treasurer Yezzo.</p> <p>Treasurer Yezzo indicated that the Career Center is the major contributor to the increase in total income and that the total expenses are over budget due to the new membership benefit of CINAHL, which was not budgeted for fiscal year 2023, and an increase in Dr. Quinlan’s Professional Coaching services. She informed the Board that our total assets are up from 2022 and are consistent with monthly growth.</p> <p>Vice President Drake asked if we could split the cost of CINAHL with the FNYSN? Executive Director Santelli indicated that the FNYSN does not have that kind of money and would not be able to afford to split the cost with us. President Dollinger reiterated that this kind of investment that supports members’ needs is the Boards responsibility and a sound investment.</p>	<p>Executive Director Santelli informed the Board that our new website platform has changed the way the Career Center generates revenue so instead of being a revenue share with Nursing Network it is now our own.</p>

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

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	<p>Executive Director Santelli informed the Board that 20 members have requested access to CINAHL so far. President Dollinger stated that this is a huge member benefit. Treasurer Yezzo mentioned that the healthcare system needs more of its front-line nurses looking at EBP.</p> <p>Kim Velez suggested showcasing the member benefits at the annual conference. Executive Director Santelli stated that we feature a member benefit in each of our Monthly Office Updates and share the information on our social media channels as well.</p>	
<b>CONTINUING BUSINESS</b>	<p>Future Nurse Leader (FNL) Program Evaluation: There were 17 participating programs in 2023, which was better than expected since the program has been on a 2-year hiatus. All FNL awardees passed their Boards and 3 have activated their complimentary memberships so far.</p> <p>Vice President Drake asked if the time and resources are worth the ROI. Kennedee Blanchard mentioned that most of her time this year was spent updating the FNL materials, which will make subsequent years much easier and less time-consuming.</p>	<p>Susan Chin asked if a list of the participating programs could be shared with the Board. Kennedee Blanchard will add the spreadsheet of participating programs dating back to 2014 to the October Board folder.</p> <p><b>APPROVED UNANIMOUSLY</b></p>



**ANA-NY**  
**Board of Directors Microsoft Teams Conference Meeting**  
**September 18, 2023**

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	<p><b>MOTION TO TAKE FNL PROGRAM OFF PROBATION AND REINSTATE IT WITH IMPROVEMENTS – Giselle Gerardi/Tanya Drake</b></p> <p>President Dollinger will share information about the FNL Program with the NYS Council of Deans when she is there giving the ANA-NY update on 9/30/23.</p> <p>Vision Statement: Board reviewed the new vision statement drafted by James Connolly; “The voice of empowered New York nurses driving positive change”.</p> <p><b>MOTION TO ADOPT VISION STATEMENT AS REVIEWED – Tanya Drake/Susan Chin</b></p>	<p><b>APPROVED UNANIMOUSLY</b></p>
<b>NEW BUSINESS</b>	<p>Delete Policy 3.3.1: See attached policy, which is no longer relevant. Vice President Drake mentioned that the candidates position statements do not give the candidate a lot of wiggle room to put themselves forward and identify who they are and what their vision is for the Association moving forward. She would like to advocate that the Nominations and Elections Committee consider expanding the criteria for position statements. She also mentioned that she didn’t think this year's structure gave the candidates the opportunity to put themselves forward.</p>	<p>Executive Director Santelli stated that she will bring this to the committee for consideration.</p> <p>President Dollinger indicated that the Nominations and Elections Committee will make sure to provide the membership with the candidate's backgrounds going forward.</p>

**ANA-NY**  
**Board of Directors Microsoft Teams Conference Meeting**  
**September 18, 2023**

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	<p>Kim Velez asked if it would make sense to revise the policy instead of deleting it? Secretary Hutchinson stated that if we are no longer using the policy then why keep it and that the Board can go through the bylaws archive to find past records if need be. Executive Director Santelli reminded the Board that there is a procedure manual which is where the changes will be reflected once passed by the committee and that she will bring this to the attention of the new committee for next year's procedure process. She also mentioned that she did bring this to the Boards attention at a previous meeting informing them that the committee wanted to change the procedure this year and conduct video campaigns instead of providing position statements before it was implemented. She also stated that the Board does not vote on the procedure but can vote on the policy. President Dollinger asked the Board if they want to write a new policy or update this one?</p> <p><b>MOTION TO DELETE POLICY 3.3.1 AND DISCUSS A REPLACEMENT POLICY THAT IS MORE RELEVANT TO CURRENT PRACTICE AT THE NEXT BOARD MEETING – Tanya Drake/Susan Chin</b></p> <p>Review Nurse Leader Fellow application: see attached fellowship application. Giselle Gerardi</p>	<p><b>APPROVED UNANIMOUSLY</b></p>

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
September 18, 2023**

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	<p>recused herself from voting because she teaches at the same institution that the student attends.</p> <p>The Board agreed that approval of the project needs to come from the facilities CNO or Nurse Scientist and not a nurse manager. President Dollinger stated that the guidelines will need to be updated to reflect that there needs to be evidence of approval from the facility where the project would be implemented.</p> <p><b>MOTION TO APPROVE APPLICATION PENDING APPROVAL FROM THE FACILITY WHERE THE PROJECT WILL BE IMPLEMENTED – James Connolly/Tanya Drake</b></p> <p>Review of Safer Workplace Position Statement: see attached position statement. President Dollinger stated that the position statement was drafted by a coalition of the New York College of Emergency Physicians (NYACEP), New York State Emergency Nurses Association (NYSENA), and ANA-NY, and asked if there were any concerns about ANA-NY signing onto the position statement. She also mentioned that April 2024 will be Workplace Violence Prevention Awareness Month with the goal of increasing awareness to recognize, prevent, and respond to workplace violence. This would be a good topic for a Special Interest Group (SIG).</p>	<p><b>MOTION APPROVED WITH ONE ABSTENTION FROM GISELLE GERARDI</b></p>

**ANA-NY**  
**Board of Directors Microsoft Teams Conference Meeting**  
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	<p>Executive Director Santelli mentioned the “Attacking a Nurse is a Felony” flyer that is cobranded with NYONL, which is on the website and included on ANA-NY exhibits across the State.</p> <p><b>MOTION TO APPROVE POSITION STATEMENT AND ANA-NY'S ENDORSEMENT – James Connolly/Trudy Hutchinson</b></p>	<p><b>APPROVED UNANIMOUSLY</b></p> <p>Executive Director Santelli will post the Position Statement on the website once she receives the final statement.</p>
<b>NEXT MEETINGS</b>	<p>October 16, 2023 @ 1830</p> <ul style="list-style-type: none"> <li>▪ Prep for conference – Board roles</li> </ul> <p>December 11, 2023 @ 1830</p> <ul style="list-style-type: none"> <li>▪ Budget</li> <li>▪ Approval of committee rosters</li> </ul>	
<b>UPCOMING EVENTS</b>	<ul style="list-style-type: none"> <li>▪ Prudential – Roadmap to Retirement 9/20 @ 1300 &amp; 9/21 @ 1900</li> <li>▪ SPAN – Virtual Meditation, 9/20/23 @ 1200</li> <li>▪ Falling for ANA-NY, Corning, NY, 9/20/23 <a href="https://home.cmog.org/">https://home.cmog.org/</a></li> <li>▪ Exhibiting: New York State Association of Nurse Anesthetists, 9/29/23 - 10/1/23, White Plains</li> <li>▪ 2023 Nightingale Gala, Albany, NY, 9/30/23 <a href="https://www.cfny.org/2023-nightingale-gala/">https://www.cfny.org/2023-nightingale-gala/</a></li> </ul>	

**ANA-NY  
Board of Directors Microsoft Teams Conference Meeting  
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	<ul style="list-style-type: none"> <li>▪ Exhibiting: Cracking the Code, 10/5/23, Rochester</li> <li>▪ Exhibiting: NYS Assoc. of Ambulatory Surgical Centers, 10/4-5, Albany</li> <li>▪ SPAN – Virtual Zumba Class, 10/18/23 @ 1900</li> <li>▪ Prudential – Fundamentals of Wills, Trusts, and POAs, 10/18 @ 1300 &amp; 10/19 @ 1900</li> <li>▪ Prudential – Creating Generational Wealth, 11/8 @ 1300 &amp; 1900</li> <li>▪ Exhibiting: NYS Chief Nursing Officers Educational Conference, 11/8/23, Saratoga Springs, NY</li> <li>▪ 11<sup>th</sup> Annual Conference, Turning Stone Resort and Casino, Verona, NY, 11/9/23 - 11/11/23 <a href="https://www.turningstone.com/">https://www.turningstone.com/</a></li> <li>▪ SPAN – Mindfulness &amp; You, 11/15/23 @ 1800</li> <li>▪ Books &amp; Brunch: Kitchen Garden Revival, 12/2/23 @ 1100</li> <li>▪ Prudential – Your Social Security Benefits, 12/6 @ 1300 &amp; 1900</li> <li>▪ 12<sup>th</sup> Annual Conference, The Sagamore Resort, Bolton Landing, NY (on Lake George), 10/21/24-10/23/24 <a href="https://www.opalcollection.com/sagamore/?utm_source=Google&amp;utm_medium=Listing&amp;utm_campaign=The%20Sagamore%20Resort">https://www.opalcollection.com/sagamore/?utm_source=Google&amp;utm_medium=Listing&amp;utm_campaign=The%20Sagamore%20Resort</a></li> </ul>	

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	<ul style="list-style-type: none"> <li>▪ 13<sup>th</sup> Annual Conference, TWA Hotel @ JFK, Queens, NY, 10/9/25-10/11/25  <a href="https://www.twahotel.com/">https://www.twahotel.com/</a></li> </ul>	
<b>ADJOURNMENT</b>	<p>No further business.</p> <p><b>MOTION TO ADJOURN – Tanya Drake/Susan Chin</b></p>	<p><b>APPROVED UNANIMOUSLY</b></p> <p>President Dollinger adjourned the meeting at 8:32 pm.</p>

**Recorded by,**

**Kennedee Blanchard, Member Engagement Associate**



Status Key
Not yet started
In Progress
Completed

## Conference Planning for 2023

**November 9-11, 2023, Turning Stone Resort Casino, 5218 Patrick Rd., Verona, NY**

Last updated: 10/10/23 2:30 PM by Cheryl Rings

### Contents

- [Phase 1](#) – Complete
- [Phase 2](#) – Complete
- [Phase 3](#) – In Progress
- [Phase 4](#) – In Progress
- [Phase 5](#)

Phase 1 – December 2022					
Objective	Action Items	Completion Date Est.	Owners	Status	Notes
Present results of post-conference survey to Executive Director	<ul style="list-style-type: none"> <li>• Organize results</li> <li>• Present to ED</li> </ul>	12/31/22	Cheryl & Caroline	Complete	<ul style="list-style-type: none"> <li>• CHC drafting results emails for speakers</li> </ul>
Set 2023 theme	<ul style="list-style-type: none"> <li>• Review 2020-2030 paper for ideas</li> <li>• Present to ED</li> </ul>	12/31/22	Cheryl & Caroline	Complete	<ul style="list-style-type: none"> <li>• Nurses, Lighting the Way</li> <li>• Subthemes and tracks               <ul style="list-style-type: none"> <li>○ Supportive Work Environment</li> <li>○ DEIB</li> <li>○ Health Equity</li> </ul> </li> </ul>



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Phase 2 – January-March 2023					
Objective	Action Items	Completion Date Est.	Owners	Status	Notes
Call for Abstracts & Escape Room Games	<ul style="list-style-type: none"> <li>Guidelines and submission instructions, to be tied to conference theme</li> </ul>	1/14/22	Jeannine & Brittany	Complete	<ul style="list-style-type: none"> <li>Abstract deadline 2/28</li> <li>Extended to 3/17</li> </ul>
Early outreach to key speakers such as keynote or highly sought-after speakers to gauge interest and get on calendars	<ul style="list-style-type: none"> <li>Contact speakers</li> <li>Get commitment and collect contracts</li> </ul>	3/31/23		Complete	<ul style="list-style-type: none"> <li>Contracts signed: Dallas Ducar, John Perricone</li> <li>Others: Lisa Alteri, Quoida Lauzon, Kenya Beard</li> </ul>
Coordinate with Turning Stone on room rates, conference layout, on-site event planning and catering contacts	<ul style="list-style-type: none"> <li>Review contract for any information and identify missing details</li> <li>Contact resort if needed</li> </ul>	3/31/23		Complete	<ul style="list-style-type: none"> <li>TS provides 6' long tables at a charge of \$35 per table</li> </ul>
Set schedules & rates for early bird & regular registration, vendor registration & cut off dates	<ul style="list-style-type: none"> <li>Review past practices &amp; adjust for 2023</li> <li>Update prospectus and</li> </ul>	3/31/23		Complete	<ul style="list-style-type: none"> <li>Attendee registration cut off to coincide with room block closing date</li> <li>Early bird registration through May</li> <li>Sales on 4<sup>th</sup> of July &amp; Labor Day</li> </ul>






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	other documents to reflect dates				<ul style="list-style-type: none"> <li>Attendee registration ending 10/23</li> </ul>
Set pricing for attendees, sponsors, vendors etc.	<ul style="list-style-type: none"> <li>Review previous &amp; adjust for 2023</li> </ul>	3/31/23	Cheryl & Jeanine	Complete	<ul style="list-style-type: none"> <li>Using 2022 except \$10 increase to Gala ticket</li> <li>\$325 Member Full Conference (Excludes Gala)</li> <li>\$500 Non-Member Full Conference (Excludes Gala)</li> <li>\$200 Retired/Student Full Conference (Excludes Gala)</li> <li>\$100 Thursday</li> <li>\$125 Friday</li> <li>\$125 Saturday</li> <li>\$45 Gala</li> <li>\$0 Governing Assembly</li> </ul>
Prepare conference budget	<ul style="list-style-type: none"> <li>Review previous &amp; adjust for 2023</li> </ul>	3/31/23		Complete	
Exhibitor/Vendor prospectus planning, distribution, and coordination	<ul style="list-style-type: none"> <li>Review previous &amp; adjust for 2023</li> </ul>	3/31/23	Cheryl & Brittany	Complete	<ul style="list-style-type: none"> <li>Pricing increases</li> <li>Room for 50 tables (6')</li> <li>Updated prospectus complete</li> <li>Vendor sign-up deadline 9/30/23</li> </ul>

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Design conference logo		3/31/23	Cheryl	Complete	
Plan Land Acknowledgement	<ul style="list-style-type: none"> <li>Identify details.</li> <li>Coordinate with spiritual leader for a blessing if possible.</li> </ul>	5/31/23	CHC	Complete	"Borrowed" from another event that did a great job.

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Phase 3 – April-August 2023					
Objective	Action Items	Completion Date Est.	Owners	Status	Notes
Strategic development of content	<ul style="list-style-type: none"> <li>Keynote &amp; Endnote Speakers</li> <li>Speaker selection and preparation</li> <li>Plan Breakout Sessions</li> <li>Plan Workshops</li> </ul>	8/31/23		Complete	<ul style="list-style-type: none"> <li>Keynote address: John Perricone</li> <li>Endnote: Dallas Ducar, Fireside chat with Jeanine</li> <li>Keynote panel with Lisa Alteri, Quoida Lauzon and Kenya Beard. Topic: <i>Don't Let Your Light Go Out</i></li> </ul>
Gala/Awards Dinner	<ul style="list-style-type: none"> <li>Entertainment</li> <li>Agenda</li> <li>Awards</li> <li>Décor, Atmosphere</li> </ul>	8/31/23		In Progress	<ul style="list-style-type: none"> <li>Band booked for dancing after dinner: Nite Train</li> <li>Solo guitarist booked for cocktail hour: Paul Quigley</li> <li>Music Contract signed.</li> <li>CMI can take care of the up lighting.</li> <li>TS will decorate tables with votives.</li> <li>Bill Newman of Northeast Decorating is handling vendor tables, chairs, pipe &amp; drape for Phyllis</li> </ul>
Plan for PAC event; coordinate with ANA-NY Lobbyist	<ul style="list-style-type: none"> <li></li> </ul>	8/31/23		Complete / Cancelled	<ul style="list-style-type: none"> <li>PAC has declined to host an event in coordination with conference</li> </ul>

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and Government Relations team					
Prepare and promote fundraising and conference sponsorships	<ul style="list-style-type: none"> <li>Digital advertising</li> <li>Email marketing (from vendors to attendees)</li> <li>Promotional opportunities not included in prospectus</li> </ul>	8/31/23		In Progress	<ul style="list-style-type: none"> <li>Digital ad options shared with prospective sponsors</li> <li>Other promotional opportunities include sponsoring drinks at gala, private table at gala, congrats ads at gala</li> </ul>
Develop education and learning incentives to drive a well-attended, in-person conference (pending COVID restrictions) with increased attendance over time	<ul style="list-style-type: none"> <li>Engagement through ap</li> </ul>	8/31/23		Complete	<ul style="list-style-type: none"> <li>Conference ap has engagement opportunities built in that can be "gamified". Hoping to find a way to carry the "Game" throughout the year.</li> <li>Brittany and Deb have come up with ways to engage attendees where they can earn points and win prizes. Prizes will be from Packed with Purpose</li> <li>Brittany will be interviewing people live.</li> <li>Social media posts during the conference by using hashtag.</li> <li>Interaction within the app</li> </ul>
Plan social activities and entertainment for the conference	<ul style="list-style-type: none"> <li></li> </ul>	8/31/23		Unnecessary	<ul style="list-style-type: none"> <li>Turning stone offers many opportunities for additional entertainment</li> </ul>

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and surrounding conference				Completed	<ul style="list-style-type: none"> <li>Painting with a purpose – interactive painting of a mural for local healthcare facility</li> </ul>
Coordinate all Continuing Education requirements	<ul style="list-style-type: none"> <li>CHC to help gather data for Jeannine to enter on ANA-Mass for CEs</li> <li>Scholarly articles needed for each subtheme</li> </ul>	8/31/23	CHC	Completed	<ul style="list-style-type: none"> <li>Scholarly articles found for 3 subthemes (Diversity, Work Environment, Health Equity)</li> <li>Commercial Support Agreement sent to Sponsors as of 8.23.23</li> </ul>
Coordinate with marketing team to promote conference	<ul style="list-style-type: none"> <li>Topic</li> <li>Speakers</li> <li>Location</li> <li>Activities</li> <li>CE credits</li> <li>networking opportunities</li> <li>other benefits of attending</li> <li>Conference ap</li> </ul>	8/31/23		Ongoing	<ul style="list-style-type: none"> <li></li> </ul>
Collect documents from speakers	<ul style="list-style-type: none"> <li>Presentation Slide decks</li> <li>Bios/intro language</li> <li>Headshots</li> </ul>	8/31/23		In Progress	<ul style="list-style-type: none"> <li>9/19 still waiting on 3 bios.</li> </ul>
Incorporate networking events to encourage	<ul style="list-style-type: none"> <li></li> </ul>	8/31/23		Completed	<ul style="list-style-type: none"> <li>Networking will be during breaks as they are already longer for posters.</li> </ul>

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In Progress
Completed

<p>interaction between attendees and vendors</p>					<ul style="list-style-type: none"> <li>• OA networking event in a speed dating setup where everyone will write down a challenge, they would like to work on during the first 3 minutes of the event. Then they will pair up with a stranger and each get 2.5 minutes to their challenge. Participants will switch partners every 5 minutes and be encouraged to exchange contact information to continue the conversation. Jeanine to facilitate.</li> <li>• Special interest groups to have a fishbowl networking event. Room is set up with 3 circles of 6 chairs each and 5 participants start in each circle leaving an empty chair. Each circle has a topic and only those sitting can speak. Others in the room can take an empty chair to join in the conversation or “feed the fish” by writing a question or statement on a piece of paper and throwing it into the bowl. Kennedy to facilitate.</li> </ul>
<p>Manage and reconcile conference</p>	<ul style="list-style-type: none"> <li>• Raise any major budgetary risks to</li> </ul>			<p>In Progress</p>	<ul style="list-style-type: none"> <li>• \$5360 budgeted for speakers. Contracted for \$4000 in</li> </ul>

Status Key
Not yet started
In Progress
Completed

budget on a quarterly basis	Executive Director				honorariums plus travel, meals, hotels.
Coordinate logistics with on-site Event and Conference Planner	<ul style="list-style-type: none"> <li>Dates and times</li> <li>Food and beverage planning</li> <li>Transportation</li> <li>AV needs</li> <li>Special set up and storage for exhibitors</li> <li>Spatial planning, etc.</li> </ul>	8/31/23	CHC	In Progress	<ul style="list-style-type: none"> <li>Emailed Stephen with contact info for Kevin Marsh at CMI Communications 3/9/23</li> <li>Northeast Decorating providing curtained corner for Phyllis to hold her meetings</li> </ul>
Coordinate with local groups to identify discounts for conference attendees coming into town for the event; connect with the town convention and tourism bureau to assist with logistics and plans.	<ul style="list-style-type: none"> <li></li> </ul>	8/31/23		Unnecessary	<ul style="list-style-type: none"> <li>Turning stone offers many opportunities for additional entertainment</li> <li>Painting with a purpose – interactive painting of a mural for local healthcare facility</li> </ul>
Design & order all printed materials being distributed	<ul style="list-style-type: none"> <li>Advertiser artwork</li> <li>Programs (only for gala)</li> </ul>	8/31/23		Not Needed thanks to conference ap	

Status Key
Not yet started
In Progress
Completed

Plan prizes & awards	<ul style="list-style-type: none"> <li>Awards for gala</li> <li>Prizes for games</li> </ul>	8/31/23		Complete	<ul style="list-style-type: none"> <li>Awards complete</li> <li>Prizes will be from Packed with Purpose</li> </ul>
Coordinate with photographer	<ul style="list-style-type: none"> <li>Event Photos</li> <li>Group Photos</li> <li>Board Members</li> <li>Other Groups</li> </ul>	8/31/23		Complete	<ul style="list-style-type: none"> <li>Photographer from last year is booked. Needs list of photos we would like taken</li> <li>Requested photos include: Group shot (during lunch break at the "flower wall" staircase), photos of Presenters that they will want to share, Photos of exhibitors for them to share, Conference planning staff group photo, ANA-NY staff headshots, Board group photo – swearing of the new board. Group and headshots, Interacting with exhibitors, OA &amp; SIG groups, Networking, Hands on participation, Painting throughout process, ideally a time lapse</li> </ul>
Design and order all event signage	<ul style="list-style-type: none"> <li>Welcome?</li> <li>Sponsors</li> <li>Lunch</li> <li>Breakfast</li> <li>Escape Room</li> <li>Breakout Rooms</li> </ul>	8/31/23		In Progress	<ul style="list-style-type: none"> <li>Duke (swag guy) will print signs, including movable velcro arrows on several</li> <li>One for breakout downstairs</li> <li>Escape room directional signs</li> <li>First 8 signs designs and ready to order. 6 of which have arrows.</li> </ul>





Status Key
Not yet started
In Progress
Completed

	<ul style="list-style-type: none"><li>Promotion of speakers/events</li></ul>				<ul style="list-style-type: none"><li>Sponsor signs still to be counted, designed &amp; ordered</li></ul>
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Status Key
Not yet started
In Progress
Completed

Phase 4 – September-October 2023					
Objective	Action Items	Completion Date Est.	Owners	Status	Notes
Registration materials for attendees	<ul style="list-style-type: none"> <li>• Badges</li> <li>• Program for Gala</li> <li>• Table Assignments</li> <li>• Dinner Choices</li> <li>• Payment Status</li> </ul>	10/31/23		In Progress	<ul style="list-style-type: none"> <li>• Badge machine received &amp; working</li> </ul>
Registration materials for vendors	<ul style="list-style-type: none"> <li>• table assignments</li> <li>• Map and needs</li> <li>• Set up and break down times</li> <li>• Representative badges</li> <li>• Agendas</li> <li>• Set up and storage spaces</li> </ul>	10/31/23		In Progress	<ul style="list-style-type: none"> <li>• Silent auction bid forms designed</li> </ul>
Registration materials for speakers	<ul style="list-style-type: none"> <li>• Badges</li> <li>• Programs</li> <li>• Communicate any additional amenities available to them like meals or participation in other event activities</li> </ul>	10/31/23			
Confirm vendue details	<ul style="list-style-type: none"> <li>• Catering</li> <li>• Transportation</li> <li>• Hotel Rooms (including for AV staff)</li> <li>• Check in and check out times will be well staffed if coinciding with a break so that attendees will not be missing programming</li> </ul>	10/31/23			<ul style="list-style-type: none"> <li>• Rooms needed for staff (6), board members, speakers, band</li> </ul>



Status Key
Not yet started
In Progress
Completed

	<ul style="list-style-type: none"> <li>Vendors deliveries will be securely stored and accessible for set up</li> </ul>				
Provide final agenda & details	<ul style="list-style-type: none"> <li>Email Speakers</li> <li>Email Vendors</li> </ul>	10/31/23			
Prepare and schedule for all on-site support	<ul style="list-style-type: none"> <li>Set Up</li> <li>Lists of attendees (payment status), exhibitors, table numbers, meal choices, etc.</li> <li>Notes for speeches (intros etc.)</li> <li>Awards</li> <li>Registration table &amp; check in for exhibitors, attendees &amp; speakers</li> <li>Available for assistance as needed</li> <li>Breakdown</li> </ul>	10/31/23			
Support marketing team with any content or artwork needed for conference ap	<ul style="list-style-type: none"> <li>Speaker bios, topics etc.</li> <li>Advertising</li> <li>Agenda</li> <li>Contact information</li> <li>Venue information</li> <li>Additional recorded presentations</li> <li>Resources in the area</li> </ul>	10/31/23			



Status Key
Not yet started
In Progress
Completed

Phase 5 – November-December 2023					
Objective	Action Items	Completion Date Est.	Owners	Status	Notes
Coordinate with marketing team to encourage social sharing of photos and stories	<ul style="list-style-type: none"> <li>Provide information to marketing team</li> </ul>	12/31/23			
Assist with coordinating post-conference survey and present results to Executive Director/Board of Directors (BOD)	<ul style="list-style-type: none"> <li>Build and send out survey</li> <li>Organize results</li> <li>Provide to ED &amp; Speakers</li> </ul>	12/31/23			
Assist with theme and agenda development for 2024	<ul style="list-style-type: none"> <li>Recommendations to ED</li> </ul>	12/31/23			
Review 2023 Annual Conference programming,	<ul style="list-style-type: none"> <li>Provide best practices and key take-aways to ED</li> </ul>	12/31/23			
Identification of nursing and healthcare industry trends and industry foresight and planning for conference theme and content creation	<ul style="list-style-type: none"> <li>Recommendations to ED</li> </ul>	12/31/23			
Finalize conference budget reconciliation	<ul style="list-style-type: none"> <li>Provide to ED</li> </ul>	12/31/23			

## **Member Engagement Associate Report**

October 6, 2023  
Kennedee Blanchard

**Organizational Affiliates** – The next OA Legislative Priority meeting is scheduled for October 17<sup>th</sup> at 6 pm.

**Newsletter** – Sent Health eCareers articles and materials for the October newsletter and currently in the proofing stage.

**Monthly Office Update** – No office update this month due to the newsletter.

**Special Interest Groups** – Continue to send out calendar invites and reminders, attend, and take minutes for each SIG meeting. Need to draft SIG policy and procedure document with the assistance of Marilyn and Jeanine.

**Weekly Emails** – Provide Brittany with content for weekly emails, which started on February 2<sup>nd</sup> and goes out every Thursday morning.

**Project MZ CSNA Advisory Group** – The CSNA and ANAE MZ Advisory Groups are now combined and will be meeting every 3<sup>rd</sup> Thursday of the month until the end of the year. The next meeting is on October 19<sup>th</sup> at 3 pm.

### **Events:**

- Nurses House 9&Wine at Saratoga Lake Golf Club on September 20<sup>th</sup>
- Visit Rochester Roctoberfest at Wolff's Biergarten in Albany on September 21<sup>st</sup>
- Project MZ Stakeholder Retreat on September 27<sup>th</sup>
- Exhibit at NYSANA Conference on September 30<sup>th</sup>
- Nightingale Gala on September 30<sup>th</sup>

## October 2023 ED Report

Jeanine Santelli, PhD, RN, AGPCNP-BC, FAAN

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)

- 8634 members (up from 8473)

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

- Retention rate - 74% (up from 69%, ANA benchmark 76%)

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

- Election held with marked increase in participation from previous years'

Strategic Goal #4: Increase value of membership

- About 20 members have requested CINAHL access
- 98 registrants for conference

Strategic Goal #5: Increase visibility

- Working with Brittany to jazz up membership and OA marketing materials
- OA co-branded advertising for Nurses Week/Month
- Co-branded poster to stop violence against nurses (NYONL)
- Nurse Residency white paper posted
- Recorded interview for UAlbany PH re: adult immunizations
- Attend NYSED BON meetings
- Invoiced OAs for 2023 dues – only 3 non-renewals
- 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
  - NY Legue for Nursing
- 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

October 2023 – Program Manager Submission for 10/16/23 Board Meeting

**Annual Conference:**

- As October 9<sup>th</sup>, we have 100 registrants for the conference
- Reached out to Discover Albany for 2026 Conference and started discussions for a RFP to be sent out for Conference
- Will be setting up a meeting to tour a facility for 2027 Conference in early November

**Exhibiting** (since last Board Meeting)

- Exhibited at NYSANA 9/30
- Exhibited at Crack the Code Conference 10/5

**Future Exhibiting**

**NY League of Nursing, Buffalo, NY 11/3-11/4**

**Saratoga, NY 11/8**

**Tarrytown, NY 12/3-12/4**

**Events attended:**

**Nurses House Nine and Wine – 9/20**

**Visit Rochester, “Rocktoberfest” - 9/21**

**Nightingale Gals – 9/30**

Respectfully submitted,

Deb Spass