



MEMBERSHIP EXECUTIVE OVERVIEW

From the March 31, 2022, Board of Directors Meeting

- A) After calling the meeting to order and handling housekeeping items, President Stocker Schneider asked if there were any conflicts of interest to be disclosed. Hearing none, the motion was called, and the agenda was approved.
- B) President Stocker Schneider made a clarification to the Board Meeting Minutes from February 11, 2022, related to CGFNS. She requested revised wording to be CGFNS used as an example exam. President Stocker Schneider also requested a change to the MHSA update. Clarification was provided that the Legislative Committee reviewed this bill and agreed to support during their meeting that was held in March. The BOD asked for ED Lyon to follow up with the Legislative Committee and MHSA regarding the final decision and how ANA-MI will move forward with this bill. President Stocker Schneider asked if there were any questions related to Operations and/or Committee Reports. Hearing none, the motion was called, and the Consent Agenda was approved.
- C) The board approved the current financials as presented.
- D) President-Elect and Education Committee Chair, Bridget Leonard, shared an overview of the Town Hall that was held on Thursday, March 24, 2022. There were 88 people registered and about 50 that joined the call. Leonard shared the results from the polls that were asked during the event and spoke about information that each panelists addressed, their comments, and participants comments. The event was engaging, panelists were exceptional, and resulted in a positive experience and ROI. The BOD agreed that the Town Hall's should be held quarterly. The planning committee will meet again in April to begin planning the next Town Hall to be held after Nurses Week in May.
- E) ED Lyon provided a high-level overview of the ANA-MI membership. We've had good growth, then plateaued, and now we need to deep-dive into Michigan's membership efforts. New staff have been hired to focus on increasing membership in Michigan. ANA-MI will be looking at different ways to approach social media and targeting younger members (TikTok and LinkedIn vs Facebook). Ed Lyon spoke about how now more than ever we need to have an emotional charge to recruit and engage membership. ED Lyon posed a question to the Board on how to "fix" engagement or what we are missing in the marketplace. The Board said that membership numbers are only down 10 individual memberships from 2021 to 2022, which based on the past two years is a win. We do still need to focus on membership stability, but it is a difficult charge when the nursing profession isn't stable right now.

The Board continued opened discussion on fewer nurses in programs, nurses not being involved because of burnout, and overall work and life conflicts. The Board discussed how attendance at events has been hit-and-miss. The Board felt that ANA-MI needs to continue recruitment efforts but not "beat ourselves up" when the results are not as hoped or expected. The Board discussed that

they need to find ways to support the nurses and determine what initiatives they can offer. It was decided that ANA-MI would focus on positive messages and encourage nurses to provide positive messages to include in newsletters, print publication, etc. This year's budget has a low membership growth projected for 2022. ED Lyon summed up the conversation about what we can do and how we can proceed with membership growth in Michigan.

- F) Mike Lazusky, Director of Adult Professional and Graduate Admissions and Marilyn Lawrence, Director of the RN-BSN Program, joined as guest presenters and shared a PowerPoint presentation that included information about Olivet College's RN+BSN program. This year will be their 3rd year of offering an accredited, 100% online program.
- G) President Julia Stocker Schneider reviewed the results of the Statewide Study of Nurses' Experiences Using their Electronic Health Record (EHR). She talked about her experience being part of the study, understanding the data, and the next steps in moving the project forward.
- H) HCAM reached out and wanted to discuss a bill regarding nursing salary caps. The salary cap was originally based on agency nurse salaries but has since morphed into all nurses. They asked for ANA-MI's approval. ED Lyon and Linda Buck, Legislative Committee Chair, joined the meeting to gain knowledge and become more informed around this bill. A decision was not made at this meeting, but the Board is aware of the situation. The Board did agree that they would have further discussion in this matter.
- I) President Stocker Schneider spoke about ANAs Racial Reckoning Statement. She asked for the Board's response to the statement. The Board Members shared their thoughts about bias and how it impacts patient care. They also talked about inclusion and togetherness as a profession and not based on the color of your skin. The Board hopes ANA continues their work to move this statement forward.
- J) Upcoming ANA meetings and events were shared. The Board talked about the special meeting to be held on April 6, 2022, to discuss whether the ANA Annual Membership Assembly meeting in June will be held in-person or virtually.
- K) The request was made for one Board Member and ED Tobi Lyon to be the representatives for COMON. This was called as a motion, voted on, and the motion was passed.
- L) President Stocker Schneider reviewed the Annual Membership Assembly Agenda for the meeting scheduled for April 1, from 11:45 am to 12:30 pm.
- M) Executive Director Lyon spoke about the challenges to nursing regulation, the initiatives and recognition for Nurses Month to be the full month of May, and the continued progress of the SafeHaven project. She also provided an update on Ngage staff supporting ANA-Michigan, especially event management. ED Lyon shared that we have not received any recent updates from COMON, but we are staying involved with this group. The ANAI Application was provided, and members were encouraged to submit their application. ED Lyon gave an opportunity for the Board Members to ask questions regarding operations.

- N) President Stocker Schneider acknowledged and recognized our outgoing Board Members: Kathy Dontje, Anne Kreft and Gerry Infante. ED Lyon shared appreciation to President Stock Schneider for her support for the past two years, her flexibility throughout the pandemic, weekly conversations with ED, as well as her time and energy in successfully leading the Board through challenging times.
- O) The Board unanimously decided that Anne Kreft will continue as the ANA-MI Membership Assembly Representative for 2022.
- P) President Stocker Schneider announced that Geraldo (Gerry) Infante will be continuing with the Board of Directors but in a different position. The new position to be announced during the April 1st Annual Membership Assembly Teller's Report.
- Q) Dontje gave a quick update on the work completed by the ANA-Michigan Nurses Foundation. The new scholarship brochure was provided and can also be found on the ANA-MI website. The scholarships will be featured in the e-newsletters and The Future of Nursing in Michigan newsletter.
- R) The next board meeting is scheduled for the following date and time:
Friday, June 6, 2022, from 11:00 am to 4:00 pm. It will be held in-person at the ANA-Michigan office with the option to join virtually. After closing announcements were made, the meeting was adjourned.