

2025 Annual Report of the Executive Director

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2025 Progress toward ANA-NY Strategic Plan Goals and Objectives

- Advocate for the public and nursing profession in NYS
 - Increase visibility of ANA-NY and promote its role as the voice of NYS nurses
 - ED and lobbyists participate in the ANA Lobbyists Meeting
 - Maintain our certification and biannual reporting to NYS Commission on Ethics in Lobbying in Government
 - Annual Advocacy Day with Legislation Committee, Political Action Committee, and Board members in attendance – 22 participants attended 24 meetings
 - Grassroots advocacy campaign during Nurses' Week – 475 messages sent by 196 members with 110 personalized
 - Board Bill approved by Senate
 - Provide current information on ANA-NY Legislative Priorities in newsletters, on website, and to stakeholders
 - See periodicals, website, and weekly emails
 - Empower Legislation Committee to identify positions on pending legislation
 - See Legislation Committee report
 - Charge President and Executive Director to issue position statements in collaboration with Lobbyist
 - Signed letters of support
 - Federal
 - ICAN
 - Medicaid funding
 - State
 - Immunization Information System
 - Memorandum of Support for Healthy Workplace bill
 - Signed letter in opposition to cigar lounges
- Seek out and promote innovative services and benefits that support member needs
 - Structure programming, including the annual conference, with opportunities for developing and maintaining connections
 - See Engagement Committee report
 - See Annual Conference agenda
 - Identify value-added membership benefits

- Resumed and upgraded publication of print news magazine
- Promoting member benefits through monthly features on social media and email platforms
- Resumed publication of JANANY after brief disruption
- Named new Editor-in-Chief for JANANY
- Abstracts accepted for 2025 Annual conference
 - Podium – 15
 - Poster – 27
 - Escape Room - 4
- Encourage member engagement
 - Staff training in membership engagement strategies
 - Opened member store for ANA-NY branded items
 - Established new Young Professionals SIG
 - Created points program reflecting levels of member engagement
- Develop engaging member onboarding program to energize and intrigue new members
 - Created trickle email for onboarding new members
 - Working collaboratively with ANA for unified onboarding messaging
- Increase use of technology to engage and inform younger members
 - Conference application
 - General ANA-NY application launched
 - LinkedIn Live sessions with President
- Collaborate with professional nursing associations at all levels
 - Enhance and promote Organizational Affiliate opportunities
 - Created trickle email series highlighting OA benefits
 - Find opportunities to lead professional issues through advocacy, white papers, and collaborations
 - Collaborating with ANA-California for LGBT Health Equity study
 - ED and lobbyists attend NYSED Board for Nursing meetings
 - ED working with NYONL and VT/NY Magnet Consortium to plan a joint event
 - White papers on Maternal Mortality and Health Care Worker Mental Health Post-COVID
 - Encourage member participation in ANA
 - Member selected for ANAI (7 submissions for 1 slot)
 - Seven members attended ANA Membership Assembly
 - ED attended Executive Enterprise Conference
 - ED and President attended Leadership Summit

- Increase visibility of association through expanded exhibiting opportunities
 - NYONL – White Plains
 - NYSAASC – Saratoga Springs
 - NYSANA – Long Island
 - WNY/Finger Lakes Research Day - Buffalo
 - NYLN – Buffalo
 - NPA Region 3 – Syracuse
 - ENA – Saratoga Springs
 - NYS Public Health - Ithaca
 - AWHONN - Tarrytown
 - NACLI – Long Island
 - NSANYS – Long Island
 - NYASN – Albany
 - PNAWNY – Niagara Falls
 - RN Certification Day at Highland Hospital - Rochester
- Provide timely and accurate information and education to all stakeholders
 - Seek out speakers on a variety of topics to provide comprehensive educational opportunities
 - Health Equity Task Force received grant from ANA for programming
 - See Engagement Committee report
 - See Annual Conference agenda
 - Promote speakers' bureau to showcase our own members as expert speakers
 - Over 300 entries
 - Seek out and promote existing educational opportunities offered by ANA and other organizations
 - CINAHL subscription includes free webinars