



2025 Engagement Committee Report to Board of Directors

Date of Meeting/Report: 6/18/25

Present: Committee Members: Josephine Agyei, Helen Pham, Michele Caliva, and Ebele Maduekwe

Absent: Andrea Kabacinski, Nadia Joseph, Jenny Uguru, Megan Guay, Lee Mancuso, Renee Sanchez, and Nicole Kirchhoffer

Board Liaison: Seon Lewis-Holman

STAFF: Deb Spass

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

The 2025 Program Committee Goals are in line with the ANA-NY objectives of promoting excellence in nursing practice, improving the quality of health care services and promoting professional and leadership development.

The 2025 goals are noted below:

1. Quarterly educational and professional development CE bearing programs will be offered. The Committee will collaborate with the ANA- NY Health Equity Task Force, SIGs and other committees to review and support program proposals from these groups as needed.
2. Quarterly social engagement programs, both in-person and virtual will be offered. The Committee will collaborate with OAs across the state whenever possible.

3. Evaluations will be done for all programs including numbers registered, numbers attending, (ANA-NY members and others) and engagement. These will be reported to the Committee after each event and included in the Committee Annual Report.

4. One in-person Committee meeting is supported by ANA-NY; this can be scheduled for the ANA-NY Annual meeting October 9- 11, 2025 or some other date in 2025.

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

At least 4 CE bearing programs will be provided by 12/31/25

At least 4 social engagement programs will be provided to membership by 12/31/25

Evidence of program evaluation for CE bearing and social engagement programs presented at engagement committee meetings on a quarterly basis

One in-person committee meeting will be held before October 31. 2025

What activity has the committee completed since the last report?

The SIG proposal led by Josephine Agyei was approved by the Board. Their first meeting will be this Thursday, 6/19.

The first two sessions are complete. There were more attendees at the second session. The last two sessions will continue to be publicized on the ANA-NY weekly email update. Next session is July 15th @ 6:30.

Coming events

- The CE information has been completed by Andrea for the Intuitive Eating program.
- The two remaining Task Force programs are in July and August.
- Update on the GLP-1 Event: Megan is working with Jeanine on format for the event--details will follow. The event will be held later in November 2025
- Michele will contact Megan and send an e-mail to the committee regarding the Cannabis event.
- As the year progresses, Helen will contact the representative at Jones Beach to coordinate a potential clean-up event, tentatively scheduled for either September 14 or September 20.

New Programs

Events are planned through fall 2025 and the Cannabis event will be in early 2026. This means the committee does not need to focus on any additional events until the new committee members are welcomed after the Annual Meeting.

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

Swag for beach clean-up

NEW BUSINESS

NA

Is there a motion from the committee?

No

Respectfully submitted by: Seon Lewis-Holman



Committee Report to Board of Directors

Date of Meeting/Report: 6/19/25

PRESIDING: Sarah Miner (SM), Chair

PRESENT:

Committee Members: Marilyn Dollinger (MD), Michelle Slymon (MS), Tara Zacharzuk-Marciano (TZ), Jake Wilkins (JW), and Susan Dewey-Hammer (SD)

Board Liaison: Teddi Levine (TL)

EXCUSED: Heidi Cross (HC), Heidi Hahn-Schroeder (HH), and Susan Chin (SC)

ABSENT: Caroline Ledoux (CL)

STAFF: Jeanine Santelli (JS), Executive Director and Kennedee Blanchard (KB), Member Engagement Associate

GUESTS: Amy Kellogg (AK)

Board Liaison: Theodora C. Levine

Guests: Amy Kellogg

Staff: Jeanine Santelli (JS), Executive Director and Kennedee Blanchard (KB), Member Engagement Associate

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

- Partnership with the representation of NYS government, in order to have familiarity with the NYS legislative process.
- Provision of guidance and recommendations for ANA-NY on NYS legislative issues and actions.



- Committee discussion and actions which align the 5 legislative priorities that have been established for ANA NY for 2025.

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

- Attendance at monthly/bimonthly meetings.
- Attendance at lobby & advocacy day for ANA NY on Tuesday April 29, 2025.
- Review and maintain the bill tracker throughout the 2025-2026 session.

What activity has the committee completed since the last report?

- Bill chart update & Tracker review
- NYS Budget chart
- Governor budget approval process
-

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

- Support from Program Associate, and ANA NY lobbyist Amy Kellogg

Is there a motion from the committee?

Amy Kellogg gave a legislative update as some of the bills that did not pass this session were the ANA-NY Board bill (A5208/S2278) and the flavored tobacco bill (A4999/S3196). HANYS is not supportive of the board bill stating that this would open it up to all the other different professions who would want to serve on a board, however NYSNA is in support of this bill. The flavored tobacco bill gained some movement in the Senate, although the Assembly had some concerns. One of the bills that passed both houses this session was having a security presence in the ER setting. Although the next session is not due to start until next year, legislators will most likely return AK will send an end of session report within the next few weeks.



in the fall to revise the state budget depending on the outcome of the federal budget, since it is projected that billions of dollars are to be cut from NY's state funding.

The Medical Aid in Dying Act passed both houses and is now left up to the Governor to sign into law. It is unclear whether she will do so or not. The ANA-NY Legislation Committee did not take an official position on this bill and currently has it as a watch. Committee members discussed changing their position to support this bill. Motion to support the Medical Aid in Dying Act and send a MOS to the Governor – MD/S

June meeting, we will be sending a letter to Governor Hochul's office expressing our support for the bill A136/S138 Medical Aid in Dying Act. A copy of the letter is now available in our committee folder for those who wish to review it. We plan to send the letter no later than July 31, but may send it sooner if the bill is sent before that date.

Respectfully submitted by:

Theodora C. Levine, RN, DNP, M.Ed., NEA-BC

July 2025 ED Report – Jeanine Santelli, PhD, RN, AGPCNP-BC, FAAN

Advocacy

- Seven representatives attended ANA Membership Assembly
- Our applicant was accepted for ANAI and has received information from ANA. Apparently, ANA no longer requires a project – unsure when that started.

Services

- 9,180 members
- Working with ANA on pilot bulk membership for recipients of Mother Cabrini Foundation Grant
- Working on Winter 2024 issue of JANANY – waiting for Ed
- Awards committee review of relevant policies/awards
- Site visits to potential 2028 venues
- Secured a replacement EIC for JANANY – Amanda Brown
- Brittany has suggested Instagram/Facebook/LinkedIn Live Sessions with the President
- Building out the Annual Conference app for 2025
- Changed phone vendor to improve staff and member experience
- Still working to find new webhost for website
- Election platform opening
- Reworking design of brochure

Professional Promotion

- New, dedicated, FT marketing and communications consultant contracted through Lawton Social (Brittany) - see next page
- OA Benefits series rolling out
- Request for print copies of JANANY
- Exhibited in:
 - Rochester
 - Albany
 - Niagara Falls
 - Syracuse
 - Long Island
 - Saratoga Springs
 - Ithaca

Educational Advancement

- President proposed programming based on ICN Conference recognition of select ANA-NY members
- GLP-1 program proposal submitted
- Twelve people attended MAPIT Part 2

Maria Dobkowski excitedly joins Lawton Social as a Marketing Strategy Associate to support ANA-NY in reaching and engaging nurses across New York State. She enters this role with extensive experience in content creation, social media marketing, and cross-platform digital campaigns. An Ithaca College graduate with a degree in Marketing Communications, Maria has worked on a range of projects focused on growing engagement, building brand presence, and connecting with a variety of audiences. In her new role, she will support ANA-NY by developing marketing strategies to align with the organization's strategic plan, devising tactics and campaigns that address the organization's goals, and ultimately elevating ANA-NY's brand, presence, and engagement.



Marketing Report — July 2025
Prepared by Brittany Lawton, MBA

General/Misc. Updates

- Hired and onboarding new full-time hire to handle all marketing responsibilities for ANA-NY, in collaboration with the Lawton Social team (Start Date: July 21, 2025)
 - **Maria Dobkowski** excitedly joins Lawton Social as a Marketing Strategy Associate to support ANA-NY in reaching and engaging nurses across New York State. She enters this role with extensive experience in content creation, social media marketing, and cross-platform digital campaigns. An Ithaca College graduate with a degree in Marketing Communications, Maria has worked on a range of projects focused on growing engagement, building brand presence, and connecting with a variety of audiences. In her new role, she will support ANA-NY by developing marketing strategies to align with the organization's strategic plan, devising tactics and campaigns that address the organization's goals, and ultimately elevating ANA-NY's brand, presence, and engagement.
- Developing updated rack card to promote organization's benefits to prospective members
- Finalizing web page for the election so that members can get to know the candidates; web page includes video messages from each candidate, as well as headshot images and a video from Board President encouraging members' participation in the election (Launch Date: July 17, 2025)

What's Next

- Continue to update materials as-needed to align with the updated brand

Social Media Updates

- Consistent posting on social media.

What's Next

- Strategic opportunities to go live on our social media pages, in collaboration with Board President
- Paid social media marketing to support conference registration

ANA-NY App

- Launched member point system, recorded within the app, to encourage member engagement both within the app and with ANA-NY in general
 - Announced to members
 - Uploaded initial round of points, visible in member profiles in the app

What's Next

- Continue the build out Conference event in the app

Email Marketing

- Continue Weekly Update email marketing (sent every Thursday) with support from Kennedee.
- Launched Organizational Affiliate monthly email series to enhance OA engagement and use of benefits

What's Next

- Review ongoing email marketing campaigns' analytics to identify opportunities for improvement

Paid Digital Marketing

- Continuing display ads, OTT, and YouTube pre-roll ads targeting nurses across the state
- Launched SEM campaign for long-term exposure to nurses in targeted regions around the state where ANA-NY does not organically rank in searches

ANA-NY
Board of Directors Microsoft Teams Conference Meeting
May 28, 2025

PRESIDING: Dr. Connie Perkins

PRESENT:

OFFICERS: Elisa (Lee) Mancuso, Tanya Drake, and Kimberly Velez

DIRECTORS: Seon Lewis-Holman, Kerlene Richards, Giselle Gerardi, Theodora Levine, and Alison Simpson

STAFF: Jeanine Santelli, Executive Director and Deb Spass, Program Manager

GUESTS: Amy Kellogg, Lobbyist

Topic	Discussion	Resolution
Call to Order		President Perkins called meeting to order at 6:02 pm
Lobbyist's Report a) Budget Chart b) Advocacy Day debrief	a) The Budget Chart details the status of the bills proposed in the budget. b) Lobby Day was successful, as well as eventful. The opportunity to watch an Assembly Debate doesn't happen too often. A date will be picked for next year's Lobby Day when the Legislative Calendar comes out, which isn't until December 2025. The plan is to have a room next year, as it worked out well this year. The end of session is supposed to be 6/12, although it looks more like 6/17. ANA-NY will be focused on the Compact Bill and will meet with NYSNA to discuss their concerns.	budget_chart_25(1).docx
Mission	The mission of ANA-NY is to foster high standards of nursing and promote the professional and educational advancement of nurses to improve health care for all.	Seon Lewis-Holman read the mission.

ANA-NY
Board of Directors Microsoft Teams Conference Meeting
May 28, 2025

Topic	Discussion	Resolution
Attendance		Quorum has been established
Announcements a) Future Nurse Leader Fund	The Executive Director has developed a detailed spreadsheet tracking both the sources of income and expenditures associated with the fund.	
Consent Agenda a) Minutes of 4/28/25 b) President's Report c) Staff reports i) ED ii) Marketing iii) Membership iv) Program Associate d) Committee reports i) Awards (1) Nursing Practice – Jenny Uguru (2) Nursing Education – Joanne Lapidus-Graham ii) Legislation iii) Nominations & Elections slate of candidates has been selected (1) VP – 3 candidates for 1 open seat (2) Sec – 1 candidate for 1 open seat (3) Director – 6 candidates for 3 open seats (4) N&E Committee Member – 5 candidates for 2 open seats (5) MA Rep – 8 candidates for 6 open seats		Vice-President Tanya Drake moved to approve the Consent Agenda. The motion was seconded by Treasurer Lee Mancuso and was unanimously approved by the Board.

ANA-NY
Board of Directors Microsoft Teams Conference Meeting
May 28, 2025

Topic	Discussion	Resolution
Treasurer's Report: Lee a) April P&L	The Profit and Loss Statement reflects a positive income, showing improvement over the same period last year. The Board commended and acknowledged the Staff for their effective budget management.	ANA PL collapsed Apr 2025.pdf
Unfinished Business a) Brochure edits? b) SIG review i) Policy & Advocacy ii) Climate & Health iii) Advances in Nursing Technology iv) Igniting Compassion for Nurses - sunsetted v) ID/DD Population - sunsetted	One edit was suggested to have the brochure in more of an active voice v passive. Staff prepared a detailed breakdown of the Special Interest Groups (SIG's) to support further discussion on next steps. It was noted that SIGS currently lack a clear structure, prompting the need to define a vision and direction for future development.	If there are any suggested edits for the brochure, please send them to Jeanine by the beginning of July. SIGs will be reviewed annually going forward.
New Business 9) New Business: Jeanine a) ANAI applications i) Stacey Jackson Harley ii) Celia McIntosh iii) Jill Folsom iv) Anna George v) Erin Grimshaw vi) Cheryll East vii) Kevin Tipton	Although the applications are not due to ANA National until September, The Executive Director suggested, and the Board was in favor to nominate a representative, as representation is not guaranteed. To improve accountability and streamline the process going forward, the following measures were proposed:	Director Giselle Gerardi motioned to nominate Celia McIntosh as the representative for ANA-NY. The motion was seconded by Director Alison Simpson and passed unanimously by the Board. Executive Director Jeanine Santelli is inviting 2024 ANAI Candidate, Sarah Miner, to the July or August Board Meeting.

ANA-NY
Board of Directors Microsoft Teams Conference Meeting
May 28, 2025

Topic	Discussion	Resolution
	<ul style="list-style-type: none">• Periodic check-in between the candidate and designated Board member during their term;• Submission of a final, refined report of their project to the Board for review.	The Board agreed that the outlined accountability measures — including periodic check-ins with a designated Board member and submission of a final project report — will be implemented for the next ANAI candidate and for all future candidates representing ANA-NY.
Adjournment	No Board Meeting in June – next one is July	Meeting ended at 7:31 pm

Respectfully submitted by: Deb Spass, Program Manager

Member Engagement Associate Report

July 16, 2025
Kennedee Blanchard

Organizational Affiliates – New OA email series launched this month and will be sent out monthly highlighting a different benefit they are entitled to. The next OA Legislative Priority meeting is scheduled for October 15th at 5 pm. The group decided to meet 3 times per year instead of every month to coincide with the legislative calendar. Future meetings will be held in February, May, and October each year.

Newsletter/Magazine – Currently editing the first round of proofs for the September issue. The 2025 publication schedule is March, June, September, and December. I am also part of the State Nurse Association Publication (SNAP) Advisory Council with our publisher, HCM.

Special Interest Groups – The new Young Professionals group has been formed and held their first meeting on June 19th. They plan on scheduling their next meeting in September. The Policy & Advocacy group's next meeting is scheduled for September 8th at 2pm, the Climate & Health group's next meeting is scheduled for August 14th at 1 pm and the Advances in Nursing Technology group's next meeting is scheduled for August 14th at 5 pm.

Weekly Emails – Provide Brittany with content for weekly emails, which goes out every Thursday morning.

NextGen Nursing Advisory Group – Renamed the project to incorporate all future generations, not just Millennials and Gen Z. The next meeting is scheduled for August 7th at 2:30 pm. Also participating in the NextGen Ambassador Program subgroup that meets biweekly and am part of a sub subgroup that will be working on the mentor tracks for this program.

Events:

- Attended ANA's Equity in Action series
- Participated in MemberShift Mastermind 3-part course.
- Attended ESSAE's Annual Conference and Trade Show at the Albany Capital Center on June 12th.
- Facilitated Part 1, 2, and 3 of a 4-part series by the Health Equity Task Force: Strategies and Skills to Broaden Inclusive Communication in Healthcare.



Education Committee Report to Board of Directors

Date of Meeting/Report: 5/13/2025

Present: Dhiya Binu, Suzanne Elie, Tara Zacharzuk-Marciano, Nancy Maggio, Sarah Marshall, Christina Bierling-Norris, Tshaye Scarlett, Veronica Valazza, Suzanne Soltzyk, Jasmine Gonzalez, and Jessica Varghese, Victoria Dicerbo, Jeanine Santelli, Deb Spass, Giselle Gerardi and Alison Simpson

Absent: Kady Hoistion, Megan Guay, and Samantha McCarthy

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

- Provide timely and accurate information and education to all stakeholders
 - Academic year wrap up, discussion on what went well, what could be improved and how the NEC can help
- Encourage member participation
 - NEC members are encouraged to submit work to every newsletter

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

NEC member contributions to the ANA-NY Newsletter

What activity has the committee completed since the last report?

Sub-committee of NEC has reviewed abstracts for ANA-NY Annual conference

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:

Giselle Gerardi, PhD, RN

Alison Simpson, PhD, RN, CNE

ANA-NY President Report

Connie J. Perkins, PhD, RN, CNE

Month, Year: June-July 2025

Newsletter:

- President's column submitted.

Board Responsibilities:

- Prepped with ED for MA briefing.
- Led MA briefing session with MA attendees.
- Recorded message for social media to encourage voting in up-coming ANA-NY elections.
- Attended BOD preparation session with ED for July board meeting.
- Reviewed documents ahead of board meeting.

ANA-NY Representation:

- Attended SPAN's Forum for Recovery Ready Workplaces in Nursing zoom session.
- Attended ESREC discussion ahead of assembly.
- Attended ICN congress in Helsinki, Finland.
- Attended ANA Hill Day in Washington, DC.
- Attended Membership Assembly in Washington, DC.
- Scheduled and attended meeting with The Foundation of NYS Nurses.

Special Interest Groups:

- Attended first Young Professionals SIG group.

Other:

- Submitted program proposal to show American Delivery.

- Emailed communications to set up additional president reach out ideas via social media.

Board of Directors Report

Prepared by: Deb Spass, Program Manager

Date: July 16, 2025

Services:

- All Board members are registered for the Conference. In August, each Board member will receive their confirmation for the hotel, and if there are any changes, please notify me.
- As of 07/16/25, there are:
 - 76 individual registrants
 - 3 sponsors
 - 15 exhibitors
- Coordinated a site visit for 2028/29 conferences

Professional Promotion:

- Continue to reach out for Silent Auction Donations
- Please let me know by September your Silent Auction donations

Educational Advancement:

- Continuing to upload required data related to the Child Abuse Mandate to the Department of Education's website.