



Committee Report to Board of Directors

Date of Meeting/Report: May 16, 2025

Present: Verlia Brown, Gwen Anderson, Karin Pantel, Marijana Bankovic, Lynn Marie Antonawich, Marilyn Klainberg, Tshaye Scarlett, Lee Mancuso & Jeanine Santelli

ABSENT: Jonathan Mizgala, Frankie Hamilton & Jennifer Gales

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

Services Goal & Professional Promotion Goal

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

Selection of Awards odd years: Nursing Education & Nursing Practice: Later Career. Reviews conducted after the March call for nominations.

What activity has the committee completed since the last report?

1. Selection of the following based on the highest rubric score.

Nursing Education- Dr. Joanne Lapidus Graham 2.9/3

Nursing Practice- Jenny Ugura 2.8/3

2. Review criteria and possible renaming of Nurse Hero & Nurse Heroes (group) awards.

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

Staff support, notification of award recipients and purchase of award sculptures.

Is there a motion from the committee? Yes, Awards committee recommends the Nursing Education award be presented to Dr. Joanne Lapidus Graham and the Nursing Practice award be presented to Jenny Ugura.

Respectfully submitted by: Lee Mancuso

ANA-NY
Board of Directors Meeting
April 28, 2025

PRESIDING: Connie Perkins, President

PRESENT:

OFFICERS: Connie Perkins, President; Tanya Drake, Vice President; Elisa Mancuso, Treasurer; and Kimberly Velez, Secretary

DIRECTORS: Giselle Gerardi, Kerlene Richards, Teddi Levine, Seon Lewis-Holman

EXCUSED: Alison Simpson

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

GUESTS: Amy Kellogg, Lobbyist and Amy from West & Company

Topic	Discussion	Resolution
CALL TO ORDER		President Perkins called the meeting to order at 1:05 pm on Monday, April 28, 2025. Teddi Levine read the ANA-NY mission statement.
ATTENDANCE	Quorum Present	Secretary Velez took attendance and declared a quorum was present.
ANNOUNCEMENTS	<p>The Boards hotel room reservations have been made, and Deb will send the confirmation numbers to everyone when the conference date gets closer. If Board members need to adjust their reservations, contact Deb and she will make them on your behalf. Some Board members still need to register for the conference, and they can do so using the promo code Board25.</p> <p>The Call for Nominations for the Ballot has been extended until 5/16. Per our Bylaws, there are 2 two-year terms allowed for each position with a total of 4 terms (8 years) on the Board. Anyone can run for Membership Assembly Representative in</p>	

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	<p>addition to running for or holding another position on the Board.</p> <p>The Center for Nursing's Nightingale Gala will be held on September 20th at 6:30 pm at the Marriott on Wolf Road in Albany. There are 4 seats available with our sponsorship so if you are interested in attending let Jeanine know.</p>	
LOBBYIST'S REPORT	Amy Kellogg informed the Board that there is not a finalized budget chart since we currently still do not have an approved budget. However, she is hoping that we have a budget agreement within the next 2 weeks. The bulk of the budget is prioritized on healthcare and education.	
FINANCIAL REVIEW	<p>Amy (last name?) met with the Finance and Audit Committees for the annual financial review (see attached).</p> <p>Revenue is consistent with last year and increased net assets are about \$36,000.</p> <p>70% of expenses go to member benefits and 30% to operations. The Board would like to include this statistic in marketing materials.</p> <p>MOTION TO APPROVE FINANCIAL REVIEW – ELISA MANCUSO/TEDDI LEVINE</p>	APPROVED UNANIMOUSLY
CONSENT AGENDA	Vice President Drake requested to pull out Policy 2.3 and Secretary Velez requested to pull out the Engagement Committee Report.	

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	<p>MOTION TO APPROVE CONSENT AGENDA MINUS POLICY 2.3 AND ENGAGEMENT COMMITTEE REPORT – TANYA DRAKE/ELISA MANCUSO</p> <p>Engagement Committee Report: There was not a Jones beach clean-up this year for Earth Day as indicated. Instead, we sponsored the Love Our New York Lands Events, put on by Parks & Trails New York (https://www.ptny.org/events/love-our-new-york-lands). Events include the Canal Clean Sweep (April 18-20, 2025), I Love My Park Day (May 3, 2025), Adirondack and Catskill Park Day (September 6, 2025), and Wildlife Day (October 4, 2025).</p> <p>Policy 2.3: Current policy for the Finance Committee states that three members of the board of directors and two members at large be appointed to the committee, however we have not been following this rule and the only Board member who serves on the committee is the Treasurer who is the Chair.</p> <p>Vice President Drake believes that it is the Board’s fiduciary responsibility to have financial reports reviewed by more than one Board member.</p> <p>Executive Director Santelli recommends removing the Annual Meeting Committee and Future Nurse Leader Committee since they no longer exist. She</p>	<p>APPROVED UNANIMOUSLY</p> <p>Executive Director Santelli stated that the full Board reviews the finances every month, whereas the Finance Committee reviews them quarterly.</p>

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	<p>also recommends changing the heading of the Membership Committee to Engagement since the Membership Committee no longer exists and its function has moved to the Engagement Committee.</p> <p>MOTION TO UPDATE POLICY 2.3 TO ADD INTO FINANCE ONE (1) ADDITIONAL MEMBER OF THE BOARD (TREASURER + 1) AND REMOVAL OF 3 ADDITIONAL BOARD MEMBERS, REMOVE ANNUAL MEETING COMMITTEE AND FUTURE NURSE LEADER COMMITTEE, AND UPDATE MEMBERSHIP TO SAY ENGAGEMENT COMMITTEE – ELISA MANCUSO/TEDDI LEVINE</p>	APPROVED UNANIMOUSLY
TREASURER’S REPORT	<p>Looking at the Budget vs. Actual and comparing February to March there is a decrease in income from the membership dues because they are not consistent with the association’s fiscal year, which follows the calendar year.</p> <p>The Future Nurse Leader income comes from the silent auction donations at the Annual Conference. Secretary Velez suggested updating the Board about how much is raised at the silent auction and how much is used every year.</p> <p>Discussed reformatting the Budget vs. Actual form to include the annual budget.</p>	

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UNFINISHED BUSINESS	Reviewed the 2024 – 2027 strategic plan and discussed how we are meeting our goals and objectives and came up with suggestions for ways the association can improve on these goals, which included adding the 70% member benefits/30% operations statistic on the website and marketing material.	
NEW BUSINESS	<p>Seon Lewis-Holman brought to the Board the Young Professionals SIG proposal (see attached). Vice President Drake suggested revising the target group to omit specific generations.</p> <p>MOTION TO APPROVE YOUNG PROFESSIONALS SIG – SEON LEWIS-HOLMAN/ELISA MANCUSO</p> <p>The Call for Committee Members will be going out in June this year, instead of September like it usually does, so that the first committee meeting is at the annual conference and not the last. Discussed the various committee's structures and functions, specifically the Nursing Education Committee, whose description needs to be updated.</p> <p>The Health Equity Task Force has an upcoming 4-part training series titled “Strategies and Skills to Broaden Inclusive Communication in Healthcare”. Giselle spoke with the facilitator who helped ANA with their racial reconciliation, and they suggested</p>	<p>APPROVED UNANIMOUSLY</p> <p>Giselle is going to bring this back to the Nursing Education Committee for them to revise.</p>

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	that ANA-NY have our own state racial reconciliation as well. Delaware has already come up with a racial reconciliation for their state.	
UPCOMING EVENTS	<ul style="list-style-type: none"> ▪ Advocacy Day, 4/29/25 ▪ Town Hall in Watkins Glen, 4/30 ▪ Exhibiting at Emergency Nurses Conference, Saratoga Springs, 4/30-5/1 ▪ Exhibiting at NYS Public Health Partnership Conference, Ithaca, 5/1-2 ▪ BOD, 5/28/25 ▪ ANA Hill Day, Washington, DC, 6/26 ▪ ANA Membership Assembly, Washington, DC, 6/27-28 ▪ BOD, 7/23/25 ▪ BOD, 8/27/25 ▪ Exhibiting at NYONL, White Plains, 9/7-9 ▪ Exhibiting at NYSANA, Long Island, 9/19-21 ▪ BOD, 9/24/25 ▪ 13th Annual Conference Be Empowered Through Change, TWA Hotel @ JFK, Queens, NY, 10/9/25-10/11/25 https://www.twahotel.com/ ▪ 14th Annual Conference, ESP (Effective, Social & Professional) Essential Skills of Nursing, Hilton Garden Inn, Troy, NY, 11/12/26-11/14/26 https://www.hilton.com/en/hotels/albtygi-hilton-garden-inn-troy/ 	

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	<ul style="list-style-type: none">15th Annual Conference, Woodcliff, Fairport, NY, 10/14/27-10/17/27 https://woodcliffhotelspa.com/	
ADJOURNMENT	No further business. MOTION TO ADJOURN – GISELLE GERARDI/KIMBERLY VELEZ	APPROVED UNANIMOUSLY President Perkins adjourned the meeting at 4:35 pm

Respectfully submitted by,

Kennedee Blanchard, Member Engagement Associate

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

Advocacy

- Effective Advocacy Day and virtual Advocacy Week
 - F2F - 22 participants from the Legislation Committee, PAC, and BOD attended 24 meetings
 - Grassroots campaign - 475 messages sent by 196 members with 110 messages that were personalized by the member
- Scheduled 2026 Advocacy Day
- Sent out “Board Bill” to NYNA for possible sign-on of other NY Nursing organizations
- Signed on to NYS Immunization Information System bill letter of support with Let’s Get Immunized NY coalition
- Assisted PAC to order their supplies with new branding

Services

- 9,163 members
- Working on Winter 2024 issue of JANANY
- Nominations closed and ballot created
- Successful promotion of events and activities for Nurses’ Week
- Notified Nurses’ Week contest winners
- Abstract acceptance letters sent out
 - Podium – 15
 - Poster – 27
 - Escape Room – 4
- Awards scored and Proposed recipients identified for BOD approval
- Awards committee review of relevant policies/awards
- Site visits to potential 2028 venues
- Created videos for promoting some of the underappreciated committees for committee call
- Still trying to secure a replacement EIC for JANANY
- Began marketing Young Professionals SIG
- Have mapped out the points scoring plan for member engagement
- Brittany has suggested Instagram/Facebook/LinkedIn Live Sessions with the President
- Building out the Annual Conference app for 2025
- Committee timing off and term end letters going out

Professional Promotion

- OA Benefits series ready to be rolled out in July
- Met with VT/NY Magnet Consortium and NYONL to plan a joint event in Q1 2026
- No one turned up for Town Hall in Watkins Glen
- Signed marketing contract with Hearst/Times Union for paid social ads and boosts in our search rankings
- Submitted Nightingale Tribute names to ANA
- Exhibited in:

- Rochester
- Albany
- Niagara Falls
- Syracuse
- Long Island
- Saratoga Springs
- Ithaca

Educational Advancement

- ANAI call closed with seven member submissions – BOD to select our one candidate
- Five people attended MAPIT Part 1



Legislative Committee Report to Board of Directors

Date of Meeting/Report: 4/29/25

Present: 20 plus members including Legislative committee, BODs, President and Exec team were present for Advocacy Day

ABSENT: Unk

What are the defined goals/objectives for the committee and with which Strategic Goal do they align? Goals included conducting 30 min meetings with Assemblymembers/Senators inviting them to Co-sponsor several ANA NY bills: NP bill; Vape Enforcement bill, Adult vaccine Registry bill, Workplace Safety bill, CRNA bill.

What are the success metrics/estimated timeline for those metrics for the committee? Advocacy day was well attended(will follow up with exact number of attendees next meeting)

What activity has the committee completed since the last report? Attend Advocacy Day.

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:

Kerlene Richards, DNP RN

5/21/25

Marketing Report — May 2025
Prepared by Brittany Lawton, MBA

General/Misc. Updates

- Conducted successful Nurses Week initiatives in partnership with ANA-NY team members
 - Emails:
 - Nurses Week Email: 21,138 sent; 45% open rate
 - PAC Email: 9,769 sent; 54% open rate
 - Weekly Update: 21,128 sent; 51% open rate
 - Trivia: 34 Submissions
 - BINGO: 4 Submissions
 - Video of Board Members: 116 views

What's Next

- Continue to update materials as-needed to align with the updated brand
- Continue to promote the new ANA-NY online store

Social Media Updates

- Consistent posting on social media.
- Exploring potential collaboration with influencers/nurse with high follower count to garner additional exposure

What's Next

- Identify strategic opportunities to go live on our social media pages to engage followers and create content to reach potential followers/members

ANA-NY App

- Collaborating with the ANA-NY team to finalize a point system, recorded within the app, to encourage member engagement both within the app and with ANA-NY in general

What's Next

- Build out Conference event in the app to allow for greater promotion of upcoming conference

Email Marketing

- Continue Weekly Update email marketing (sent every Thursday) with support from Kennedee.
- Launched new member onboarding email sequence, including video introductions from the ANA-NY team members, in collaboration with Kennedee.

What's Next

- Design email series for Organizational Affiliates in email marketing tool; launch in July 2025

Paid Digital Marketing

- Continuing display ads, OTT, and YouTube pre-roll ads targeting nurses across the state

What's Next

- Finalize launch of SEM campaign for long-term exposure to nurses in targeted regions around the state where ANA-NY does not organically rank in searches

Member Engagement Associate Report

May 21, 2025
Kennedee Blanchard

Organizational Affiliates – Created content for OA email series that will launch in July. The next OA Legislative Priority meeting was rescheduled to May 28th at 5pm. 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.

Newsletter/Magazine – Edited and approved proof for both the printed and digital editions of the June issue. Currently gathering articles for 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 – There are 3 active groups at this time. The Policy & Advocacy group's next meeting is scheduled for June 9th at 2pm, the Climate & Health group's next meeting is scheduled for June 12th at 1 pm and the Advances in Nursing Technology group's next meeting is scheduled for June 12th 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 June 5th at 2:30 pm. I am also participating in the NextGen Ambassador Program subgroup that has its kickoff meeting on May 21st.

Events:

- Attending ANA's Equity in Action series, which takes place every other Wednesday.
- ANA-NY Advocacy Day
- Exhibited at the ENA conference in Saratoga
- Participating in MemberShift Mastermind course. The first 2 meetings were held on April 7th and May 5th, with the last one scheduled for June 2nd.
- Facilitated Part 1 of a 4-part series by the Health Equity Task Force: Strategies and Skills to Broaden Inclusive Communication in Healthcare.

ANA-NY President Report

Connie J. Perkins, PhD, RN, CNE

Month, Year: May 2025

Newsletter:

- Draft of President's column started.

Board Responsibilities:

- Chaired April board meeting in-person.
- Participated in nurses week video.
- Reached out to JANANY editor to encourage next edition be completed.
- Met with ED to discuss annual evaluation process.
- Met with ED for May board meeting preparation.
- Reviewed ANAI proposal's for board meeting.
- Communicated JANANY updates with NYONL ED for continued partnership.

ANA-NY Representation:

- Attended ANA Bylaws Pre-Hearing Session #2: Proposed Amendments to Article XII
- Attended lobby day in Albany, NY on April 29, 2025.
- Attended in-person town hall in Watkins Glen on April 30, 2025.
- Attended HANYS meeting to discuss potential federal Medicaid cuts.
- Met with member to answer questions about VP responsibilities to decide to self-nominate.
- Met with member to answer questions about open board seats to decide to self-nominate.
- Met with ANA President as requested for quarterly check-ins.
- Attended ANA Bylaws Pre-Hearing Session #3: Proposed Amendments by C/SNAs.

- Presented ANA-NY future leader award.

Committees

- Attended legislation committee meeting.

SIGs

- Joined new Young Professionals SIG.

Board of Directors Report

Prepared by: Deb Spass, Program Manager

Date: May 21, 2025

Services:

- One Board member has not registered for this year's conference. The registration code is Board25.
- As of 05/21/25, there are:
 - 45 individual registrants
 - 2 sponsors
 - 6 exhibitors
- Selected four winners from Nurses' Week Bingo and Trivia; Cerave "goodie boxes" were mailed to each recipient.

Professional Promotion:

- Distributed the Conference Prospectus to vendors from previous exhibiting engagements.
- Submitted a Request for Proposal (RFP) to host the 2028 Conference in Ithaca.
- Sent Abstract decision letters via e-mail.
- Contacted service providers related to the Conference.
- Reached out to larger companies (e.g., Clove, Sketchers) for Silent Auction donations

Educational Advancement:

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