



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: 2/9/23 5:59 PM by Cheryl Rings

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 12/13/22	<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 12/13/22	<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



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Phase 2 – January-March 2023					
Objective	Action Items	Completion Date Est.	Owners	Status	Notes
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		In Progress	<ul style="list-style-type: none"> Lisa in conversation with several options
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		In Progress	
Set schedules 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 other documents to reflect dates 	3/31/23		In Progress	<ul style="list-style-type: none"> Attendee registration cut off to coincide with room block closing date
Set pricing for attendees, sponsors, vendors etc.	<ul style="list-style-type: none"> Review previous & adjust for 2023 	3/31/23	Cheryl & Jeanine	In Progress	<ul style="list-style-type: none"> CHC recommending all attendee prices stay the same except gala pricing increase to \$45
Prepare conference budget	<ul style="list-style-type: none"> Review previous & adjust for 2023 	3/31/23		In Progress	



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<p>Exhibitor/Vendor prospectus planning, distribution, and coordination</p>	<ul style="list-style-type: none"> Review previous & adjust for 2023 	<p>3/31/23</p>	<p>Cheryl & Brittany</p>	<p>In Progress</p>	<ul style="list-style-type: none"> Pricing increases Room for 50 tables Updated prospectus complete Vendor sign-up deadline 9/30/23
<p>Call for Abstracts & Escape Room Games</p>	<ul style="list-style-type: none"> Guidelines and submission instructions, to be tied to conference theme 	<p>1/14/22</p>	<p>Jeannine & Brittany</p>	<p>In Progress</p>	<ul style="list-style-type: none"> Abstract deadline 2/28 Early bird registration through May Sales on 4th of July & Labor Day Attendee registration ending 10/23



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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"> • Keynote & Endnote Speakers • Speaker selection and preparation • Gala • Awards • Plan Breakout Sessions • Plan Workshops 	8/31/23			
Plan for PAC event; coordinate with ANA-NY Lobbyist and Government Relations team	<ul style="list-style-type: none"> • 				
Prepare and promote fundraising and conference sponsorships	<ul style="list-style-type: none"> • 	8/31/23			
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"> • 	8/31/23			
Plan social activities and entertainment for the conference and surrounding conference	<ul style="list-style-type: none"> • 	8/31/23			
Coordinate all Continuing Education requirements	<ul style="list-style-type: none"> • 	8/31/23			
Coordinate with marketing team to promote conference	<ul style="list-style-type: none"> • Topic • Speakers • Location • Activities • CE credits 	8/31/23			



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	<ul style="list-style-type: none"> networking opportunities other benefits of attending 				
Collect documents from speakers	<ul style="list-style-type: none"> Presentation Slide decks Bios/intro language Learning objectives Headshots 	8/31/23			
Incorporate networking events to encourage interaction between attendees and vendors	<ul style="list-style-type: none"> 	8/31/23			
Manage and reconcile conference budget on a quarterly basis	<ul style="list-style-type: none"> Raise any major budgetary risks to Executive Director 				
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			
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			
Design & order all printed materials being distributed	<ul style="list-style-type: none"> Advertiser artwork programs 	8/31/23			
Plan prizes & awards	<ul style="list-style-type: none"> 	8/31/23			



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Coordinate with photographer	<ul style="list-style-type: none"> • Event Photos • Group Photos • Board Members • Other Groups 	8/31/23			
Design and order all event signage	<ul style="list-style-type: none"> • Welcome • Sponsors • Directional • Promotion of speakers/events • Posters? 	8/31/23			



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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 • Programs • 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 • Check in and check out times will be well staffed if coinciding with a break so that attendees will not be missing programming • Vendors deliveries will be securely stored and accessible for set up 	10/31/23			
Provide final agenda & details	<ul style="list-style-type: none"> • Email Speakers • Email Vendors 	10/31/23			



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<p>Prepare and schedule for all on-site support</p>	<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 	<p>10/31/23</p>			
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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			

Advertising through ANA-NY's Channels

Recommended Updates to Policy 1.9

Website Banner Advertisement — Home Page of ANANY.org; 2100px x 500px Image with Hyperlink

Advertiser Type	1 Month	6 Months	12 Months
Member or Organizational Affiliate	\$500	\$2,550	\$4,800
Non-Profit or Not-For-Profit Organization	\$750	\$3,825	\$7,200
For-Profit Organization	\$1,000	\$5,100	\$9,600

Website News Posting — News & Announcements Page of ANANY.org; Press-Release Style Post with 1 Image; Shared on ANA-NY Social Media Channels

Advertiser Type	Posting Fee
Member or Organizational Affiliate	\$0
Non-Profit or Not-For-Profit Organization	\$500
For-Profit Organization	\$750

Branded Email Campaign — Email Campaign Sent to 17,000+ Contacts; Image File Type

Advertiser Type	Campaign Fee
Member or Organizational Affiliate	\$500
Non-Profit or Not-For-Profit Organization	\$900
For-Profit Organization	\$1,200

Email Campaign Banner — Image Banner Included in Weekly Email Campaign Sent to 17,000+ Contacts; 1350px x 175px

Advertiser Type	Campaign Fee
Member or Organizational Affiliate	\$50
Non-Profit or Not-For-Profit Organization	\$150
For-Profit Organization	\$300

Social Media Promotion — Message and Graphic to be Provided by Advertiser

Advertiser Type	1 Month Commitment		6 Month Commitment	
	1 Post/Month	2 Posts/Month	1 Post/Month	2 Posts/Month
Member or Organizational Affiliate	\$0	\$0	\$0	\$0
Non-Profit or Not-For-Profit Organization	\$50	\$75	\$255	\$380
For-Profit Organization	\$100	\$150	\$510	\$765

continued on next page

Research Study Promotion —

Advertiser Type	3 Months	6 Months	12 Months
Member	\$0	\$0	\$0
Non-Member	\$250	\$500	\$1,000

ANA-NY is proud to support our members' research studies by promoting opportunities for participation on our channels. Included with ANA-NY membership, ANA-NY will...

- Include a post about the study and a call for participants in the News & Announcements section of ANANY.org. The member is responsible for providing content, images, and links.
- Include link to the post on ANANY.org in the Weekly Update email sent to 17,000+ email subscribers
- Promote the study on ANA-NY social media pages (Facebook, LinkedIn, Instagram, and Twitter) two times per month for up to three months. The member is responsible for providing content, images, and links.

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

Prepared by Brittany Lawton, MBA

General/Misc. Updates

Completed

- Updated ANA-NY PAC online donation process in partnership with Amy Kellogg, Esq. to ensure necessary donor information is necessary
- Updated print materials for exhibiting to drive website traffic and action
- Launch call for Future Nurse Leader submissions through website, email campaign, and print advertising, including a full-page ad in recent Student Nurses Conference program booklet

Social Media Updates

Completed

- Ran paid social media campaign to support registration for the AFTERSHOCK Screening & Panel Discussion event
- Posting consistently, appx. 3x/week, on 4 social media channels

What Comes Next

- Updating social media handles to better reflect the organization
- Develop a social media strategy, including campaigns to engage existing membership

Website Updates

Completed

- Identified areas of opportunity for paid advertisements on the ANA-NY website and structure pricing
- Updated the Nursing Network site and styled both websites for similar brand appearance, in collaboration with Flight Creative and Nursing Network
- Connected the other domains, ana-newyork.org and anany.net, to the website

What Comes Next

- Ongoing website management, including maximization of new features on both sites

Email Marketing

Completed

- Launched a weekly email round-up of important information from ANA-NY (instead of sending multiple emails sporadically throughout the month); Has been extremely successful with much positive feedback

What Comes Next

- Creating drip campaign to onboard new members through a series of targeted emails

**ANA-NY
Board of Directors Meeting
Virtual Microsoft Teams Meeting
12 Dec 2022 1830-2030**

PRESIDING: Marilyn Dollinger, President

PRESENT:

OFFICERS: Marilyn Dollinger, President [MD]; Tanya Drake, Vice President [TD]; Trudy Hutchinson, Secretary [GBH]

DIRECTORS: Susan Chin [SC]; James Connolly [JC]; Giselle Gerardi [GG]; Sarah Miner [SM]; Kimberly Velez [KV]

STAFF: Jeanine Santelli, Executive Director [JS]

GUESTS: None

EXCUSED: Phyllis Yezzo, Treasurer [PY]

TOPIC	DISCUSSION	RESOLUTION
CALL TO ORDER Marilyn Dollinger		MD called the meeting to order at 1830 hrs. ANA-NY vision read by MD.
ROLL CALL Trudy Hutchinson	Quorum present following a call of the roll.	
ANNOUNCEMENTS Jeanine Santelli	JS reported on: <ul style="list-style-type: none"> • 2023 Lobby Day is May 9, 2023. This will be face-to-face and jointly with the CRNA. • New Business cards will be created for those who want them. The templates are in the board folder. If you want a new card, email JS. • COI & Financial Disclosure forms need to be signed by all board members and returned to JS. • Staff will be doing committee and Board minutes effective January 1, 2023. 	

	<ul style="list-style-type: none"> • Updates completed to several committees. Final rosters are on Sharepoint. • CUNY is sponsoring a NE fellowship degree and has asked for a letter of support from ANA-NY. • ANA-NY signed on to Gov. Hochul’s immunology record. • Year-end update from Amy Kellogg is in the board folder. • 2023 Conference Update – have an action plan – a year at a glance. CHC is working w/JS. THEME: “Lighting the Way.” Looking at possibility of breakouts and posters on ideas of supportive environment, DEIB, Health Equity. 	<p>JS will ask for a template letter. Consensus is to go ahead and give ANA-NY support</p>
<p>CONSENT AGENDA ACTION ITEM</p>	<ul style="list-style-type: none"> • Approval of Executive Report and Communications Report <p>MOTION TO APPROVE CONSENT AGENDA: TD/SC</p>	<p>PASSED UNANIMOUSLY</p>
<p>2022 GOVERNING ASSEMBLY MINUTES & NOVEMBER 2022 EB MTG MINUTES ACTION ITEM</p>	<p>MOTION TO APPROVE NOVEMBER 2022 EB MTG MINUTES CORRECT AS WRITTEN: JC/KV</p>	<p>PASSED UNANIMOUSLY 2022 Governing Assembly minutes will be addressed for passage at January 2023 meeting</p>
<p>PRESIDENT’S REPORT Marilyn Dollinger</p>	<p>MD attended ANA Leadership Summit in Washington DC. Focus was working together to create an environment of safety:</p>	

	<ul style="list-style-type: none"> • Leadership Council/Executive Committee had media training re getting the message of ANA right. • Had intensive ½-day sessions on racism (w/breakout groups) and panels on: creating cultures of safety; workplace violence; RN/Patient advisor SIG. Linda Enos is available through ANA to help w/workplace violence. SM shared that Darryl Sharp (w/AACN) is willing to work on strategies w/ANA-NY. • “Project Gen Z” on how to attract millennials and understand their values was discussed. Karen Ballard is working on the application – more news to come. • ANA Board voted on 5 Nov 2022 to disaffiliate the Ohio Nurses Association over continuing issues. “This was an unusual event.” 	<p>MD will have an ANA-NY “listening tour” to gather data and learn issues.</p>
<p>TREASURER’S REPORT Phyllis Yezzo – in her absence given by ED Jeanine Santelli</p>	<p>JS gave financial report for November 2022, an update on the final figures from the 10th Annual Conference, and the proposed budget for 2023.</p> <p>November 2022 Balance Sheet November 2022 Profit and Loss November 2022 Budget vs Actuals FY_2022 are posted on SharePoint.</p>	<p>Report received. ED Santelli excused as BOD entered executive session.</p>
<p>EXECUTIVE SESSION</p>	<p>MD convened the Executive Session for the purpose of discussion of the proposed 2023 budget All members participated in the discussion. MOTION FOR ADOPT THE 2023 BUDGET AS PROPOSED (TD/JC)</p> <p>MD opened discussion of the proposed salary package for the ED for 2023. MOTION BY CONSENSUS TO APPROVE ALL SECTIONS OF THE 2023 BUDGET.</p>	<p>MOTION PASSED UNANIMOUSLY</p> <p>MOTION PASSED UNANIMOUSLY</p>

	<p>JC wants to talk with OAs to coordinate social partnerships to enhance our professional partnerships, perhaps have regional social events w/OAs, ascertain if there in any interest from them to participate at the board level. Possible use of ANA-NY's electronic platform to get messages out about OA's missions, etc.</p>	
<p>FUTURE BOARD MEETINGS</p>	<ul style="list-style-type: none"> • Most 2023 meetings will be virtual with the exception of May 13 and possibly the December 2023 meeting. 	<ul style="list-style-type: none"> a. January 16, 2023 @ 1830 b. February 20, 2023 @ 1830 c. March 20, 2023 @ 1830 d. April 17, 2023 @ 1830 e. Saturday, May 13, 2023 @ 0900 f. June 19, 2023 @ 1830 g. July 17, 2023 @ 1830 h. August 21, 2023 @ 1830 i. September 18, 2023 @ 1830 j. October 16, 2023 @ 1830
<p>ADJOURNMENT ACTION ITEM</p>	<p>MD called for a MOTION TO ADJOURN. [JC/SC] MOTION PASSED</p>	<p>Meeting adjourned at 2037 hours</p>

Submitted by Gertrude B. Hutchinson, Secretary

February 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)

- 8362 members

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

- Retention rate - 69% (ANA benchmark 76%)

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

- Filled open position on Nominations & Elections Committee
- Karen and Barbara's proposal submitted to ANA
- Confirmed MA reps' availability
- Nurse Residency white paper generated by Nursing Education Committee and circulated through Legislation Committee

Strategic Goal #4: Increase value of membership

- Sponsorship dollars starting to come in for annual conference
- Conference and Lobby Day swag being ordered

Strategic Goal #5: Increase visibility

- Invoiced OAs for 2024 dues
- Co-sponsor of *Building Guardrails to Success: Increasing Diversity in Nursing*
- Exhibiting in 2024
 - NSANYS
 - ENA
 - HCA
 - NYONL
- Collaborations
 - Center for Nursing
 - CNR Leadership Group - chair
 - CICU
 - Simulation bill
 - NYSAC
 - NOB Committee
 - STTI Nurse Leader Review Committee
 - Let's Get Immunized NY
 - Empire State Society of Association Executives
 - Jeanine – Board, ALA Committee, Scholarship Committee
 - New York Nursing Alliance
 - SUNY Polytech IRB Community Member
 - ANA

- GOVA calls
- Pres/ED calls
- Climate Change/Environmental Health collaborative



Committee Report to Board of Directors

Date of Meeting/Report: 1/17/2023

Committee: Education Committee

Members Present: Joanne Lapidus-Graham, Suzanne Elie, Doreen Rogers, Jessica Varghese, Tara Zacharzuk-Marciano, Heidi Reid, Kady Hoiston, Nancy Maggio, Sarah Marshall.

Guest Attendees: Marilyn Dollinger, Jeanine Santelli, Deb Spass and Briana Augustin (student rep).

Members Absent: Aliza Ben-Zacharia, Kristy Bowers, Charlyn Habeeb, Giselle Gerardi, Richardeanea Theodore, and Leticia Rios.

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

- Strengthen collaboration with Student Nurses Association; Resources will be directed to existing programs that increase membership stream
 - Inclusion of student rep at meetings
 - Strategize approaches to increase new RN grad participation in ANA-NY
- Member engagement will help members see value of membership;
 - Utilization of Project Firstline in healthcare & academic settings
- Expand Continuing Education Programming
 - Discussion of webinar later in the year, “Identifying a Mentor at Work”
- Increase opportunities for dialogue
 - Nurse Residency White paper in progress. Committee edits done, awaiting approval from the Executive Director.

- Committee members encouraged to submit publications to ANA-NY Newsletter
- Meeting discussion revolved around student engagement and critical thinking development in the classroom.

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

Goal to submit a publication to ANA-Newsletter in each issue

What activity has the committee completed since the last report?

A draft of the Nurse Residency White Paper was completed. Submitted to ED for NYONEL feedback.

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

February 2023 – Program Manager Submission for the 2/20/23 Board Meeting – Deb Spass

In preparing for the 2023 Annual Conference, a call for Abstracts has been distributed, as well as the Sponsorship Sign-Up Form. As of 2/7/23, we have received one submission for each. The submission for the Sponsorship is at the Gold Level, \$4,000.00.

The January newsletter has been published and is available on our website. Article submissions for the April 2023 newsletter are due March 1.

Aftershock Viewing and Panel Discussion that occurred on January 23, 2023 resulted in 46 registered and 32 attended. The revenue yielded a total of \$1,117.00. Our expenses for the event were \$6,800.00.

Contracts for member benefits have been reviewed and we have not renewed contracts for Project Firstline, Speakhire and Terra Firma. Phyllis Quinlan, of MFW Consultants, is interested in continuing to work with us, as her services have been utilized by Members of ANA-NY. Phyllis will also be attending the Annual Conference and will be available for coaching during that time.

Looking ahead at programming:

Books & Brunch: Field Guide to Urban Garden is scheduled for 2/19/23, currently has 10 registrants.

Debunking Menopause is scheduled for March 8, 2023, currently has 11 registrants.

Member Mixers: Looking at hosting two member mixers for 2023 – one in NYC area in June or July, and one in September, in the vicinity of where the Conference will be held. I have a meeting scheduled with a representative in NYC area and should have more to report on that for next month.

Exhibiting: Currently, we are scheduled to exhibit at 4 conferences: NSANYS – February 11, 2023; NYS ENA – April 29, 2023; HCA – May 3-5, 2023 and NYONL – September 10-12, 2023

Looking ahead: We will be meeting with a representative from TWA, at LaGuardia, about potentially having our 2025 Annual Conference at that location.

Respectfully Submitted,

Deb Spass

ANA-NY
Board of Directors Conference Call Meeting
January 16, 2023
PRESIDING: Marilyn Dollinger, President

PRESENT:

OFFICERS: Marilyn Dollinger, President (MD), Tanya Drake, Vice President (TD), Phyllis Yezzo, Treasurer (PY), and Trudy Hutchinson, Secretary (TH)

DIRECTORS: Susan Chin (SC), James Connolly (JC), Giselle Gerardi (GG), Sarah Miner (SM), and Kim Velez (KV)

ABSENT: None

STAFF: Jeanine Santelli, Executive Director (JS), Deb Spass, Program Manager (DS), and Kennedee Blanchard, Member Engagement Associate (KB)

GUESTS: Amy Kellogg (AK)

Topic	Discussion	Resolution
CALL TO ORDER		President Dollinger called the meeting to order at 6:30 pm on Monday, January 16, 2023. Vice President Drake read the ANA-NY mission statement.
ATTENDANCE	Quorum Present	Secretary Hutchinson took attendance and declared a quorum was present.
ANNOUNCEMENTS	<p>Executive Director Santelli introduced the 2 new staff members, Deb Spass, Program Manager, and Kennedee Blanchard, Member Engagement Associate. She discussed staff responsibilities and reminded the Board of Directors (BOD) that she is still their primary contact.</p> <p>See attached copy of CUNY’s letter of support in launching their Nurse Educator Fellowship.</p> <p>JS informed the BOD that Margaret Franks had to resign from the Nominations & Elections Committee. Kim Honeywell had the next highest number of votes in the 2021 election for</p>	

**ANA-NY
Board of Directors Conference Call Meeting
January 16, 2023**

	Nominations & Elections Committee members and will fill the vacancy to complete the term.	
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Topic	Discussion	Resolution
ANNOUNCEMENTS (cont.)	JS informed the BOD that there was a donation request from Nurses House for their “Have a Heart for Nursing” Campaign and asked for their thoughts.	Board members agreed to ask Marketing Consultant, Brittany Lawton, to share the campaign on our social media channels and that they would consider supporting the campaign individually, but they decided to wait for another sponsorship opportunity to support.
LOBBYIST’S REPORT	See attached report from Amy Kellogg.	
CONSENT AGENDA	<p>2022 GOVERNING ASSEMBLY MINUTES:</p> <ul style="list-style-type: none"> ▪ MOTION TO APPROVE (TD/SC) <p>COMMITTEE REPORTS:</p> <ul style="list-style-type: none"> ▪ Audit – See attached report from KV ▪ Nursing Education – See attached report from GG ▪ Program – See attached report from JC <p>STAFF REPORTS:</p> <ul style="list-style-type: none"> ▪ ED – See attached report from JS 	APPROVED UNANIMOUSLY
PRESIDENT’S REPORT	President Dollinger welcomed DS & KB to the team. She reminded the BOD that the full list of 2023 meetings are indicated on the agenda and that the Membership Assembly prep will take place after the in-person BOD meeting on May 13, 2023.	

**ANA-NY
Board of Directors Conference Call Meeting
January 16, 2023**

Topic	Discussion	Resolution
PRESIDENT’S REPORT (cont.)	<p>MD informed the BOD that ANA Enterprise CEO, Loressa Cole, will be resigning sometime in 2023. Debbie Hatmaker, who is the current CNO of ANA Enterprise, will take over in the interim.</p> <p>Immediate past president of ANA, Dr. Ernest Grant, introduced the new president, Jennifer Mensik Kennedy to all the state constituent's presidents. She will attend a meeting this year to introduce herself to the BOD.</p> <p>RN-BS Nurse Leader Fellowship Program and Future Nurse Leader Award were both approved at the last BOD meeting in December 2022.</p> <p>Made position statement in support of the right for NYC nurses recognizing that advocating for improved workforce conditions is essential.</p> <p>BOD indicated that they were not in favor of an in-person meeting on the last day of the Annual Conference, so the November BOD meeting was proposed for November 27, 2023, and the December BOD meeting was proposed for December 18, 2023.</p>	<p>BOD decided to skip the November 27, 2023, meeting since the Annual Conference is November 9-11, 2023, and combine the November and December BOD meetings which was rescheduled for December 11, 2023.</p> <p>JS will wait to send out the December 11, 2023, BOD meeting calendar invite so that it goes to the incoming BOD.</p>

**ANA-NY
Board of Directors Conference Call Meeting
January 16, 2023**

TREASURER'S REPORT	Treasurer Yezzo provided her report (see attached) and stated that the finance report will be posted to SharePoint as soon as it is approved.	
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Topic	Discussion	Resolution
TREASURER'S REPORT (cont.)	JS asked the BOD if they want to meet with Mark from Merrill Lynch?	BOD agreed to invite Mark to an upcoming meeting. JS will invite him to attend the April BOD and April finance committee meetings.
SECRETARY'S REPORT	See attached report and December 12, 2022, BOD minutes from TH.	MD deferred the Secretary's report and approval of December 12, 2022, BOD minutes till next month's BOD meeting so that the BOD has a chance to review.
CONTINUING BUSINESS	MD shared the email that she crafted to send to ANA-NY members regarding the inception of Special Interest Groups (SIGs). The SIGs create opportunities for member engagement outside of the traditional service on the board and committees. She highlighted the criteria and the process for SIGs and informed the BOD that three members (Liz Dollinger, Toby Bressler, and Millie Elia) have already come forward to start SIGs based on the discussion at the ANA-NY Annual meeting last October.	The BOD discussed the criteria and process for SIGs and suggested other focus areas for SIGs that can be implemented in the future.

**ANA-NY
Board of Directors Conference Call Meeting
January 16, 2023**

Topic	Discussion	Resolution
CONTINUING BUSINESS (cont.)	<ul style="list-style-type: none"> • One SIG will involve nurses who work with the intellectually and developmentally disabled population to discuss ideas for better care by removing barriers to nursing care and reimbursement. • One SIG will gather nurses who are interested in climate change and its impact on health to propose strategies that nursing can implement to have a positive impact. • One SIG will gather nurses who want to learn more about policy and advocacy to discuss the details of the policy and political process and learn more about the ANA-NY Legislation Committee activities. 	
NEW BUSINESS	<p>MD informed the BOD that we received a new Organizational Affiliate (OA) application from the New York League for Nursing (NYLN).</p> <p>MOTION TO APPROVE OA APPLICATION FROM NYLN (KV/JC)</p> <p>See attached proposal to the ANA 2023 Membership Assembly (MA) on the National Transformational Change for the Advancement of Nursing Education from Karen Ballard and Barbara Zittel. Karen and Barbara are asking the ANA-NY BOD to approve their proposal and send it to the 2023 ANA MA on their behalf before the February 13, 2023, deadline.</p>	APPROVED UNANIMOUSLY

**ANA-NY
Board of Directors Conference Call Meeting
January 16, 2023**

Topic	Discussion	Resolution
NEW BUSINESS (cont.)	<p>PY would like to add a clinical practice component to #3 of the proposal. MD will edit if approved.</p> <p>MOTION TO SUPPORT AND APPROVE PROPOSAL (TD/GG)</p>	<p>APPROVED UNANIMOUSLY</p> <p>MD will contact Karen and Barbara to tell them of the BOD's decision, make some edits, and send the proposal back to the BOD for approval before sending it to ANA.</p>
NEXT MEETINGS	<ul style="list-style-type: none"> ▪ February 20, 2023 @ 1830 ▪ March 20, 2023 @ 1830 ▪ April 17, 2023 @ 1830 ▪ Saturday, May 13, 2023 @ 0900 <ul style="list-style-type: none"> - Membership Assembly Prep - 990 and Financial Letter Review - Strategic Planning ▪ June 19, 2023 @ 1830 ▪ July 17, 2023 @ 1830 ▪ August 21, 2023 @ 1830 ▪ September 18, 2023 @ 1830 ▪ October 16, 2023 @ 1830 ▪ December 11, 2023 @ 1830 	
UPCOMING EVENTS	<ul style="list-style-type: none"> ▪ Aftershock: 1/23/23 @ 1800 ▪ Books & Brunch: Field Guide to Urban Gardening, 2/19/23 @ 1100 ▪ Debunking Menopause: 3/8/23 @ 1600 ▪ Lobby Day: 5/9/23 	

**ANA-NY
Board of Directors Conference Call Meeting
January 16, 2023**

Topic	Discussion	Resolution
UPCOMING EVENTS (cont.)	<ul style="list-style-type: none"> ▪ Books & Brunch: Square Foot Gardening, 5/27/23 @ 1100 ▪ Books & Brunch: Raised Bed Revolution, 8/13/23 @ 1100 ▪ 11th Annual Conference at the Turning Stone Resort Casino, November 9-11, 2023 ▪ Books & Brunch: Kitchen Garden Revival, 12/2/23 @ 1100 	
ADJOURNMENT	<p>No further business</p> <p>MOTION TO ADJOURN (JC/PY)</p>	<p>APPROVED UNANIMOUSLY</p> <p>MD adjourned the meeting at 8:06 pm.</p>

Submitted by,

Trudy Hutchinson, Secretary

Recorded by,

Kennedee Blanchard, Member Engagement Associate



Monthly Committee Report to Board of Directors

Date of Meeting/Report: February, 2, 2023

Committee: Legislative Committee

Members Present: Cathy Finlayson, Sarah Valentine, Tom Bonfiglio, Veronica Valazza, Faye Wang, Glennie Millard, Kaleena Soorma, Jessica Varghese (Chair)

Board Members/Guests present: Jeanine Santelli, Amy Kellog; Kennedee Blanchard,

Members Absent: Alyssa Ballentine, Brittany Richards

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 Kellog, ANA-NY Lobbyist.
2. Participate in NYS Lobby day/week in June.

The goals align with the 2022 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?

Amy Kellog provided update on Governor Hochul proposed budget and how it will impact work our legislative priorities.

Review of Bill tracker for input on current Bills.

White Paper on Nurse Residency programs in NYS.- asked committee members to review and provide input to Janine.

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

None

Is there a motion from the committee?

No motions made as there was not sufficient members present for a quorum

Respectfully submitted by:

Susan Chin

Member Engagement Associate Report

February 7, 2023

Kennedee Blanchard

Organizational Affiliates – I will be reaching out to the OAs on a monthly basis, typically around the beginning of the month. In January, I sent them 2 emails, one was an introductory email that included each OAs unique promo code for the Aftershock screening and panel discussion. The second email included their OA annual invoice, OA benefits, OA renewal application, reminders for any article submissions for the April newsletter, call for abstracts for the Annual Conference, and a save the date for Lobby Day.

In February, I have sent them one email so far to gauge any interest they may have in participating in our spring beach clean-up (date and location is yet to be determined) or hosting a separate event in their area as well as reminding them of any article submissions for the newsletter and the call for abstracts.

JotForm

- Updated OA renewal application
- Created SIG sign-up form
- Created 2023 Lobby Day registration form

Leg Committee

- Attended and took minutes for committee in January and February

Abstract Review Subgroup

- Attended and took minutes for subgroup in January

Newsletter

- Created Table of Contents for April Newsletter and started to collect submissions
- Created contact list for submissions
- Created spreadsheet for committee spotlights with dates (Finance Committee spotlight for April's newsletter)

- Helped edit January's newsletter

FNL/Fellowship – Met with Marilyn, Jeanine, and Brittany to finalize details for the FNL Award and the RN-BS Nurse Leader Fellowship. The landing page and JotForm are both ready to go for the FNL Award call that opens in March.

SIGs – Met with Brittany to finalize details for SIGs. We are still trying to find out if we can host the discussion boards/groups on Nursing Network or if we need to find another platform to use, possibly Slack. Once that is determined we will send out the SIG information in our weekly emails, monthly office updates, and on the website.

Events

- Aftershock Screening & Panel Discussion
- Aftershock Debrief with Giselle and panelists
- Planning Spring Clean Up Day with Helen Pham & OAs

Member Onboarding – Met with Brittany to set up a new member welcome email series that will coordinate with national's welcome series. Will pull new member list weekly.

Weekly Emails – Met with Brittany to set up weekly emails, which started on February 2nd and will go out every Thursday.

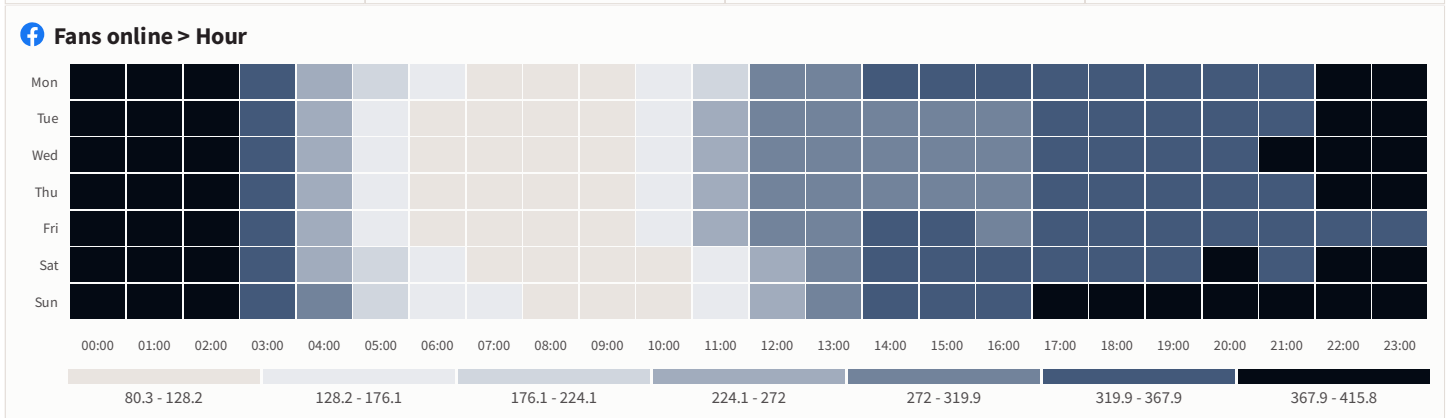
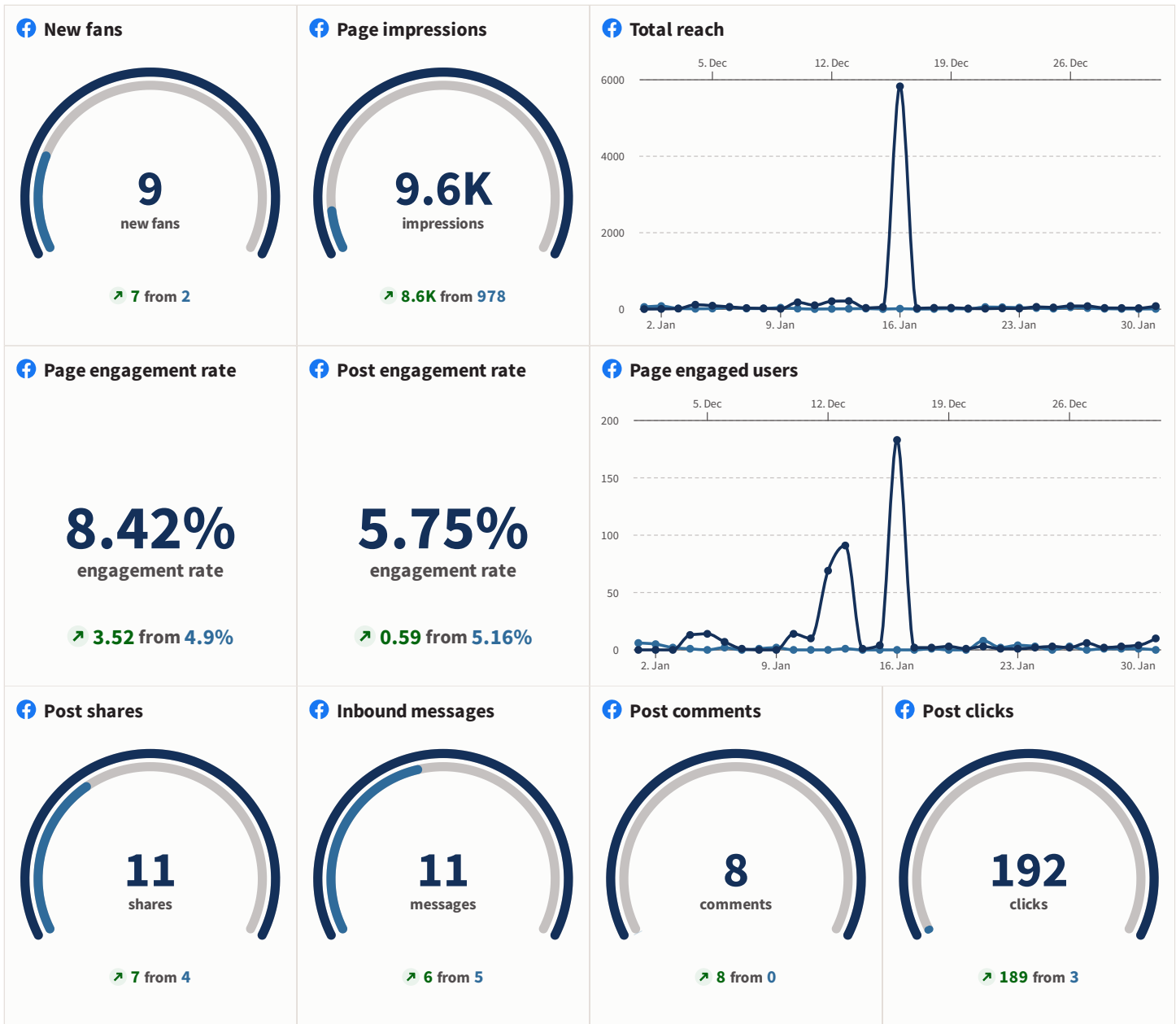
Monthly Emails – Looked at past emails to come up with ideas for February's monthly office update. Will include information about new team members and SIGs.

Accepted to the ANA Project MZ CSNA Advisory Group



ANA-NY Board of Directors — Social Media Report

Comparison between **Jan 01 - Jan 31, 2023** and **Dec 01 - Dec 31, 2022**



Top posts

American Nurses Association - NY
Jan 09, 02:00

Please join us in welcoming two new team members to the ANA-NY Staff — Deb Spass, MS, Program Manager & Kennedee Blanchard, BA, Member Engagement Associate! 🌟

27 reactions

American Nurses Association - NY
Jan 15, 15:02

LAST CALL! 🌟 Registration is closing for ANA-NY's special screening of the documentary AFTERSHOCK following the stories of two bereaved families as they galvanize activists,

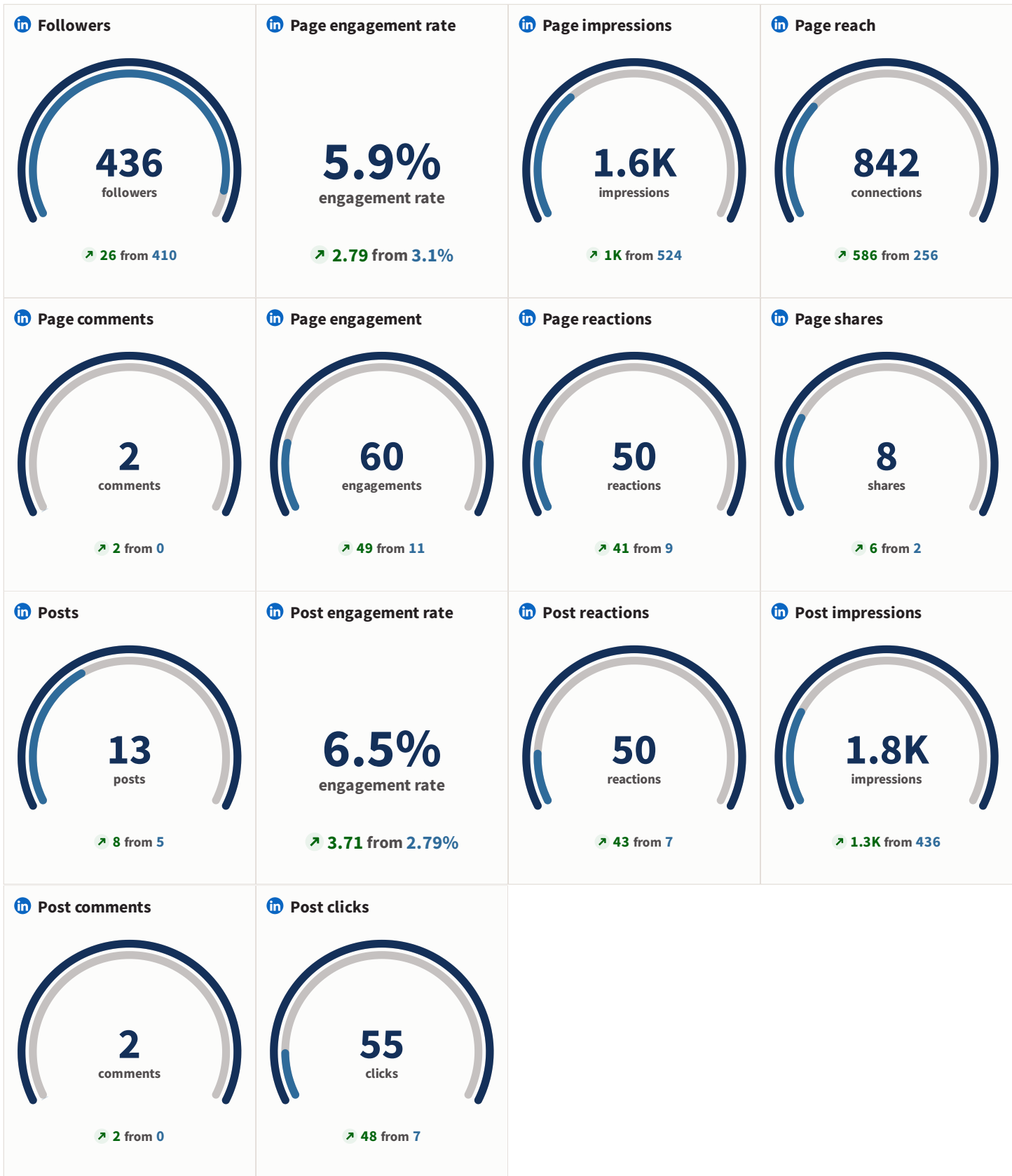
7 reactions

American Nurses Association - NY
Jan 27, 19:30

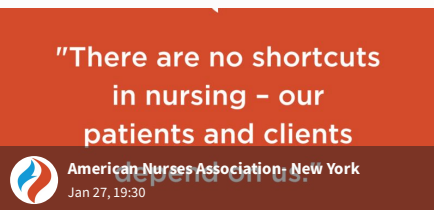
"There are no shortcuts in nursing - our patients and clients depend on us."

"There are no shortcuts in nursing – our patients and clients depend on us," says American Nurses Association (ANA) President Jennifer Mensik Kennedy, PhD, MBA, RN, NEA-BC,

6 reactions



in Top posts



"There are no shortcuts in nursing – our patients and clients depend on us," says American Nurses Association (ANA) President Jennifer Mensik Kennedy, PhD, MBA, RN, NEA-BC,

14 reactions



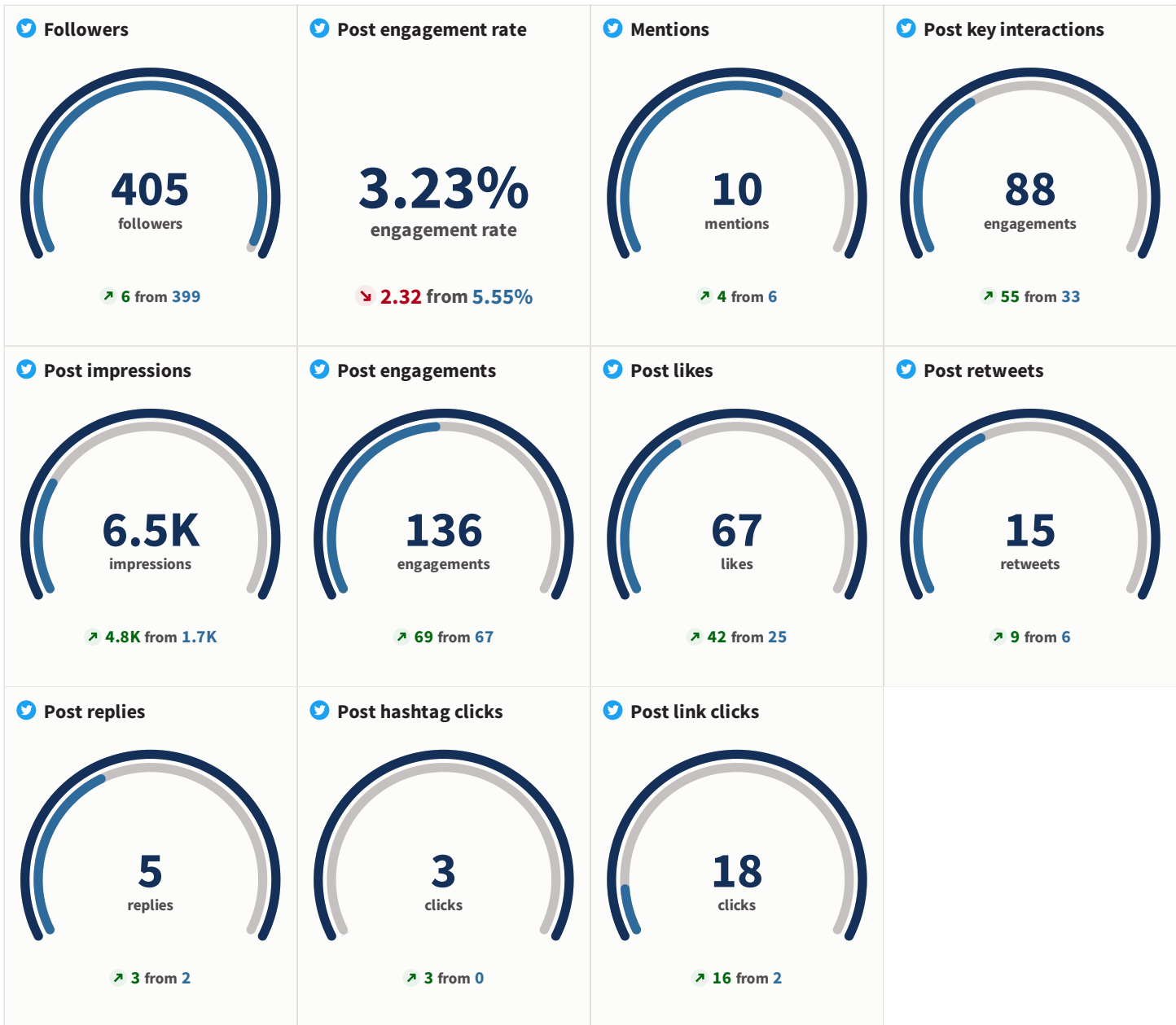
Please join us in welcoming Sarah Miner, Ph.D., RN to our Board of Directors! 🌟 Read on for a press release regarding Sarah's appointment. 📄📄📄 Sarah Miner, Ph.D., RN

10 reactions



Please join us in welcoming ANA's newest president, Jennifer Mensik Kennedy, Ph.D., MBA, RN, NEA-BC, FAAN. 🎉 She brings more than 25 years of nursing experience to the ANA

6 reactions



Top tweets

@newyork_ana
Jan 13, 05:58

Nurses are incredible.
<https://twitter.com/scrubsmagazine/status/1613659084246458376>

@newyork_ana
Jan 05, 17:36

@JHGeriatrics @MLRobertsonMD @HopkinsMedNews
Congratulations and thank you all for your contributions.

@newyork_ana
Jan 25, 10:18

@AANP_NEWS Congratulations!

11.11% engagement rate

9.52% engagement rate

7.69% engagement rate



Followers



↑ 24 from 507

Audience > Age

35-44	↑ 11	168
25-34	↑ 4	145
45-54	↑ 3	98
55-64	↑ 4	35

Post engagement



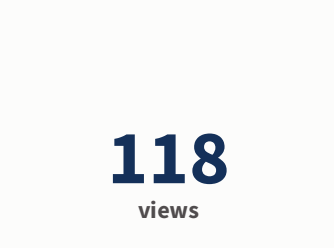
↑ 60 from 17

Inbound messages



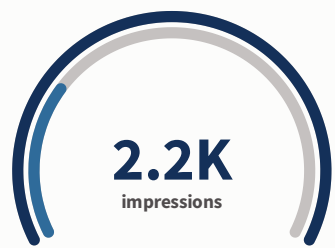
↑ 5 from 13

Profile visits



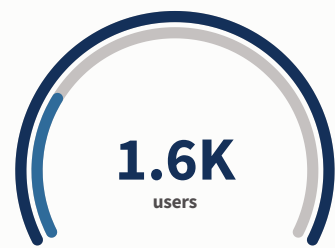
↑ 49 from 69

Profile impressions



↑ 1.6K from 627

Profile reach



↑ 1.2K from 435

Received DMs



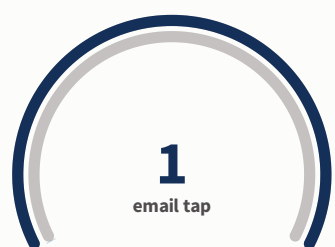
↑ 5 from 9

Website clicks



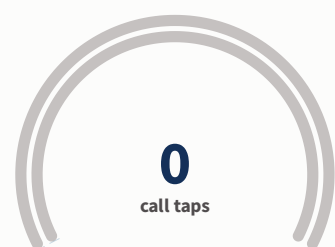
↑ 2 from 3

Emails



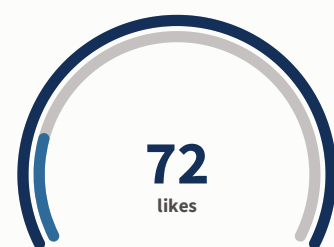
↑ 1 from 0

Calls



0 from 0

Post likes



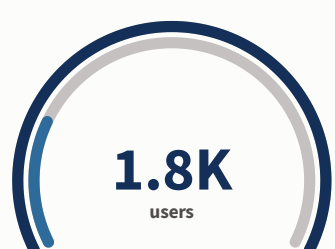
↑ 58 from 14

Post engagement rate



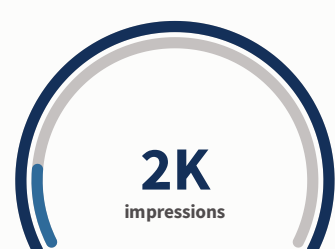
↓ 0.24 from 5.5%

Post reach



↑ 1.4K from 434

Post impressions



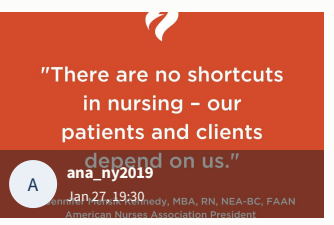
↑ 1.7K from 296

Post saves

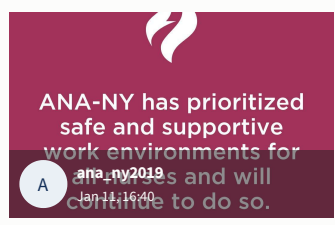


↑ 1 from 0

Top posts



"There are no shortcuts in nursing – our patients and clients depend on us," says American Nurses Association (ANA) President
15 likes



ANA-NY has prioritized safe and supportive work environments for all nurses and will continue to do so. #NewYorkNurses
14 likes




Please join us in welcoming Sarah Miner, Ph.D., RN to our Board of Directors! Read on for a press release regarding Sarah's
12 likes


Post comments




↑ 2 from 2

Sources

 @newyork_ana

 American Nurses Association - NY

 American Nurses Association- New York

 ana_ny2019

individual level to protect health from outdoor air pollution. Enforceable rules to limit leaking of toxic air pollutants and climate pollutants like methane will immediately benefit public health in communities across the country and help stave off catastrophic effects of climate change.

Methane is a highly potent greenhouse gas that is accelerating climate change. Climate change poses threats to the ability of health professionals to help the public and deliver life sustaining care. It also increases the number of people who seek medical care or assistance by lengthening allergy seasons, increasing vector borne illnesses and making air pollution worse. To truly realize a healthier future for all, we must drastically reduce the emissions that are perpetuating climate change.

A strong rule will also reduce the emissions of harmful pollutants that are released alongside methane at oil and gas sites. Volatile organic compounds (VOCs) include gases identified as hazardous air pollutants such as benzene, toluene and formaldehyde, among others. Benzene and formaldehyde are known human carcinogens. Ethylbenzene, another hazardous pollutant from oil and gas emissions, is a probable carcinogen. In addition to these dangers, VOCs also interact with other emissions in the presence of sunlight to form ground-level ozone pollution. Ozone, or smog, can worsen asthma, increase hospital visits, and contribute to low-birth weight (a leading cause of infant death) and premature death.

The updates made in this supplemental proposal strengthen the rule from EPA's original proposal in some areas – including advanced leak detection and repair standards, requiring zero-emission pneumatic controllers and pumps and requiring the cleanup of more abandoned wells. We urge EPA to strengthen the proposal further by requiring operators of oil wells to better protect public health by limiting routine flaring of associated gas to safety or maintenance episodes. We also ask that EPA ensure the Super Emitter Response Program, which is designed to identify and address large leaks, includes clear and accessible pathways for communities and individuals to engage in holding polluters accountable.

As health organizations, we recognize the dangers of air and climate pollution and the benefits that will be experienced by all if the nation takes significant steps to reduce emissions and lessen the use of fossil fuels. This proposal by EPA to limit pollution from the oil and gas sector is needed to provide relief to communities that have been overburdened by dangerous pollution. We urge EPA to finalize the strongest possible rule by no later than August 2023.

Sincerely,

American College of Physicians, Wisconsin Chapter

American College of Physicians, California Chapter Services

American Nurses Association - New York

Arkansas Public Health Association

Asthma & Allergy Foundation of America - Michigan Chapter

California Chapter 1, American Academy of Pediatrics
California Chapter 3, American Academy of Pediatrics
California Nurses for Environmental Health and Justice
Climate Health Now
Colorado Chapter, American Academy of Pediatrics
Colorado Public Health Association
Delaware Academy of Medicine / Delaware Public Health Association
Delaware Chapter, American Academy of Pediatrics
Delaware Nurses Association
Florida Chapter, American Academy of Pediatrics
Florida Public Health Association
Hawaii Public Health Association
Illinois Chapter, American Academy of Pediatrics
Illinois Public Health Association
Indiana Public Health Association
Iowa Chapter, American Academy of Pediatrics
LifeLong Medical Care
Long Beach Department of Health
Louisiana Chapter, American Academy of Pediatrics
Louisiana Public Health Association
Maine Chapter, American Academy of Pediatrics
Maine Public Health Association
Maryland Chapter, American Academy of Pediatrics
Massachusetts Chapter, American Academy of Pediatrics
Maternal and Child Health Access
MI Air MI Health
Michigan Clinicians for Climate Action
Michigan Public Health Association

Minnesota Public Health Association
Mississippi Chapter, American Academy of Pediatrics
Montana Chapter, American Academy of Pediatrics
NC Public Health Association
Nebraska Chapter, American Academy of Pediatrics
Nemours Primary Care
Nevada Chapter, American Academy of Pediatrics
Nevada Public Health Association
New Hampshire Chapter, American Academy of Pediatrics
New Mexico Chapter, American Academy of Pediatrics
New York Chapter 1, American Academy of Pediatrics
New York Chapter 2, American Academy of Pediatrics
New York Chapter 3, American Academy of Pediatrics
New York State Public Health Association
NJ Public Health Association
North Dakota Public Health Association
Northwest Regional Primary Care Association
Oklahoma Public Health Association
Oregon Pediatric Society
Pacifica Family Maternity Center
Pediatricians Alliance of Ontario, Ontario Chapter, American Academy of Pediatrics
Pennsylvania Chapter, American Academy of Pediatrics
Pennsylvania Public Health Association
Regional Asthma Management and Prevention
Rhode Island Chapter, American Academy of Pediatrics,
Rhode Island Public Health Association
San Francisco Bay Physicians for Social Responsibility
South Carolina Chapter, American Academy of Pediatrics

Texas Physicians for Social Responsibility

Utah Chapter, American Academy of Pediatrics

Utah Public Health Association

Virginia Chapter, American Academy of Pediatrics

Wisconsin Asthma Coalition

Wisconsin Health Professionals for Climate Action