



# MEMBERSHIP EXECUTIVE OVERVIEW

From the October 2, 2021 Board of Directors Meeting

## Membership:

A) After calling the meeting to order and handling housekeeping items, President Stocker Schneider turned the meeting over to Debra Zabloudil of The Learning Studio to walk the board through the draft ANA-Michigan Strategic Plan and Operational Plan for review and feedback. The key pillars of the new strategic plan are as follows, with the first three included as a continuation of last year's strategic plan and the two in bold are new additions:

a. Advancing Nursing Leadership

- Clarify ANA-Michigan's image and how it advocates by further defining the organization's identity.
- Target ADN programs to encourage membership in ANA-Michigan.
- Revamp the former Leadership Academy and tailor it to the needs of the membership based on the educational evaluation that was completed by The Learning Studio.

b. Engaging the Member Experience

- Turn nurse recognition into something more than just awards.
- Expand the use of social media for nurses but show them how to use it safely and professionally to grow their profession.

c. Bolster Advocacy

- Ensure that members are encouraged to partake in organizational advocacy to leverage engagement.
- Determine if there is a need for an Advocacy Committee that is separate from the Legislative Committee.

**d. Mobilizing New Members and New Nurses**

- Create an Early Careerist Task Force to help lead this charge.
- When conducting assessments, create a baseline to track the metric over time to determine if progress is being made.
- Conduct outreach with newly licensed nurses to get them into the pipeline.
- Utilize the MNSA organization to generate new members and increase engagement from nurses at the beginning of their careers, possibly with new member incentives to entice membership.
- Explore the opportunity to develop a localized mentorship program between ANA-Michigan members and MNSA students so that connection is established to lead to a smooth membership transition.

**e. Promote Nursing Wellness**

- Ensure that the promotion of nurse wellness includes supporting a healthy work environment for all nurses.
- Support nurses through initiatives that foster help and provide resources.

B) Following this discussion, it was determined that Debra Zabloudil would make adjustments to the strategic plan, as well as the operational plan, based on the board input provided. Both items will then be provided to the board for final approval.

**Executive Oversight:**

- C) The board approved the current financials as presented.
- D) Executive Director Lyon provided an overview on the educational plan that was supplied by Debra Zabloudil and The Learning Studio. There is a lot of review being done by staff to evaluate the potential educational initiatives and to determine how best to move forward.
- E) President Stocker Schneider brought forward the bylaws of the APRN Alliance for the board to consider and review.
- F) Executive Director Lyon thanked Kathy Dontje for bringing up the need for legal review of the position paper that was developed by the Health Policy Committee. The direction of the paper has been moved into a better position to address the needs of nurses.

- G) It was shared that MSMS has been working to find areas where doctors and nurses can come together. SaveHaven is offering a perfect opportunity to do this. The board was encouraged to review the material and the demo and to have MSMS present the program formally to the board at the November meeting. The board agreed to have MSMS present at the next meeting and to have the Nursing Practice Committee join that portion of the meeting to hear it, as well.
- H) The board was informed that MICNP is on the verge of having its full practice authority bill introduced in the Michigan Senate. The goal is to have the legislation receive bi-partisan support in the hopes that it will pass this session.
- I) Proposed 2022 Board Meeting Schedule
- Friday, February 11<sup>th</sup> by Zoom 9:00 to 12:00
  - Thursday, March 31<sup>st</sup> in person 11:00 to 4:00 before the conference at Blue Water Convention Center, Port Huron
  - Friday, June 3<sup>rd</sup> in person at the office 9:00 to 2:00
  - Friday, September 9<sup>th</sup> in person at the office 9:00 to 2:00
  - Strategic Planning, Friday September 23<sup>rd</sup> 9:00 to 5:00 in person at the office
- J) Upcoming board meetings are scheduled for the following dates and times:  
Friday, November 12<sup>th</sup> by Zoom 9:00 to 12:00