

2023 ANA-NY Election Metrics

As of August 14, 2023

- 8,402 emails were sent on 8/7/23 at 8 am
- 5,018 emails were opened
- 286 members clicked the link provided in the email
- 22 members unsubscribed
- 173 (2%) members have cast their ballots
- 33 ballots are in progress
- 8,244 members have yet to vote
- A reminder email will be sent to all members who have not voted on 8/23/23



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: 8/11/23 2:19 PM by Cheryl Rings

Contents

- [Phase 1](#) - Complete
- [Phase 2](#) - Complete
- [Phase 3](#) – In Progress
- [Phase 4](#)
- [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"> • Organize results • Present to ED 	12/31/22	Cheryl & Caroline	Complete	<ul style="list-style-type: none"> • CHC drafting results emails for speakers
Set 2023 theme	<ul style="list-style-type: none"> • Review 2020-2030 paper for ideas • Present to ED 	12/31/22	Cheryl & Caroline	Complete	<ul style="list-style-type: none"> • Nurses, Lighting the Way • Subthemes and tracks <ul style="list-style-type: none"> ○ Supportive Work Environment ○ DEIB ○ Health Equity



Status Key
Not yet started
In Progress
Completed


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"> Guidelines and submission instructions, to be tied to conference theme 	1/14/22	Jeannine & Brittany	Complete	<ul style="list-style-type: none"> Abstract deadline 2/28 Extended to 3/17
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"> Contact speakers Get commitment and collect contracts 	3/31/23		Complete	<ul style="list-style-type: none"> Contracts signed: Dallas Ducar, John Perricone Others: Lisa Alteri, Quoida Lauzon, Kenya Beard
Coordinate with Turning Stone on room rates, conference layout, on-site event planning and catering contacts	<ul style="list-style-type: none"> Review contract for any information and identify missing details Contact resort if needed 	3/31/23		Complete	<ul style="list-style-type: none"> TS provides 6' long tables at a charge of \$35 per table
Set schedules & rates for early bird & regular registration, vendor registration & cut off dates	<ul style="list-style-type: none"> Review past practices & adjust for 2023 Update prospectus and 	3/31/23		Complete	<ul style="list-style-type: none"> Attendee registration cut off to coincide with room block closing date Early bird registration through May Sales on 4th of July & Labor Day



Status Key
Not yet started
In Progress
Completed

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

Status Key
Not yet started
In Progress
Completed

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

Status Key
Not yet started
In Progress
Completed

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

Status Key
Not yet started
In Progress
Completed

Plan for PAC event; coordinate with ANA-NY Lobbyist and Government Relations team	•	8/31/23		Complete / Cancelled	<ul style="list-style-type: none"> PAC has declined to host an event in coordination with conference
Prepare and promote fundraising and conference sponsorships	<ul style="list-style-type: none"> Digital advertising Email marketing (from vendors to attendees) Promotional opportunities not included in prospectus 	8/31/23		In Progress	<ul style="list-style-type: none"> Digital ad flyer designed to be sent to sponsors, exhibitors & those who are not attending Other promotional opportunities include sponsoring drinks at gala, private table at gala, congrats ads at gala
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"> Engagement through ap 	8/31/23		In Progress	<ul style="list-style-type: none"> Conference ap has engagement opportunities built in that can be "gamified". Hoping to find a way to carry the "Game" throughout the year. 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 Brittany will be interviewing people live. Social media posts during the conference by using hashtag. Interaction within the app

Status Key
Not yet started
In Progress
Completed

Plan social activities and entertainment for the conference and surrounding conference	•	8/31/23		Unnecessary	<ul style="list-style-type: none"> • Turning stone offers many opportunities for additional entertainment • Painting with a purpose – interactive painting of a mural for local healthcare facility
Coordinate all Continuing Education requirements	•	8/31/23	CHC	In Progress	<ul style="list-style-type: none"> ▪ CHC to help gather data for Jeannine to enter on ANA-Mass for CEs ▪ Scholarly articles found for 3 subthemes (Diversity, Work Environment, Health Equity) ▪ Commercial Support Agreement updated, CHC to send out Commercial Support Agreement to Sponsors
Coordinate with marketing team to promote conference	<ul style="list-style-type: none"> • Topic • Speakers • Location • Activities • CE credits • networking opportunities • other benefits of attending • Conference ap 	8/31/23		In Progress	<ul style="list-style-type: none"> ▪
Collect documents from speakers	<ul style="list-style-type: none"> • Presentation • Slide decks • Bios/intro language 	8/31/23		In Progress	<ul style="list-style-type: none"> • We have bios and photos from 21 podium/poster/escape room

Status Key
Not yet started
In Progress
Completed

	<ul style="list-style-type: none"> • Headshots 				<p>presenters. Another 7 have been reminded week of 8/7</p>
<p>Incorporate networking events to encourage interaction between attendees and vendors</p>	<ul style="list-style-type: none"> • 	8/31/23		Complete	<ul style="list-style-type: none"> • Networking will be during breaks as they are already longer for posters. • 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. • 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

Status Key
Not yet started
In Progress
Completed

					and throwing it into the bowl. Kennedy to facilitate.
Manage and reconcile conference budget on a quarterly basis	<ul style="list-style-type: none"> Raise any major budgetary risks to Executive Director 			In Progress	<ul style="list-style-type: none"> \$5360 budgeted for speakers. Contracted for \$4000 in honorariums plus travel, meals, hotels.
Coordinate logistics with on-site Event and Conference Planner	<ul style="list-style-type: none"> Dates and times Food and beverage planning Transportation AV needs Special set up and storage for exhibitors Spatial planning, etc. 	8/31/23	CHC	In Progress	<ul style="list-style-type: none"> Emailed Stephen with contact info for Kevin Marsh at CMI Communications 3/9/23 Need curtained corner for Phyllis to hold her meetings
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"> 	8/31/23			

Status Key
Not yet started
In Progress
Completed

Design & order all printed materials being distributed	<ul style="list-style-type: none"> Advertiser artwork Programs (only for gala) 	8/31/23		Not Needed thanks to conference ap	
Plan prizes & awards	<ul style="list-style-type: none"> Awards for gala Prizes for games 	8/31/23		Complete	<ul style="list-style-type: none"> Awards complete Prizes will be from Packed with Purpose
Coordinate with photographer	<ul style="list-style-type: none"> Event Photos Group Photos Board Members Other Groups 	8/31/23		Complete	<ul style="list-style-type: none"> Photographer from last year is booked. Needs list of photos we would like taken 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 & SIG groups, Networking, Hands on participation, Painting throughout process, ideally a time lapse
Design and order all event signage	<ul style="list-style-type: none"> Welcome? Sponsors Lunch 	8/31/23		In Progress	<ul style="list-style-type: none"> Duke (swag guy) can do the printing for signage



Status Key
Not yet started
In Progress
Completed

	<ul style="list-style-type: none"> • Breakfast • Escape Room • Breakout Rooms • Promotion of speakers/events 				<ul style="list-style-type: none"> • Directional signage including a lunch sign with Velcro arrow • One for breakout downstairs • Escape room directional signs • Requested details from TS on what they can provide • Brittany Designing signs
--	--	--	--	--	--



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"> • Badges • Program for Gala • Table Assignments • Dinner Choices • Payment Status 	10/31/23			
Registration materials for vendors	<ul style="list-style-type: none"> • table assignments • Map and needs • Set up and break down times • Representative badges • Agendas • Set up and storage spaces 	10/31/23			
Registration materials for speakers	<ul style="list-style-type: none"> • Badges • Programs • Communicate any additional amenities available to them like meals or participation in other event activities 	10/31/23			
Confirm venue details	<ul style="list-style-type: none"> • Catering • Transportation • Hotel Rooms (including for AV staff) • Check in and check out times will be well staffed if coinciding with a break so that attendees will not be missing programming 	10/31/23			<ul style="list-style-type: none"> • Rooms needed for staff (6), board members, speakers, band



Status Key
Not yet started
In Progress
Completed

	<ul style="list-style-type: none"> Vendors deliveries will be securely stored and accessible for set up 				
Provide final agenda & details	<ul style="list-style-type: none"> Email Speakers Email Vendors 	10/31/23			
Prepare and schedule for all on-site support	<ul style="list-style-type: none"> Set Up Lists of attendees (payment status), exhibitors, table numbers, meal choices, etc. Notes for speeches (intros etc.) Awards Registration table & check in for exhibitors, attendees & speakers Available for assistance as needed Breakdown 	10/31/23			
Support marketing team with any content or artwork needed for conference ap	<ul style="list-style-type: none"> Speaker bios, topics etc. Advertising Agenda Contact information Venue information Additional recorded presentations Resources in the area 	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"> Provide information to marketing team 	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"> Build and send out survey Organize results Provide to ED & Speakers 	12/31/23			
Assist with theme and agenda development for 2024	<ul style="list-style-type: none"> Recommendations to ED 	12/31/23			
Review 2023 Annual Conference programming,	<ul style="list-style-type: none"> Provide best practices and key take-aways to ED 	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"> Recommendations to ED 	12/31/23			
Finalize conference budget reconciliation	<ul style="list-style-type: none"> Provide to ED 	12/31/23			

August 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)

- 8449 members (up from 8434)

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 open
 - 5,000+ emails opened
 - 200+ links clicked
 - 135+ ballots cast

Strategic Goal #4: Increase value of membership

- Working on edits for Winter JANANY

Strategic Goal #5: Increase visibility

- Working with Brittany to jazz up membership and OA marketing materials
- OA co-branded advertising for Nurses Week/Month
- Nurse Residency white paper ready to be sent to legislators once session is over
- 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
- 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

**ANA-NY Board of Directors
Communications Report — August 2023**

Prepared by Brittany Lawton, MBA

General Updates

Completed + In Progress

- Development of several campaign-specific web pages, e.g., Election 2023, Nurse Leader Fellowship, and update of existing pages, e.g., Legislative Priorities & Positions, Member Benefits
- Annual Conference
 - Creation of Annual Conference smartphone application, in partnership with vendor
 - General branding, including poster design, flyers, and post card
 - Management of campaigns, like 4th of July and Labor Day (upcoming)
- Ongoing paid search and display advertising
- Weekly email round-up featuring top news and upcoming events
- Updating website news section with timely and relevant information
- Supporting advertisers in placing promotions on ANA-NY's channels

What Comes Next

- Updating social media handles to better reflect the organization
- Develop a social media strategy
- Drip email campaigns for welcome series
- Explore other digital ways to engage members

Website Report Notes

- The “Become a Member” page receives the most traffic, which is largely influenced by paid video and display advertising.
- The highest acquisition source is direct (meaning the visitor typed the address into their browser), and the second and third highest acquisition sources are the digital marketing campaigns.
- The 2023 Election landing page is one of the website’s top performing pages. Based on the data, we can see that people are engaging with the page by reviewing the candidates and watching their videos.

Social Media Report Notes

- Posts featuring people tend to perform significantly better than graphics, links, and text posts. For example, Jeanine’s birthday post and the June Member Mixer were standout posts.

Addressable Display - Overview

Campaign Metrics

269,642
Impressions

0.10 %
CTR

257
Clicks

Top Creative

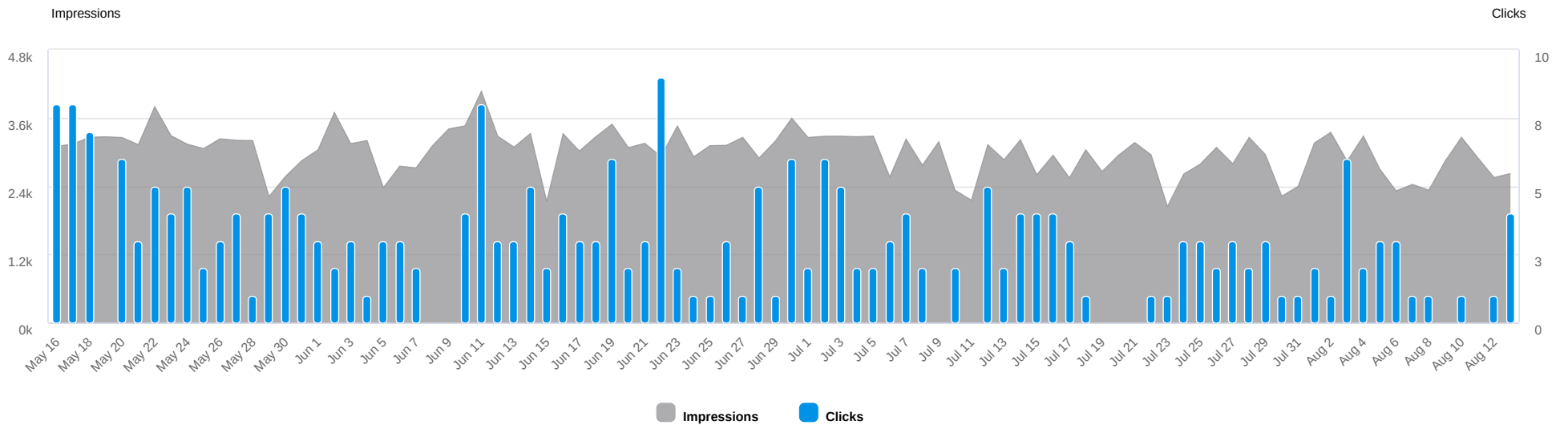
269,642
Impressions

4,600
Interactions

1.71%
Interaction Rate



Addressable Display Impressions & Clicks



Addressable Online Video - Overview

Campaign Metrics

315,547

Impressions

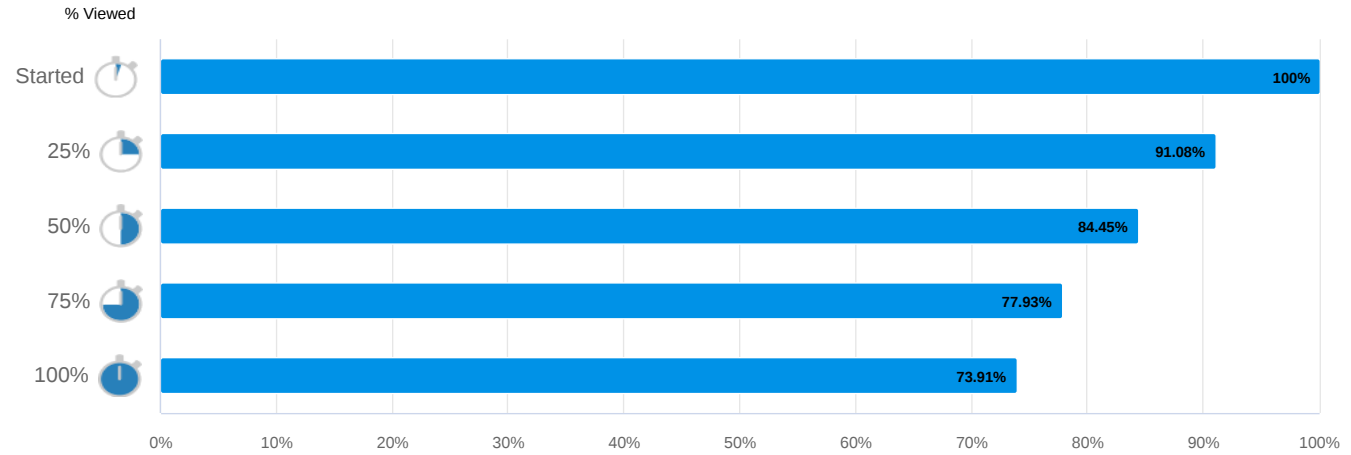
73.91 %

Completion Rate

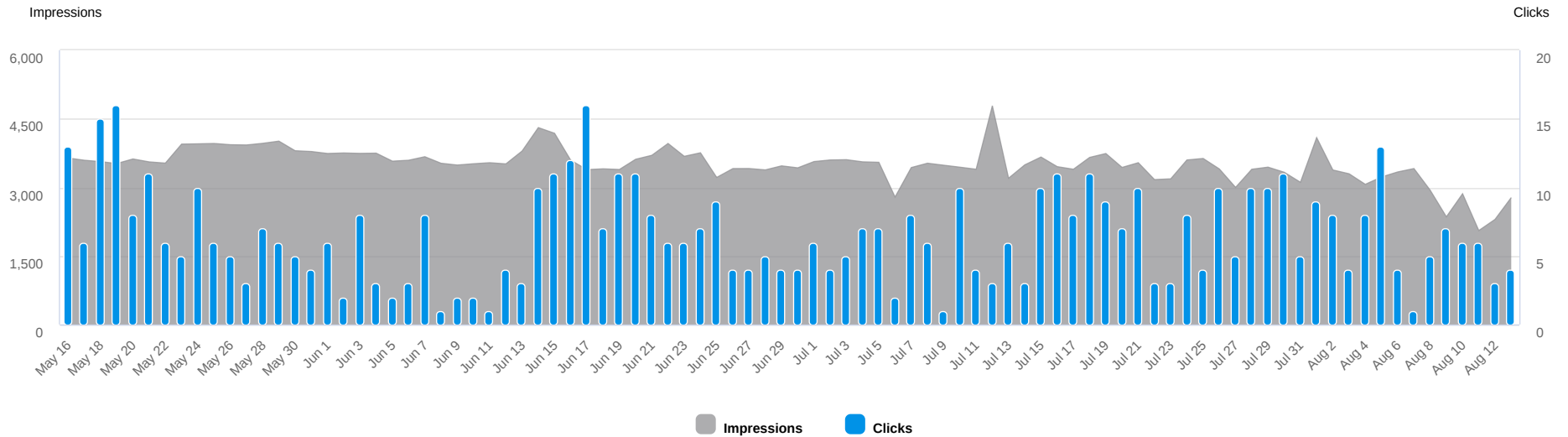
591

Clicks

Video Completion Rates



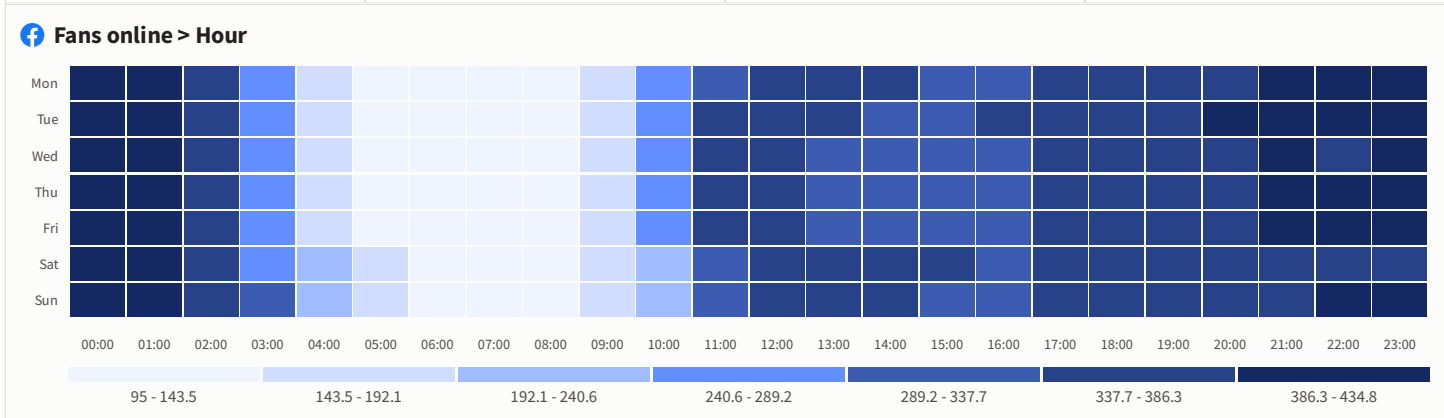
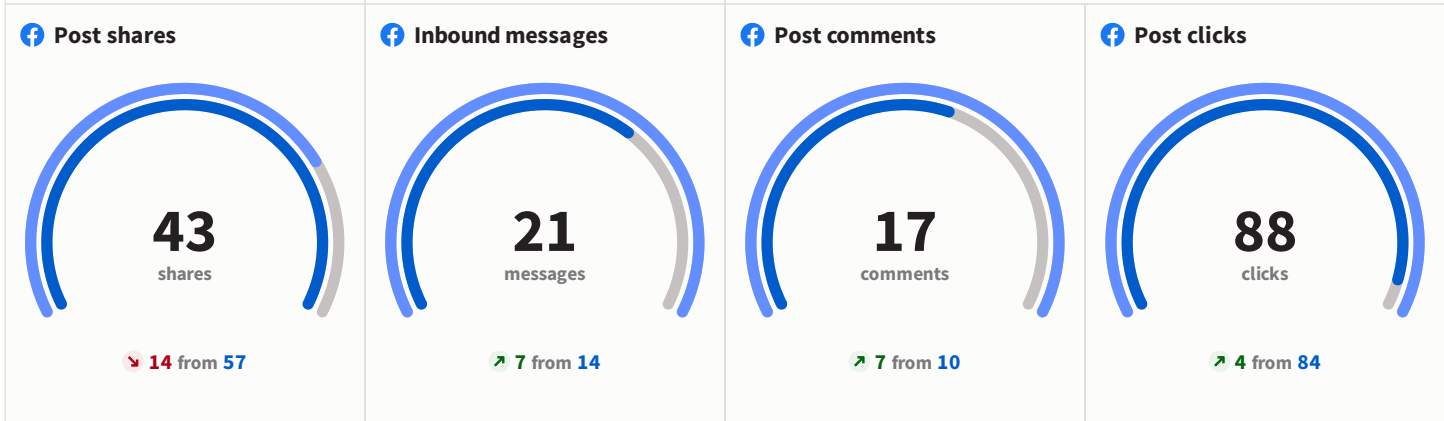
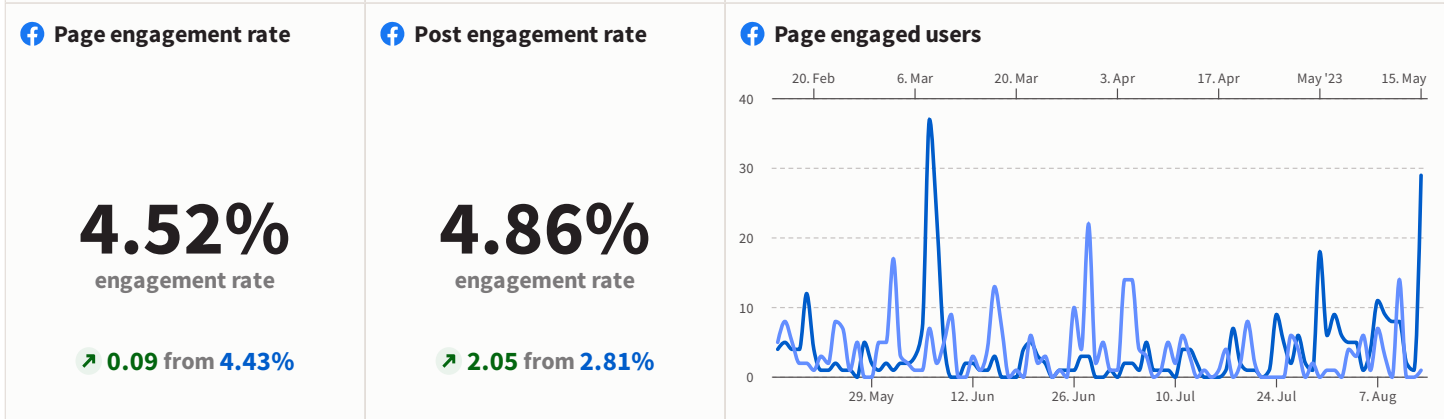
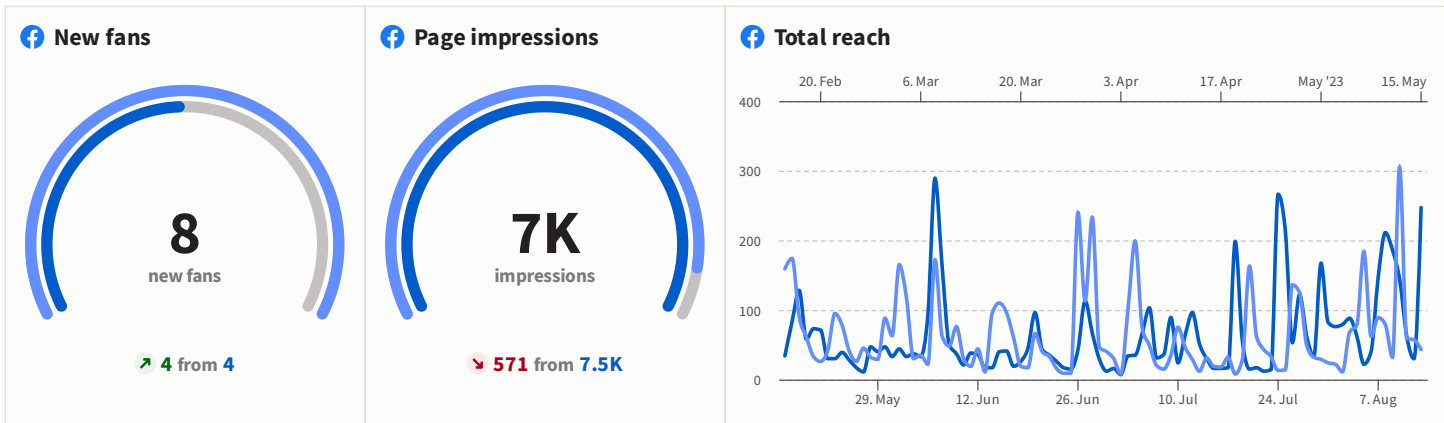
Addressable Online Video Impressions & Clicks





ANA-NY Board of Directors — Social Media Report

Comparison between [May 16 - Aug 13, 2023](#) and [Feb 15 - May 15, 2023](#)

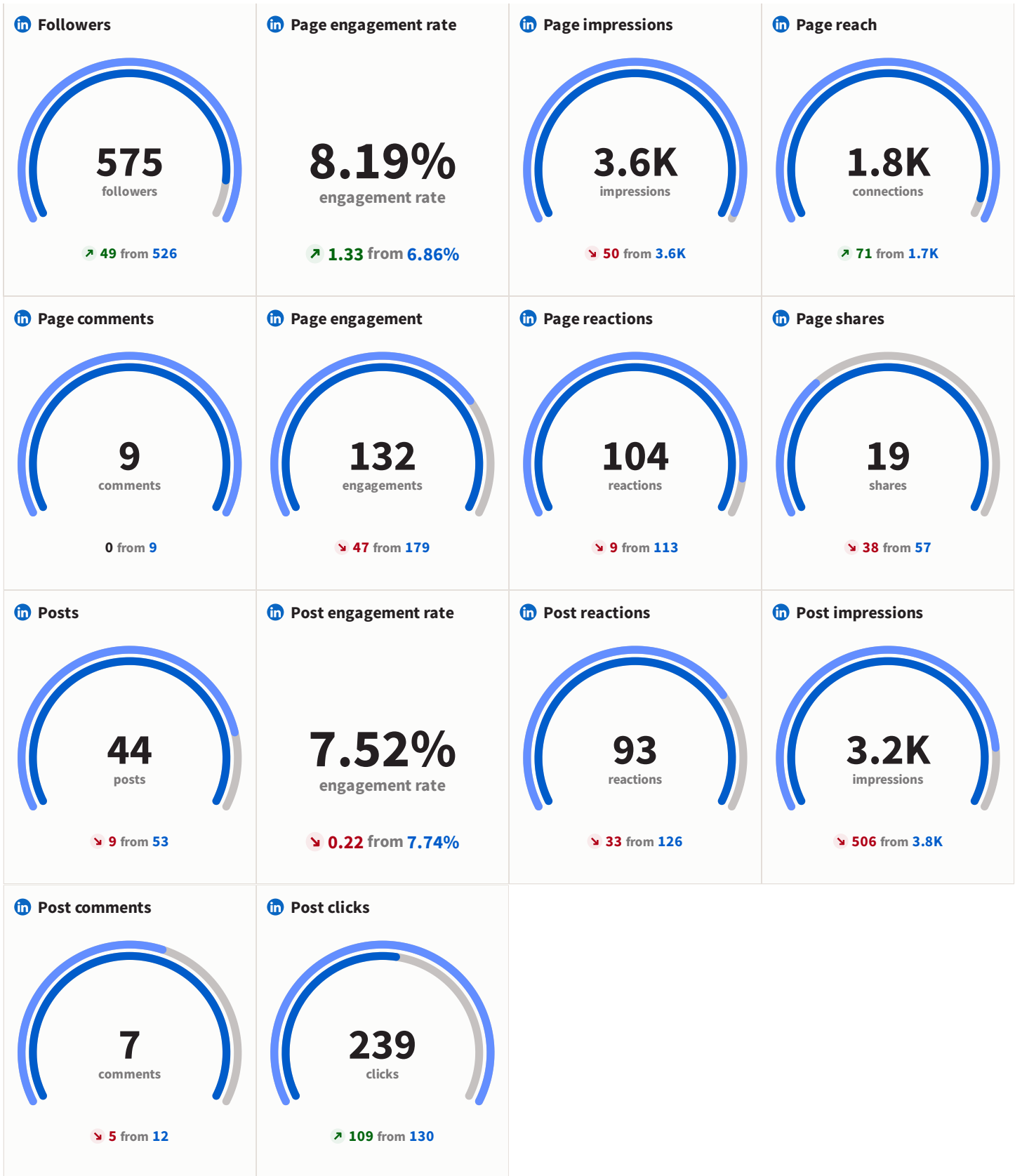


Top posts

15 reactions

12 reactions

11 reactions



Top posts



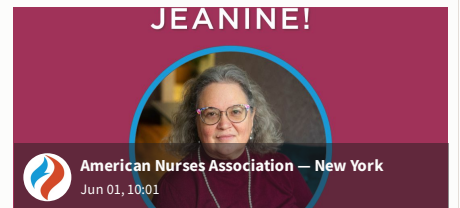
Thank you to everyone who joined us in NYC last week for our Member Mixer at Swingers-NoMad! 🥳 Networking, delicious food, and mini-golf, what could be better!? Save

11 reactions



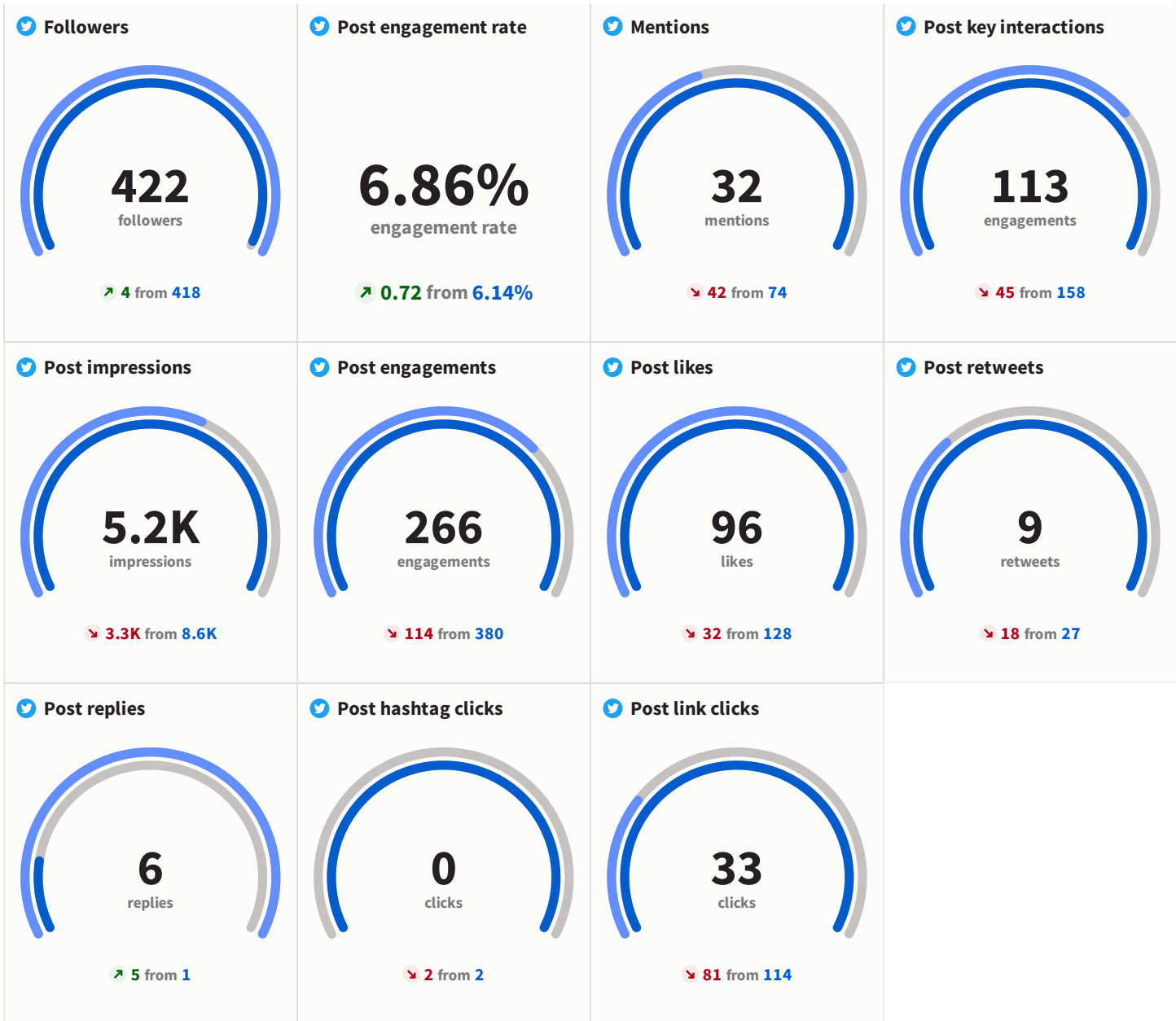
Nurses with strong leadership skills are VITAL to the future of the nursing profession and health care. 🌟 We have established an award program, the Future Nurse Leader

10 reactions






Happy 7-year work-iversary to ANA-NY Executive Director Jeanine Santelli, Ph.D., RN, AGPCNP-BC, FAAN! 🥳 We are thankful to have you leading our team and look forward to

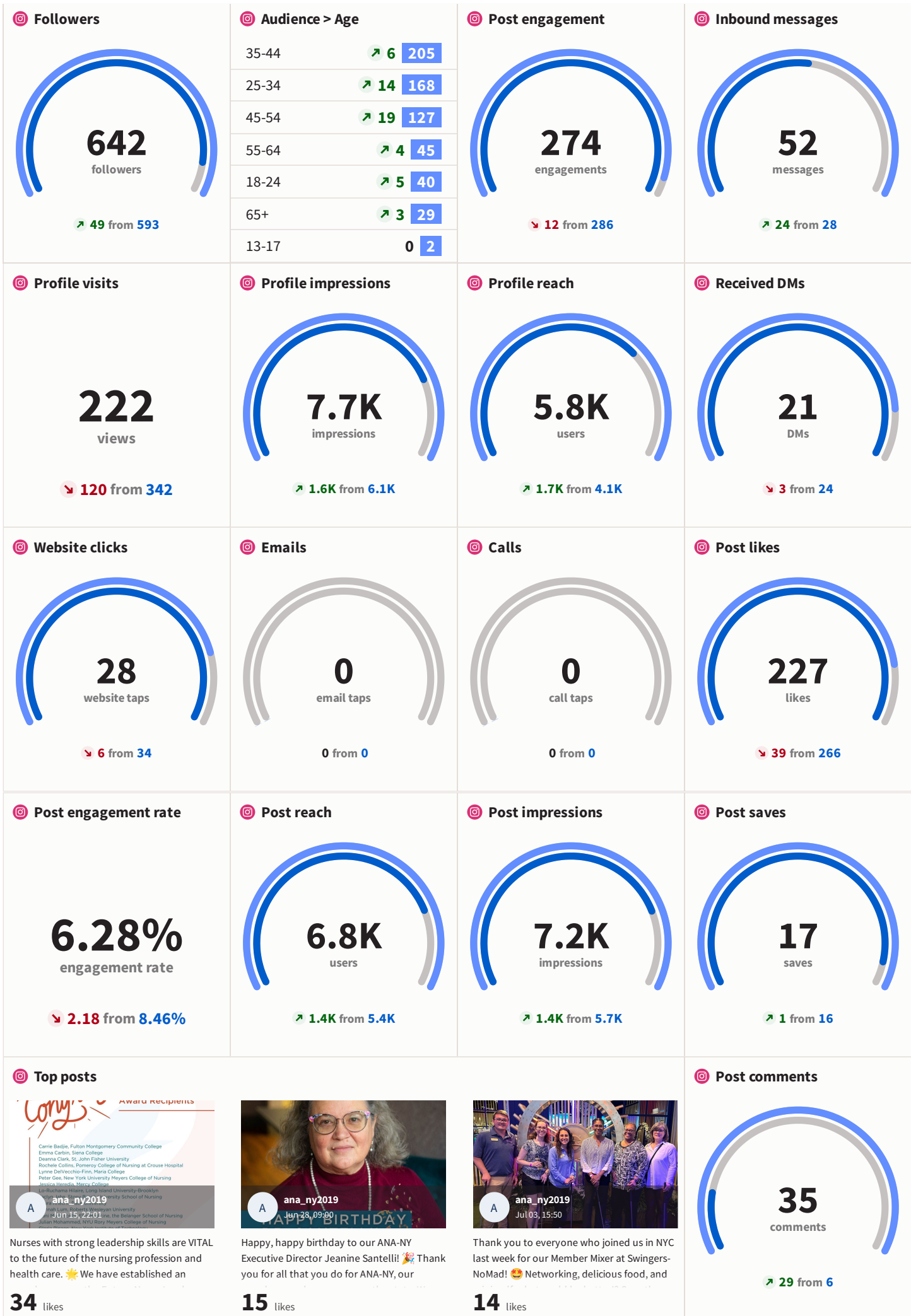
8 reactions



Top tweets

 <p>@newyork_ana May 25, 05:56</p> <p>@VirusHuntress Wow! Congratulations!</p>	 <p>@newyork_ana May 25, 05:57</p> <p>@CCMNP @JaapEditor Amazing! Congratulations 🎉</p>	 <p>@newyork_ana Jul 27, 11:44</p> <p>@nyplmhSAC @nyphospital @EricaM082177 @GabrielaShea7 @EsteenRN_DNP @marygnyny This is amazing 🙌</p>
---	---	---

50% engagement rate	37.5% engagement rate	37.04% engagement rate
----------------------------	------------------------------	-------------------------------

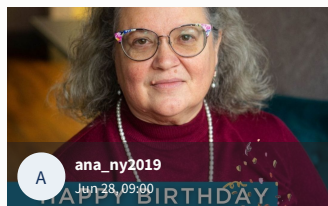


Top posts



Nurses with strong leadership skills are VITAL to the future of the nursing profession and health care. 🌟 We have established an

34 likes



Happy, happy birthday to our ANA-NY Executive Director Jeanine Santelli! 🎉 Thank you for all that you do for ANA-NY, our

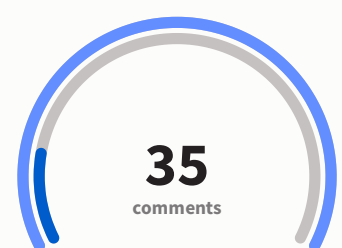
15 likes



Thank you to everyone who joined us in NYC last week for our Member Mixer at Swingers-NoMa! 🍷 Networking, delicious food, and





14 likes

Post comments



↑ 29 from 6

Report sources

-  American Nurses Association — New York
-  American Nurses Association - NY
-  @newyork_ana
-  ana_ny2019

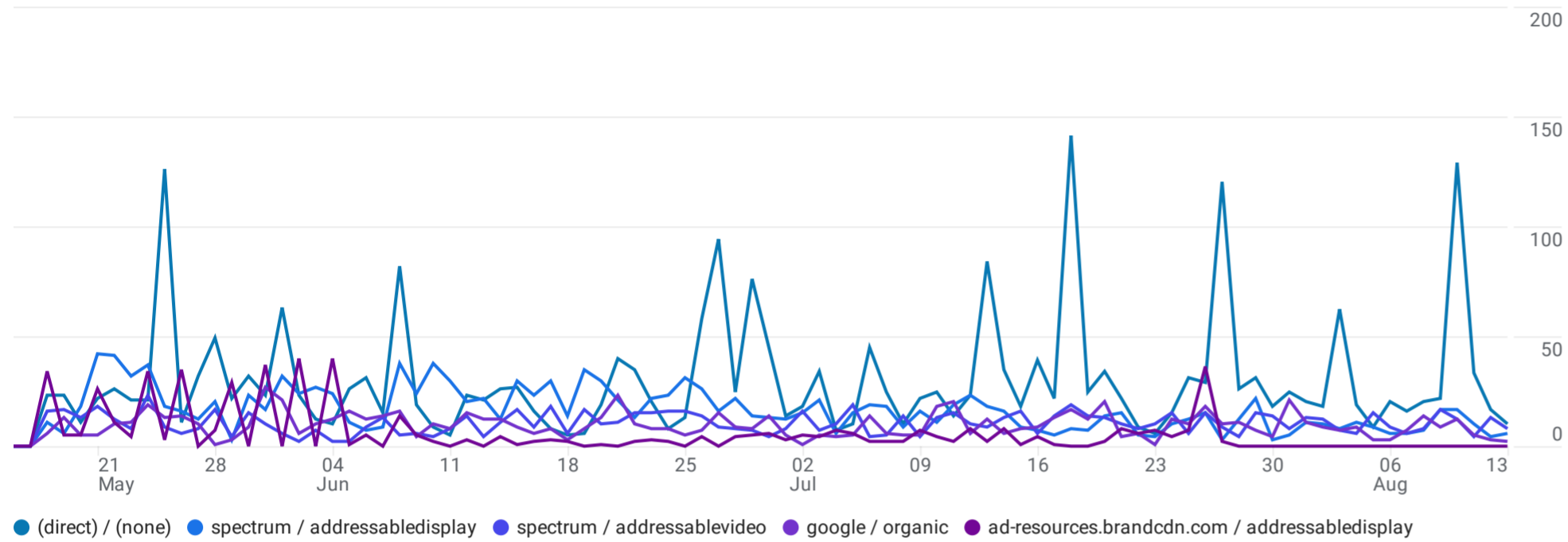
All Users Add comparison

Last 90 days May 16 - Aug 13, 2023

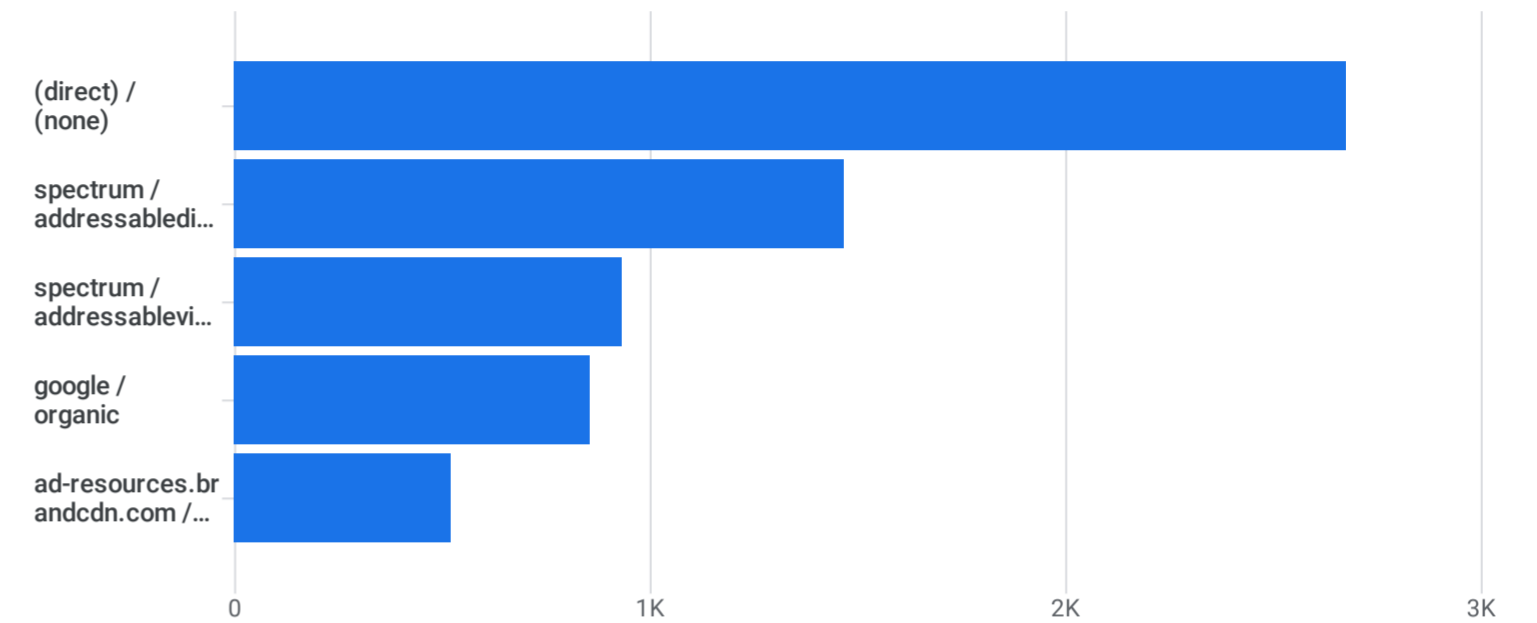
Traffic acquisition: Session source / medium

Add filter

Sessions by Session source / medium over time



Sessions by Session source / medium



Search...

Rows per page: 10 Go to: 1 1-10 of 46

Session source / medium	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate	Event count	Conversions	Total revenue
	6,557 100% of total	7,577 100% of total	1,955 100% of total	0m 16s Avg 0%	0.30 Avg 0%	4.32 Avg 0%	25.8% Avg 0%	32,768 100% of total	0.00	\$0.00
1 (direct) / (none)	2,229	2,675	851	0m 19s	0.38	4.04	31.81%	10,806	0.00	\$0.00
2 spectrum / addressabledisplay	1,430	1,468	30	0m 00s	0.02	3.11	2.04%	4,570	0.00	\$0.00
3 spectrum / addressablevideo	925	932	56	0m 01s	0.06	3.30	6.01%	3,077	0.00	\$0.00
4 google / organic	653	856	571	0m 44s	0.87	5.29	66.71%	4,528	0.00	\$0.00
5 ad-resources.brandcdn.com / addressabledisplay	519	520	27	0m 00s	0.05	3.28	5.19%	1,706	0.00	\$0.00
6 (not set) / addressabledisplay	337	337	0	0m 00s	0.00	3.00	0%	1,011	0.00	\$0.00
7 anany.nursingnetwork.com / referral	125	216	146	1m 05s	1.17	12.80	67.59%	2,765	0.00	\$0.00
8 bing / organic	65	98	66	0m 53s	1.02	6.05	67.35%	593	0.00	\$0.00
9 t.co / referral	80	88	52	0m 24s	0.65	4.13	59.09%	363	0.00	\$0.00
10 l.facebook.com / referral	12	53	41	0m 59s	3.42	38.89	77.36%	2,061	0.00	\$0.00

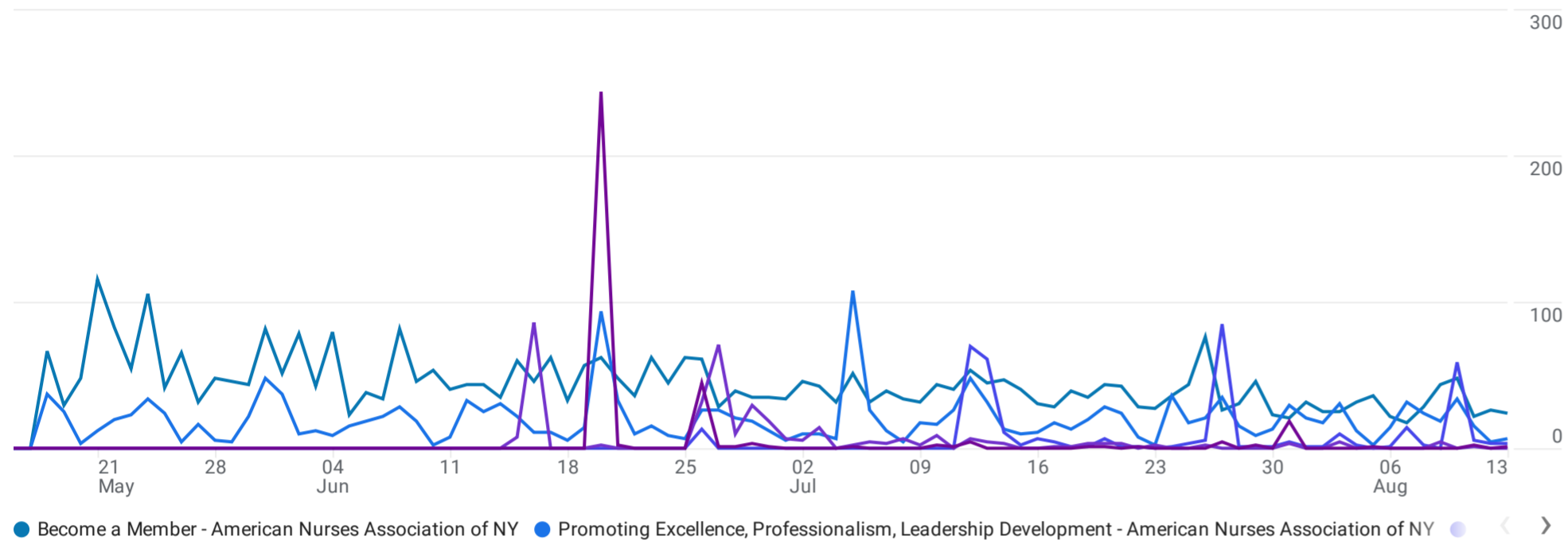
All Users Add comparison

Last 90 days May 16 - Aug 13, 2023

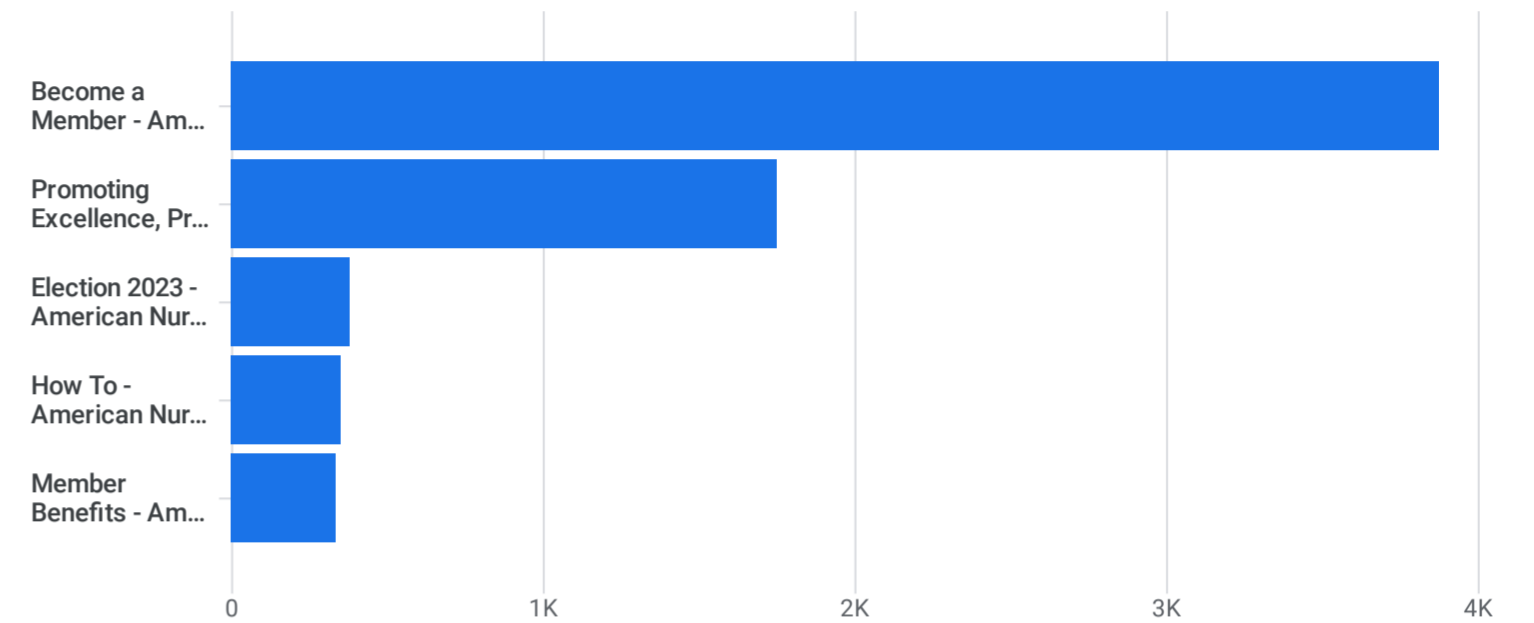
Pages and screens: Page title and screen class

Add filter

Views by Page title and screen class over time



Views by Page title and screen class



Search...

Rows per page: 10 Go to: 1 1-10 of 65

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	↓				All events	All events	
	10,632 100% of total	6,557 100% of total	1.62 Avg 0%	0m 18s Avg 0%	32,768 100% of total	0.00	\$0.00
1 Become a Member - American Nurses Association of NY	3,876	3,718	1.04	0m 01s	12,084	0.00	\$0.00
2 Promoting Excellence, Professionalism, Leadership Development - American Nurses Association of NY	1,750	1,025	1.71	0m 21s	5,594	0.00	\$0.00
3 Election 2023 - American Nurses Association of NY	380	226	1.68	0m 50s	1,515	0.00	\$0.00
4 How To - American Nurses Association of NY	350	195	1.79	0m 10s	1,082	0.00	\$0.00
5 Member Benefits - American Nurses Association of NY	337	23	14.65	2m 12s	656	0.00	\$0.00
6 11th Annual Conference - American Nurses Association of NY	291	207	1.41	0m 36s	1,010	0.00	\$0.00
7 Volunteers Needed for a Research Study – Compassion Fatigue in Nurses Related to COVID-19 - American Nurses Association of NY	277	205	1.35	0m 36s	922	0.00	\$0.00
8 2023 Election Candidates - American Nurses Association of NY	262	1	262.00	0m 00s	513	0.00	\$0.00
9 ANA-New York RN-BS Nurse Leader Fellowship - American Nurses Association of NY	251	57	4.40	0m 45s	590	0.00	\$0.00
10 CINAHL - American Nurses Association of NY	206	52	3.96	0m 22s	521	0.00	\$0.00

- This indicates that we should incorporate more content featuring people, including members, board and committee members, and staff. We plan to capture some of this content at the Annual Conference.
- Page followers continued to rise across the board, with the highest level of growth occurring on LinkedIn. This indicates that we should continue to utilize this platform and introduce new features and campaigns, perhaps like a live video series, on LinkedIn.

Notes About Specific Social Campaigns

Given that ANA-NY is evaluating programming as it prepares for 2024 opportunities, I looked into the specific campaigns we have conducted on social media and event coverage from in-person and virtual opportunities. Here are some high-level findings:

- *Arbor Day/Earth Day* — We posted several times regarding the use of a campaign-specific hashtag, inviting individuals to “go green” in their communities (planting a tree, working in your gardening, or beautifying your community) and received just a single photo submission. These types of campaigns are a challenge to earn engagement, especially when there is no prize available to entice participants.
- *Nurses Month* — Online contests, like those we held throughout Nurses Month, tend to receive strong levels of engagement, especially those with low-effort entry (i.e., commenting on a post is low-effort vs. recording and submitting a video is high-effort). The Nurses Month kick-off contest inviting individuals to submit a tip for decompression after a shift was the highest of the month.
- *Jones Beach Clean-Up* — In-person events that provide photos for posting are always successful. The Jones Beach Clean-Up is an example of this. The posts with the event photos were received positively on all channels and resulted in high engagement.

Paid Marketing Report Notes

- The paid digital marketing efforts (video and display) are performing very well. The video in particular has led to a significant number of impressions and clicks.
- The video ads have a high 100% completion rate (~73%), which indicates that the ad content is targeting the appropriate individuals.
- The ad creative has been promoting the Annual Conference since May.



Committee Report to Board of Directors

Date of Meeting/Report: 6/20/2023

Committee: Education Committee

Members Present: Joanne Lapidus- Graham, Jessica Varghese, Nancy Maggio, Heidi Reed, Tara Zacharzuk-Marciano, Richardeana Theodore, Doreen Rogers, Sarah Marshall, Leticia Rios, Aliza Ben-Zacharia and Kady Hoistion

Other Attendees: Jeanine Santelli, Deb Spass, and Giselle Gerardi

Members Absent: Suzanne Elie and Brianna Augustine.

What are the defined goals/objectives for the committee and with which Strategic Goal do they align?

- Increase opportunities for dialogue.
 - Nursing students and OR rotations during capstone
 - Improving the return of student evaluations after course completion
- Member engagement will help members see the value of membership.
 - Submitting to the quarterly journal is always encouraged.
 - One committee member is drafting a CE article. The topic is AI in the OR setting
 - White Paper related to Nurse Residency programs, which was drafted by the committee was distributed to the governor's office and will be shared by the NY Nursing Alliance. Will also be shared on the ANA-NY website

What are the success metrics/estimated timeline for those metrics for the committee?

- Engagement
 - Participation and Attendance

What activity has the committee completed since the last report?

April meeting included a guest presenter, which is available on YouTube.

What resources (financial or human) are the committee requesting of the staff or BOD? None

Is there a motion from the committee? None

Respectfully submitted by: Giselle Gerardi, Ph.D., RN



Monthly Committee Report to Board of Directors

Date of Meeting/Report: August 3, 2023

Committee: Legislative Committee

Members Present: Faye Wang (FW), Cathy Finlayson (CF), Tom Bonfiglio (TB), Veronica Valazza (VV), and Sarah Valentine (SV)

Board Liaison: Susan Chin (SC)

ABSENT: Alyssa Ballentine (AB), Kaleena Soorma (KS), Brittany Richards (BR), and Jessica Varghese (JV)

STAFF: Marilyn Dollinger (MD), President, and Jeanine Santelli (JS), Executive Director

GUESTS: Amy Kellogg (AK), Lobbyist

What are the defined goals/objectives for the committee and with which Strategic Goal do they align?

1. Review and provide input on current legislative activities as presented by Amy Kellogg, ANA-NY Lobbyist.
2. Participate in NYS Lobby day/ May 9.

The goals align with the 2023 ANA-NY Legislative priorities as approved at the annual conference

What are the success metrics/estimated timeline for those metrics for the committee?

Member attendance at monthly meeting

What activity has the committee completed since the last report?

1. Proposed 2024 Legislative priorities reviewed and approved by the committee.

2. The committee reviewed and discussed bills that did not have positions.
3. Decision to cancel September meeting and convene October 5, 2023.

What resources (financial or human) are the committee requesting of the staff or BOD?

None

Is there a motion from the committee?

No

Respectfully submitted by:

Susan Chin

Member Engagement Associate Report

August 9, 2023
Kennedee Blanchard

Organizational Affiliates – Have put the OA Legislative Priority meetings on hold for July and August since most people are unavailable during the summer months and will resume meetings in September.

Newsletter – Starting to lay out the table of contents and compile articles for the October newsletter and will be reaching out to our column submissionists on September 1st to provide them with the submission deadline. Started a new column in the July newsletter titled “Climate Conversations”, which will include articles written by members of the Climate & Health Special Interest Group and from the Alliance of Nurses for Healthy Environments (ANHE).

Monthly Office Update – Finalizing the material to send to Health eCareers for the August Monthly Office Update.

Special Interest Groups – All of the Special Interest Groups (SIGs) are now up and running and typically meet on a monthly basis. I send out the calendar invites, attend, and take minutes for each SIG meeting.

Weekly Emails – Provide Brittany with content for weekly emails, which started on February 2nd 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 3rd Thursday of the month until the end of the year. The next meeting is on August 17th at 3 pm.

ANA-NY Election – Sent letters to the nominees selected to be on this year’s ballot, compiled candidate materials for website and election site and set up the election site with Association Voting.



Partner Metrics Report

ANA — New York



ANA – New York Nurse

July 2023

- Initial eNewsletter send resulted in an open rate of 59.22% and a click rate of 2.12%
- After retargeting campaigns, we achieved a total open rate of 66.07% and a total click rate of 3.11%
- 3% of our total clicks were from the link to join ANA – New York
- After retargeting campaigns, ANA New York Members yielded a 66.02% total open rate and a 3.71% total click rate



The Official Publication of the American Nurses Association - New York
ANA - New York Nurse will reach over 7,500 New York nurses and schools of nursing.

INDEX

- From the Desk of the Executive Director 1
- Legislative Update..... 3
- From the Desk of the Historian..... 4
- Board Brief..... 5
- Committee Spotlight..... 6
- Organizational Affiliates..... 7
- Organizational Affiliate Spotlight..... 8
- Continuing Education..... 9
- No Napping..... 9
- Nurses Lighting the Way..... 10
- State of New York Executive Chamber..... 11
- Solidarity You Can Use..... 12
- ANA-NY Speakers Bureau..... 14
- Substance Use Disorders and Drug Diversion Among Nurses: What You Need to Know..... 15
- Workaround: How Nurse Leaders Can Minimize Their Risks..... 16
- Women Conquer ALZ..... 17
- Having Hope is Empowering..... 19
- 2023 ANA NY Award Recipients..... 21
- 2023 Annual Conference Agenda - Nurses Lighting the Way..... 22
- 2023 Future Nurse Leader Aspirations..... 23
- Climate Conversations..... 25

PRESIDENT'S MESSAGE

Marilyn L. Dellinger, DNSc, FAAN, RN

The elected ANA NY delegates joined me and Joanne Smith, ANA-NY Executive Director, at the 2023 ANA Membership Assembly in Washington, D.C. June 18-22. Several of us participated in the ANA "Hot Spot" on Thursday, June 22. We were delighted to have Lauren Smith, a senior at Albany College and the President of the National Student Nurses Association (NSNA) and Anne Williams, the new Executive Director of the NYNA join from New York along with several other colleagues from other organizations and us in our work to New York State Representatives and Senators.

The priorities we discussed with our legislators focused on the need to retain nurses in the workforce by supporting legislative proposals to:

- improve the workplace environment, both staffing and safety (Workplace Violence Prevention Act H.R. 2644, S. 370)
- Manage the workforce "gap/short" into the profession by utilizing more virtual assistance data (National Nursing Workforce Center NRC H.R. 2623, S. 220)
- improve care for Medicare patients by eliminating barriers to access to services by having Medicare include ARNAs as authorized providers to order face support services and referrals (ICAN H.R. 2578)
- We also asked our legislators to consider joining the Congressional Nursing Caucus.

The Policy Dialogue Forum resulted in robust member discussion in an expanded environment for three (3) hours:

- "Virtual Nursing as a Practice Model Innovation: Health-care systems across the country are already implementing virtual adult care nursing. There was unanimous support for ANA to take a leadership role in developing best practices and policy guidelines before other healthcare stakeholders determine how nurses deliver care in the future.
- The Role of Nurses in Promoting Gun Safety and Preventing Violence: There was unanimous recognition of gun violence as a public health crisis that is permeating with root causes that go beyond individual behavior. Many nurses shared stories about personal experiences of the suffering and death from gun violence in both their work and personal lives but also the trauma that nurses and other frontline providers experience in caring for victims of mass shootings and violence. Members of the Assembly expressed a sense of urgency that the profession advocate in the strongest terms for legislative action.
- Addressing Nursing Documentation During a Time of Crisis: The assembly highlighted the excessive burden of documentation requirements, while nurses and all health care providers deal with workflow disruptions. The members supported ANA leading the way to partner with regulatory agencies to review and revise policies that reflect a national standard for crisis documentation specifically for nursing.

This short summary does not capture the spirited interaction and support for these proposals. These proposals and the dialogue discussion will guide the work of ANA over the next year. Watch for updates about these and other initiatives.

The energy, level of commitment and spirit of innovation at this meeting was not only exciting but the spirit of hope and optimism that a generation was inspiring. So loved there is so much work being done to guide the future of a health care delivery system that supports nurses providing the quality of care that our patients and families deserve.









American Nurses Association - New York | July 2023



Featured Advertisers

Calvary Hospital - Bronx Campus

The Rockefeller University Hospital

Empire State University (SUNY)

Hofstra University

[Read the Full Edition](#)

2023 Future Nurse Leader Awardees

- Carrie Badjie – Fulton Montgomery Community College
- Chelsea Uzibor – Russell Sage College
- Dani Martuscello – Ellis Medicine, The Belanger School of Nursing
- Deanna Clark – St. John Fisher University
- Emma Carbin – Siena College
- Gloria Pinzon – New York Institute of Technology
- Grace Wells – Alliance University

[Read the Full Article](#)

Climate Change and Cardiovascular Disease

Reprinted with permission from Alliance of Nurses for Healthy Environments

Ethan Katznelson, MD and
Dhruv S. Kazi, MD, MSc

Climate change is no longer a problem for future generations—it is already affecting our patients today. The repercussions of a changing climate – including increasingly frequent heat waves, worsening air quality, prolonged droughts, and severe hurricanes – profoundly impact all patients but have particularly devastating consequences on patients with heart disease.

[Read the Full Article](#)

Other articles in this edition:

[Announcing the Nurse Leader Fellowship](#)

[2023 ANA-NY Award Recipients](#)

[New Member Benefit: Complimentary Access to CINAHL Full Text Articles](#)

ANA – New York Nurse July 2023

Content Engagement Highlights

	% of Total Clicks
Read the Full Edition	62%
2023 Future Nurse Leader Awardees	6%
Announcing the Nurse Leader Fellowship	4%
2023 ANA-NY Award Recipients	3%
Climate Change and Cardiovascular Disease	2%





Monthly Committee Report to Board of Directors

Date of Meeting/Report: 7/13/23

Committee: Program Committee

Members Present: Seon Lewis-Holman, Jeanine Santelli, James Connolly, Helen Pham, Jennifer Rosen, Nadia Joseph, Deb Spass, Jennifer Zuber

Members Absent: Lisa Chung, Meghan Scali, Ebele Maduekwe, Andrea Kabacinski

What are the defined goals/objectives for the committee and with which Strategic Goal do they align?

The goal of the program committee is to increase membership retention, increase the value provided to the membership, and create deliverables to the membership. This aligns with member retention and provides value to the membership.

What are the success metrics/estimated timeline for those metrics for the committee?

2023 Program Calendar:

July: Prudential Webinar Series,

August: Books and Brunch, Meet the Candidates, SPAN

September: Work-Life-Balance on the Night Shift, Prudential Webinar Series, Social Mixer

October: SPAN, Prudential Webinar Series

Nov: ANA-NY Annual Conference, Prudential Webinar Series, SPAN

Dec: Books and Brunch, Prudential Webinar Series

What activity has the committee completed since the last report?

Further discussion on current (2023) planning. Discussion on moving events into 2024, including Beach clean up, social mixers, prudential series and more to come.

What resources (financial or human) are the committee requesting of the staff or BOD?

None at this time.

Is there a motion from the committee?

Not at this time.

Respectfully submitted by:

James Connolly MSN, RN

August 2023 – Program Manager Submission for 8/21/23 Board Meeting

Annual Conference:

- As of August 14th, we have 52 registrants for the conference
- Signed contract with Splashes of Hope and we will be painting two 4x4 panels for a Children's Hospital in Buffalo

Programming

- Prudential webinar series in July:
 - July 19th – 1 attendee
 - July 20th – 0 attendees
- Books and Brunch: Raised Bed Revolution, 8/13 did not have any attendees

Respectfully submitted,

Deb Spass