



**California Association for Nurse Practitioners  
Monthly Chapter Communications / April 2013**

April 23, 2013

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**Advocacy**

SB 491

CANP's latest advocacy campaign urges members and interested parties to express their support of Senate Bill 491. This is the Senator Ed Hernandez bill that would remove practice barriers for NPs, allowing them to work autonomously without physician supervision. Our current focus is to send communications to members of the Senate Committee on Business, Professions and Economic Development.

The campaign launched on April 5, 2013 and to date nearly 1,200 members and allies have sent letters through our online advocacy tool.

Additionally, a Senate Bill 1491 Resource Center has been created on the CANP website that is filled with materials to help members better understand and make the case for this most important piece of legislation.

The committee postponed its scheduled hearing on the package of bills, including Senate Bill 491 that would seek to expand California's healthcare workforce. The delay will allow stakeholders to continue to engage in discussions and advocacy around the bill in advance of the committee's anticipated vote on April 29<sup>th</sup>.

**Action for Chapters:**

- Ask Chapter members to take action by sending electronic letters through CANP's website; utilize the campaign as a rallying call for non-member colleagues to join our efforts and become a member of CANP

Political Action Committee (PAC)

\$10,580 has been raised for the Political Action Committee (PAC), bringing the total PAC funds to \$19,708.

**Action for Chapters:**

- Remind Chapter members to support the PAC using [canpweb.org](http://canpweb.org) as a means to donate to CANP PAC
- Host PAC fundraiser

## **Events**

### Lobby Day

CANP's Lobby Day takes place this year immediately following the second day of the House of Delegates on Tuesday, May 7, 2013, at the Hyatt Regency Capitol Park hotel in Sacramento. CANP's discounted room rate at the Hyatt for House of Delegates and Lobby Day attendees is \$169 per night (not including state and local sales tax). Cost to attend Lobby Day is \$15 for nurse practitioners and \$5 for students.

To date, there are 60 people registered for Lobby Day.

Lobby Day registration will open at 11:30 a.m. on May 7th and conclude following a no-host reception at 5:15 p.m. Parking rates have been reduced for CANP attendees to \$9 daily (self-parking only – does not apply to valet parking).

#### **Action for Chapters:**

- Remind Chapter members and guests to register for Lobby Day
- Set aside funds to sponsor a Chapter member(s) to attend

### House of Delegates

CANP's House of Delegates will convene on Monday, May 6<sup>th</sup> and adjourn on May 7<sup>th</sup>. There are approximately 90 delegates currently registered, four resolutions submitted, and 17 Chapters being represented at HOD this year.

#### **Action for Chapters:**

- Remind your Chapter delegates to pre-register for Lobby Day. Attendance at HOD does not automatically register delegates for both events

### 37<sup>th</sup> Annual Educational Conference (2014)

The 37<sup>th</sup> Annual Educational Conference takes 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). The hotel is located just 10 minutes from John Wayne Airport.

#### **Action for Chapters:**

- Begin promotional reminders to members to "save the date"
- Set aside funds to provide scholarships
- Set up a plan for raffle
- Discuss potential subjects / abstracts / sessions your Chapter members would like CANP to consider for 2014 education at conference

## **Education**

### CEU Certificates

CANP is currently in the process of issuing CEU certificates from the 36<sup>th</sup> Annual Educational Conference held on March 21–24, 2013 in Monterey, California. The post-conference evaluation

has been sent to all conference attendees in two separate emails. Once the attendee completes the survey and within two weeks of completion, staff will review and issue the certificate.

**Action for Chapters:**

- Remind Chapter members who attended the Annual Educational Conference to complete their post-conference evaluation and within two weeks of completion to check their online canpweb.org account for their CEU certificate

**Operations**

Chapter Alignment Agreement

The draft alignment agreement is being reviewed and refined by a task force comprised of president Beth Haney, president-elect Donna Emanuele, immediate past president Surani Kwan and three chapter presidents: Glenmore Hendricks (Inland Empire Chapter), Sylvia Estrada (Greater Pasadena Chapter) and Sue Houchen (Silicon Valley Chapter.)

Target time frame for roll-out to Chapters: Spring / Summer 2013

**Action for Chapters:**

- Watch for the Alignment Agreement roll-out

**Membership**

CANP’s membership is currently at 2,498 active members as of April 2013. This number is consistent with the amount of members CANP had last year.

Below is a snapshot of membership by Chapter compared to the beginning of the CANP fiscal year. This also shows which Chapters have the most active members and where there are opportunities for growth. Each Chapter leader can view this information through canpweb.org and continue to conduct outreach efforts to their members.

CANP Members by Chapter

Chapter	July 2012	April 2013
North Coast	23	19
Redding	49	32
Mendocino	18	15
Three Rivers	23	24
North Bay	107	112
Sacramento	229	187
Alameda / Contra Costa	206	188
SF Golden Gate	229	207
Silicon Valley	93	73
Sierra Area	48	35
Central Coast	20	7
Coachella Valley	41	41
Channel Islands	63	62
Fresno	55	39
Inyo	2	2

Santa Cruz / Monterey	19	26
Tulare / Kern	47	36
Inland Empire	109	116
Orange County	323	288
Tri Valley	132	121
Greater Pasadena	149	112
West LA, North	212	161
West LA, South	90	87
South Bay	159	151
San Diego, North	201	150
San Diego, Central	127	117

### Membership Renewals

CANP continuously encourages members to renew their CANP membership. Efforts include placing their membership invoice in their member portal online 60 days prior to their renewal date. Second, people are sent an email 30 days prior to their due date reminding them that their membership is due and to go online and renew their membership. Third, around their renewal date members are mailed a postcard reminding them to renew. In addition, CANP mails renewal invoices along with a cover letter.

CANP is also sending an outreach letter to members who have let their CANP membership lapse illustrating the importance of being part of the organization, especially given the latest advocacy efforts.

The CANP Strategic Plan calls for five percent growth in membership this year. 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
- 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
- Keep members engaged and excited to be a part of the association
  - Offer ice breakers at meetings to facilitate interaction among members
  - Have lightly structured activities at meetings that engage people
  - Create and maintain a preceptor list for early engagement of students in CANP

### Membership Promotions

CANP purchased the Board of Registered Nursing list of nurse practitioners as part of a membership recruitment effort. On November 13, 2012, 13,658 registered NPs in California that were not current members of CANP received our membership brochure in the mail.

### Membership Benefits

CANP members will now have the option to purchase discounted home and auto insurance through California Casualty Management Company (CCMC) as a NEW member benefit. This is a great opportunity for all of our members. CCMC has also joined CANP as a corporate member.

Some of the valuable benefits CANP members will receive include:

- Low insurance rates with CANP discount
- Flexible payment plans including a Holiday Skip option
- Midterm rate reduction when driving record changes or improves
- \$500 personal property coverage on auto policy, whether car is locked or not
- Reimbursements on stolen computers up to \$3,000

### Membership Committee

Membership Committee members have been making student presentations at NP schools to generate new members and future leaders in CANP. 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 student Power Point presentation (available in the Resources section of the [canpweb.org](http://canpweb.org) website) to present at the local school(s) in your Chapter's area
- Invite students to an "open house" Chapter meeting to introduce them to CANP

## **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.