



**California Association for Nurse Practitioners
Monthly Chapter Communication / December 2013**

December 9, 2013

Advocacy

Outreach efforts in 2013 in support of SB 491 helped to lay a solid foundation for future grassroots activity. In order to begin building on that momentum and facilitating future advocacy campaigns, board members Beth Haney, Surani Kwan, Karen Bradley and Debra Palmer met with Legislative Advocate Kristy Wiese, Grassroots Coordinator Stephanie Tseu, Executive Director Rob Finley and Communications Director Jeff Wagner on December 7 in Sacramento to review strengths and weaknesses of our 2013 efforts, and to establish priorities for advocacy efforts in 2014, including ways to enhance member engagement, means for effective media outreach, coalition building and PAC fundraising.

Still a vital component of these future efforts is that each chapter carries out the direction to appoint a chapter Legislative Representative to coordinate outreach on the part of each individual chapter through Stephanie.

Action for Chapters:

- Utilize Grassroots Coordinator Stephanie Tseu (canpgrassroots@gmail.com) as the central contact for information on grassroots efforts
- Utilize the 2013 campaign as a rallying call for non-member colleagues to join our efforts and become a member of CANP
- Designate one Legislative Representative per Chapter as one key contact for the Chapter

Events

37th Annual Educational Conference (2014)

The 37th Annual Educational Conference will be taking place **March 20-23, 2014** at the Marriott Hotel and Spa in Newport Beach. The CANP conference discounted rate is \$179 (not including state and local tax).

Registration will open this month (December) and will offer over 60 educational sessions and 7 workshops. The diversity and robust nature of the educational sessions will appeal to all types of NPs and NP specialties.

The electronic version of the Sponsor and Exhibitor Prospectus is available online. Please let industry reps know that they are able to register to exhibit at the conference online or by contacting the CANP office. Staff also mailed hundreds of prospectus this week to medical companies, nursing schools and prior exhibitors and sponsors.

The CANP Conference agenda and registration packet is in production for promotion of the conference and online registration is anticipated to be open shortly. More detailed conference session information should be available right before the holidays.

Chapters are encouraged to start thinking about donating items to the raffle held at the Annual Educational Conference. Information will go out in January, but if any Chapters currently have items to donate or questions, please contact Mary Huntsinger, CANP VP of Finance at mary.huntsinger@gmail.com.

Action for Chapters:

- Encourage colleagues and members to submit an abstract
- Set aside funds to provide scholarships and / or send members to conference
- Plan to donate to the raffle
- Talk to reps and medical industry people and ask them to participate in the conference.

HOD / Lobby Day

This year's HOD and Lobby Day will be held on **May 19 & 20th** in Sacramento at the Sheraton Grand Hotel. The special CANP rate for hotel reservations will be \$149 a night (excluding tax and tourism fees).

Dates & deadlines to remember:

- February 3, 2014 – Last day to submit delegate names
- March 10, 2014 – Deadline to submit resolutions
- April 18, 2014 – HOD Packet distributed to delegates

Action for Chapters:

- Be on the lookout for the Delegate registration information in your email
- Start the discussion on possible resolutions from your Chapter
- Encourage Chapter members to attend Lobby Day (May 20, 2014)

Leadership Summit

The Leadership Summit has been scheduled for **Saturday, April 19th, 2014** in Sacramento. The location in Sacramento is to be determined.

Last year the Leadership Summit was held at the California Museum on January 12, 2013. The Chapter Leaders and the Board of Directors met in Sacramento for the momentous occasion of coming together for the purposes of aligning and synchronizing the Chapters and CANP and, strengthening its governance and leadership. Since last January, the CANP Board of Directors have been actively engaged in Leadership Training and will be pleased to bring what they have learned to all of the Chapter Leaders at the Leadership Summit in April. More information to come.

Action for Chapters:

- Make plans for your Chapter President to attend the Leadership Summit on April 19th
- Budget for your Chapter President to attend
- Notify your membership that your President will be attending

Operations

Chapter Alignment Agreement

Along with the Alignment Agreement, several documents have been referenced, such as –

| Document | Type | Status |
|------------------------------------|------------------------------------------------|----------------------|
| Chapter Bylaws document | One set of Chapter Bylaws | Delivered by Dec. 13 |
| Chapter Quarterly Report | Online report for Chapters | Delivered by Dec. 13 |
| Chapter Income / Expense report | Spreadsheet for Chapters to complete quarterly | Finalizing |
| Strategic Plan review & acceptance | Online review & acceptance | Delivered by Dec. 13 |
| Advocacy Policies & Objectives | Advocacy policies & objectives | In process |
| CANP Code of Ethics | Online review & acceptance | In process (BOD) |

Updated Calendar:

What to expect and when:

- Chapter Bylaws document – Delivered by Dec. 13 – due by Jan. 15
- CANP Strategic Plan review – Delivered by Dec. 13
- Chapter Income / Expense report – Delivered by Dec. 13
- Chapter Quarterly Report – Delivered by Dec. 13 – due by Jan. 15

Action for Chapters:

- Be on the lookout for Chapter Alignment Agreement documents and online reports – notification will come to you via email
- Review your Chapter Alignment Agreement for items of interest – please ensure that your Chapter is using canpweb.org as your only website

Membership

CANP's membership is currently at 2,714 active members as of December 2, 2013.

Membership Promotion

National Nurse Practitioner Week was November 10 – 16, 2013. New members or members who membership had lapsed over two years ago were eligible for the NP Week membership promotion of receiving two free months of membership if they joined in the month of November. We had 106 people qualify for this promotion. Staff is in the process of adding the two free months to each members account.

NP Week Chapter events for publish in *Connections* - If your Chapter held an event or other NP Week promotion, please send a write up on the event and pictures to michelle@canpweb.org to feature in the December edition of *Connections*.

Membership Renewals

CANP renewal efforts are on-going with members coming up for renewal on a monthly basis. CANP's notification efforts include:

- Invoice in their online member account 60 days prior to their renewal date
- Invoices are mailed 30 days prior to expiration
- An email 30 days prior to their due date and then biweekly thereafter

- Members are mailed another invoice the week of their due date
- Members are mailed a renewal reminder postcard 30 days after their expiration date

CANP has a standing goal of growing membership by 5% annually. In order to achieve this goal, Chapters are asked to motivate members to renew on time, encourage prospective members and colleagues to join, and reach out to continue engagement between Chapter leaders and members.

Action for Chapters:

- Urge Chapter members who are suspended or expired to renew their membership. This can be done via phone calls or other means of outreach. Reports with contact information are available to Chapter Leaders in the Chapter Leadership toolset online at canpweb.org
- Let Chapter members know that invoices are available up to 60 days prior to their expiration date
- Contact members that haven't attended a meeting lately and re-invite them to attend meetings -- the personal contact provides a great opportunity to re-engage the member
- Offer creative incentives for people to promote CANP membership to colleagues

Membership Committee

The Membership Committee will be meeting Monday, January 6 at 8:00 p.m. via conference call. Membership Committee members are concluding student presentations at all the nursing schools statewide. Committee members are also encouraged to reach out to prospective members and people that have not renewed their membership.

Action for Chapters:

- Refer schools and / or school contacts you may have to the Membership Committee
- Utilize the CANP Student Power Point presentation (available in the Resources section of the canpweb.org website) to present at the local school(s) in your Chapter's area
- Bring membership brochures to campuses and distribute them when you give the presentation

Strategic Plan

CANP's Strategic Plan, was adopted by the CANP Board of Directors on November 9, 2012 and is displayed below.

Mission

CANP is the unifying voice and networking forum for nurse practitioners, providing expert guidance and advancing the nurse practitioner profession statewide. We are committed to:

- Supporting nurse practitioners
- Bridging the gaps in health care
- Meeting the needs of patients

Vision

CANP will revolutionize health care and the role of the nurse practitioner.

Core Values

Integrity – We are committed to honesty and transparency in everything we do.

Compassion – We act with kindness and consideration toward others.

Respect – We are considerate of the differences of individuals and their respective contributions.

Accountability – Our ethics are demonstrated through our actions.

Communication and Collaboration – We endorse collaboration and are open to communication and feedback for continual improvement.

Professional Diversity – We are the only organization that advocates on behalf of all nurse practitioners.

Innovation – Through visionary leadership, we act with intention while encouraging creativity and new ideas.

Strategic Goals

Membership – Increase the value and awareness of CANP to grow membership.

Board Leadership and Governance – Develop stronger governance and leadership. Develop an effective, fully integrated, synchronized statewide governance system.

Communications – Communicate and reinforce the value and role of NPs while positioning CANP as the most credible organization acting on behalf of NPs.

Advocacy / Government Relations – Advocate for NPs on policy, practice and professional development, build grassroots advocacy at the chapter level and grow the PAC fund.

Education / Professional Development – Develop and promote professional development opportunities to build influential and competent NP leaders and strengthen the NP role.