



MEMBERSHIP EXECUTIVE OVERVIEW

From the June 25, 2021 Special Board of Directors Meeting

Membership:

- A) The board hosted a special meeting to learn the results of the in-depth education assessment conducted by Debra Zabloudil and her team at The Learning Studio.

- B) It was noted that the respondent characteristics were as follows:
 - a. 88% of respondents are ANA-Michigan members.
 - b. Respondents tend to be highly experienced; 51% have worked in nursing for more than 30 years and 83% have at least a decade of nursing experience.
 - c. Nursing education is the most common practice area (28%), and a majority of respondents work in either a hospital/health system (37%), or education/academia (21%) setting.
 - d. 57% hold a master's degree and 24% a doctoral degree.

- C) Current participation rates in ANA-Michigan programming is as follows:
 - a. More than two thirds of respondents have participated in ANA-Michigan educational activities during the past 3 years. While participation is most common for members (73%), a considerable proportion of non-members (38%) have also participated in ANA-Michigan programming.
 - b. Webinars have the highest engagement. Overall, 63% of respondents have participated in one or more ANA-Michigan webinars in the past three years, and most intend to participate in one or more webinars during the remainder of 2021 (80%) and/or 2022 (74%).
 - c. Fewer respondents have engaged in the Annual Conference. Overall, only just over one quarter (26%) have attended a conference (online or in person) in the past three years, and most of those only attended one in that time. Encouragingly however, 40% intend to participate in the Annual Conference in 2022.
 - d. Time and budgetary considerations are the biggest barriers to participation in ANA-Michigan education programs. Budgetary limitations are influenced by the fact that most members must pay for their own membership fees and participation in ANA-Michigan events.

D) The following data points were found to be the most noteworthy by The Learning Studio:

- a. Slightly over one quarter (26%) of ANA-Michigan survey respondents are considering changing their primary practice area or practice setting in the next 5 years, and a further 26% are unsure whether they will consider changing. Fewer than half (48%) have no intention of making a change. What this suggests is a need for reskilling for those at least 26% of the members who indicated a desire or plan to change their practice setting. The Davos' Conference of the World Economic Forum places reskilling of the workforce as the #1 priority for the world in the coming year. Indeed, it calls the skills gap in the world one of the most "urgent challenges for governments, businesses and workers alike". With the change in healthcare settings brought on by COVID-19, including telehealth, gaps in care and more, reskilling nurses should be one of ANA-Michigan's significant priorities this year and next. When over one quarter of your members are telling you that they may change practice settings, this represents a significant opportunity for the organization to provide education, support and engagement opportunities.
- b. The nursing professionals who responded to the ANA-Michigan education survey tend to be highly experienced. More than half (51%) have worked in nursing for more than 30 years, and 83% have at least a decade of nursing experience. While that is not concerning at first blush, it does indicate that those who were engaged enough to respond to the survey tend to be those older, more invested members of the organization. The recommendations below will include suggestions on how ANA-Michigan can more closely engage the "Next Gen" audience.
- c. 53% of surveyed nursing professionals are aged 55 or older, which corresponds with the high degree of experience reported by respondents. Only 5% of respondents are under 35, with none under 25. This is a concerning statistic for the organization vis-a-vis its future viability. We will discuss this further in the report as well.
- d. Few non-members have attended an ANA-Michigan Annual Conference (6%), but 35% have participated in an ANA-Michigan webinar.
- e. 94% of those with under 10 years of experience intend to engage with ANA-Michigan next year. This is great, but currently ANA-Michigan does not have the strength in numbers in this category to contribute to the financial strength of the organization in a significant way. More discussion on this is contained in items 2 and 3 below.
- f. The survey asked respondents about degrees of importance for various content areas.
- g. The content areas considered most important include: the latest in COVID-19 (74% high or very high importance), the future of nursing practice (73%), Michigan legislative issues involving nursing (72%), having difficult conversations (71%), and working through conflict (68%).
- h. Content areas considered least important include PTSD and survivors' guilt (42% high or very high, 28% low or very low), and trauma through a nurse's eyes (46% high or very high, 21% low or very low).

- E) The overall recommendations provided by The Learning Studio were as follows:
- a. Be deliberate on revenue generation issues.
 - b. Better serve the early careerists/new nursing professionals.
 - c. Develop micro-credentials and digital badging to serve the nursing community and differentiate ANA-Michigan from “the pack”.
 - d. Offer an increased number and types of digital learning products.
 - e. Redevelop the Education Committee to become more strategic.
 - f. Consider the content and different types of programming offered.
 - g. Consider partnerships with other associations in programming.
 - h. Develop a communications plan to support the new educational decisions.
- F) The following product types were recommended by The Learning Studio:
- a. Micro-learning segments
 - b. Virtual panels and discussions
 - c. Podcasts
 - d. Video segments
 - e. Five Fast Facts
 - f. Virtual Conference
 - g. Webinars
- G) Following Debra Zabloudil’s presentation, Executive Director Lyon informed the board that staff would work through the recommendations and that the information would also be used as a baseline going into strategic planning in September. An operational plan will be presented to the board for their consideration at their September meeting.
- H) Upcoming board meetings are scheduled for the following dates and times:
- a. September 10, 2021 from 9 am – 5 pm for Strategic Planning
 - b. September 11, 2021 from 9 am – 11 am for Board Meeting