



**California Association for Nurse Practitioners
Monthly Chapter Communication / November 2016**

November 10, 2016

Advocacy

Legislative Update

Advocacy

Legislators are back in their districts for the interim and will remain there until December 5, which marks the beginning of the 2017-18 Legislative Session. The Legislature will return to Sacramento on that day to be sworn in, but the practical start of the 2017-18 session is January 4, when floor sessions will resume in earnest. The first bill introductions will also start to trickle across their desks on December 5, but the bulk of new legislation will surface in January and February.

Because 2017 will be the first year of a 2-year session, business will ramp up slowly as new legislators find their bearings. After the bill introduction deadline in late February, policy committee hearings will commence in March and run steadily through April, followed by fiscal committee hearings in May ahead of the house of origin deadline. The first few months of 2017 will be a good time to educate new legislators on issues affecting NPs.

Grassroots Update

Chapters have participated in local legislative races with candidates as another way to engage with legislators. Members have attended rallies, phone banks and one member even hosted a fundraiser for a senate candidate. Volunteering with campaigns creates a great opportunity for NPs on the ground to get engaged and continue to build relationships with returning or soon-to-be legislators! Please send Stephanie Tseu, canpgrassroots@gmail.com, examples of how your chapter engaged with local legislative races.

Now that the election is over, chapters should reach out to congratulate winners and express your hope for a successful working relationship once the legislator is sworn into office. Chapters should also be planning how to reach out to new legislators once they are sworn into office. In January, new legislators will need to be met with and educated on what a nurse practitioner is, what it takes to become a nurse practitioner, what practice settings nurse practitioners work, etc.

NP Week is a great opportunity to engage with and educate legislators. Visit the NP Week online toolkit contains many resources. For more information, please see the NP Week activities in the Events section on page 3.

Action for Chapters:

- Utilize the items in the online toolkit to help promote NP awareness during NP Week
- Promote the November membership special among your non-member colleagues and prospective members that may attend any of your chapter events
- Share photos and highlights from your NP Week activities on CANP's social media channels

Social Media

CANP continues to urge all chapter leaders to use social media, especially Twitter, as an efficient and effective way of keeping members updated on grassroots opportunities and ultimately engaging legislators. Every morning CANP receives a report of local legislative meetings. When there are such meetings our chapters should attend, we'll post information via Twitter. This presents incredible opportunities to interact with legislators in your area.

Action for Chapters:

- Register for Twitter and follow [@CaliforniaNP](#)
- Designate one Legislative Representative per chapter as one key contact for the chapter
- Continue to meet with legislators to educate and develop a relationship with them, with special emphasis on the role that NPs fill in the healthcare delivery system AND how that role is impeded by current requirements for physician supervision
- For assistance in making appointments with Legislators, consult with Grassroots Coordinator Stephanie Tseu (canpgrassroots@gmail.com) as the central contact for information on grassroots efforts

Events

Leadership Summit

Thank you everyone that participated in the 2016 Leadership Summit, Saturday, October 15. 47 leaders were in attendance, representing a total of 19 chapters.

NP Week

Instagram Takeover (NEW PROMOTION FOR 2016)

Five CANP members will be 'taking over' our Instagram account during NP Week. Each member will feature a unique view of what they are doing as a NP, along with motivational and inspirational insights. Be sure to [follow CANP on Instagram](#) to engage with our members!

Instagram is an online mobile photo-sharing, video-sharing, and social networking service that enables its users to take pictures and videos, and share them either publicly or privately on the app. Instagram is a unique way to compose and share images, comment on other user photos, engage in dialogue and build relationships with other NPs.

We are asking all CANP leaders to get on Instagram and interact with our five members next week. Additionally, please promote this effort with your chapter members.

If you don't yet have Instagram, [follow these easy steps](#) and get the app today!

Social Media Training - "[Get Involved: #NPWeek on Social Media](#)," by Uptown Studios

The video provides guidance on how you can harness the power of social media to boost your chapter event marketing, membership recruitment, grassroots legislative outreach or other efforts to advance the nurse practitioner profession. Watch the [video](#) and get engaged on social media.

NP Week Toolkit

The toolkit contains a number of items sure to be helpful in commemorating NP Week and promoting NP awareness including:

- Details on this year's [Blue Ribbon Campaign](#)
- Fact sheets on "[What is an NP?](#)" and "[About CANP](#)"
- A promotional flyer regarding a [CANP membership special](#) running in commemoration of NP Week
- Ideas for [how to commemorate NP Week](#)
- NP Week [social media tips](#)

CANP also sent an email blast to 13,000+ recipients directing them to the toolkit while also previewing some of the special offers from CANP's partners that will be part of this year's NP Week celebration.

CANP Partner Offerings

- Complimentary webinar hosted by NSO that will explore nurse practitioner professional liability claims to identify liability patterns and trends. This will take place on November 17 from 10:00 to 11:00 a.m. PST. [Register today!](#)
- The [Nominate a Hero campaign](#), presented by [California Casualty](#), which invites CANP members to share the story of a heroic nurse practitioner – and a chance to win valuable prizes.

NP Week Membership Special

CANP is also offering a membership special in conjunction with NP Week – join CANP during the month of November and receive an additional two months of membership for free. The offer is available to those who are either a new member or a returning member after at least two years away.

Action for Chapters:

- Create an Instagram account and follow [CANP's Instagram page](#)
- Brush up on your social media by watching [Get Involved: #NPWeek on Social Media](#)"
- Utilize the items in the online toolkit to help promote NP awareness during NP Week
- Promote the November membership special among your non-member colleagues and prospective members that may attend any of your chapter events
- Share photos and highlights from your NP Week activities on CANP's social media channels
- Partake in our partner offerings from NSO and California Casualty

Annual Educational Conference

The 40th Annual Educational Conference is being held on March 16-19, 2017 at the Hyatt Regency San Francisco Airport Hotel, located in Burlingame, which is located just 15 miles

south of San Francisco. [Registration](#) for the 40th Annual Educational Conference is now open. The agenda is available [online](#), the Annual Educational Conference features 10 Workshops, 60 In-Tracks and 20 Poster presentations. The conference will be accredited by AANP again this year. The total number of CEU and Rx credits is being determined at this time.

CANP has reserved a block of rooms for conference attendees at a single/double rate of \$195 per night, exclusive of state and local taxes and fees. To secure this special group price, you must register by February 27, 2017. Reservations are based on space and rate availability, so it is recommended that you book your room early. Get a head start on your 2017 conference experience and book your room today [via this link](#).

Action for Chapters:

- Encourage members and non-members to register for the conference at the early rate that ends December 5
- Encourage members to also make their hotel room reservations, before the discount deadline of February 27, 2017
- Discuss offering scholarships to the Annual Educational Conference
- Ask participants to volunteer or moderate a session at the conference. Volunteers and/or moderators contact Elaine Go, ego@cox.net, to sign up
- Discuss what your chapter will donate to the annual raffle (suggested value is \$300)

Lobby Day

Lobby Day 2017 will be held on Monday, May 8, 2017 at the Sheraton Grand Sacramento Hotel. To make your hotel reservations online, use [this link](#). In order to receive the discounted rate of \$215 (standard room, not included are tax and fees), reservations must be made by the cutoff date of April 7, 2017. Rooms are subject to availability.

Sheraton Grand Sacramento Hotel
1230 J Street
Sacramento, CA 95814
(916) 447-1700

More information on Lobby Day will be provided as it becomes available.

Operations

Quarterly Dues Payments

The Quarter 1 Report and financial worksheet were due Monday, October 17, 2016. Due to a low number of reports being received by the deadline, CANP extended the deadline to Monday, October 31, 2016.

Chapter dues checks and event revenue checks were mailed to chapter Treasurers the week of November 7, 2016.

Action for Chapters:

- Treasurers, check your mailboxes for the Quarter 1 dues & events checks after November 7
- Keep up the great work in your chapter!

Taxes

It is each chapter's responsibility to apply and maintain federal and state tax-exempt status. The [CANP Chapter Federal & State Filing Exemption Instruction Manual](#) provides direction in how to verify your chapter's status and other helpful resources. We will be reserving time quarterly during the Monthly Leadership Call to address any questions. Additionally, please don't hesitate to contact CANP VP of Finance, Barbara Lome with any treasurer questions. Barbara can be reached at barbaralomednp@gmail.com.

As a reminder: if your chapter tax year is calendar year (ending December 31st), please file your federal and California tax returns by March 15th. If you are on fiscal year (ending June 30th), please file your federal and California tax returns by September 15th. Please consult your chapter tax advisor for more detailed information.

If you have general questions about chapter taxes, please use the [Ask a Tax Question](#) feature of canpweb.org or refer to the [CANP Chapter Federal & State Filing Exemption Instruction Manual](#).

Political Action Committee (PAC)

The current balance in the PAC account is \$34,574.81. CANP encourages chapters to raise funds for the CANP PAC. Information on how to do so may be found [online](#).

Action for Chapters:

- Emphasize the importance of contributing to the CANP PAC
- Utilize the "Political Action Committee Guidelines" document to host a CANP PAC fundraising event

Membership

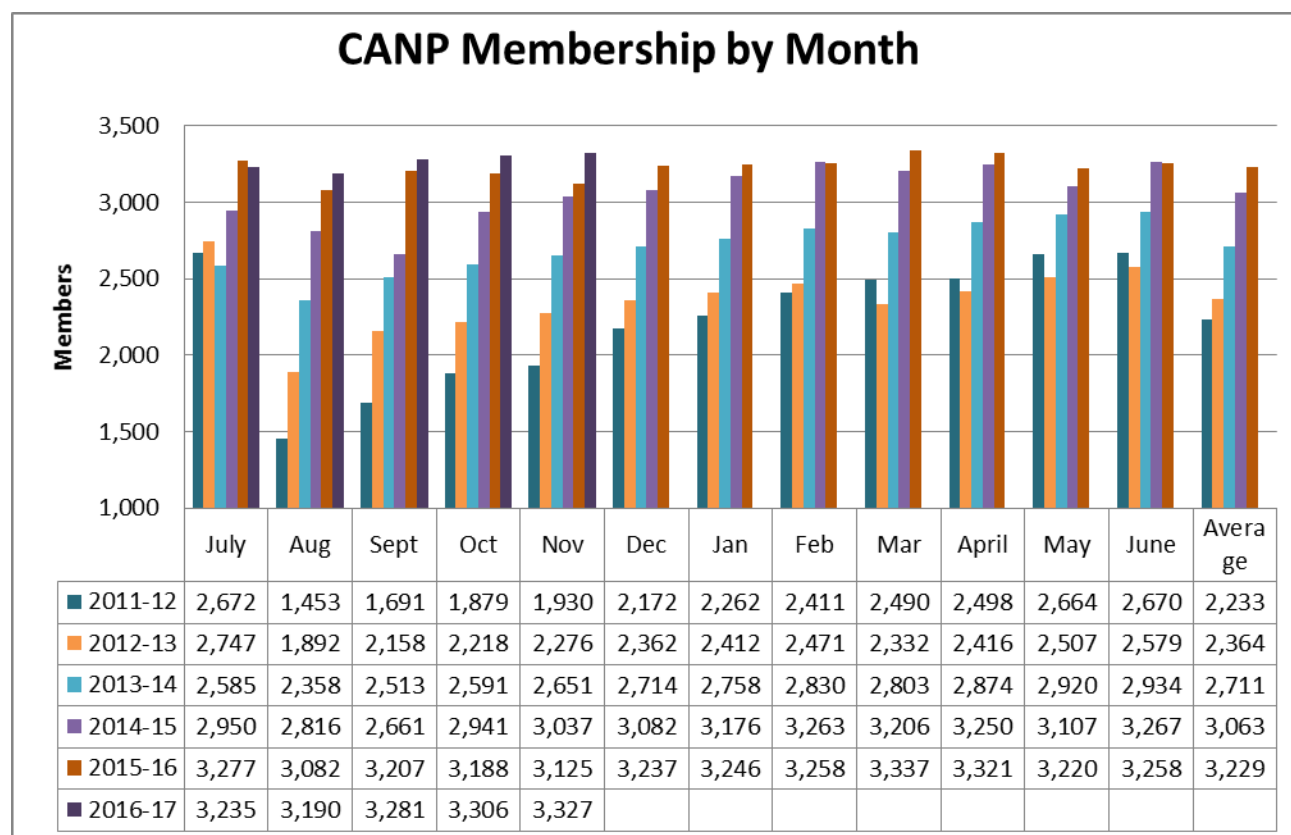
Membership Renewals

CANP renewal efforts are ongoing with members renewing on a monthly basis. As CANP notifies members several times regarding their upcoming renewal, it is equally important for chapter leaders to reach out to those members. Membership invoices are available in the member's "My Account" section on canpweb.org.

Membership by type for November 2016:

NP Full	2,039
First Year Grad	465
Student Year 1	197
Student Year 2	383
Senior	112
Associate	54
Corporate	70
Affiliate	3
Emeritus	4
Total Active	3,327

The chart below shows CANP membership over a five year period.



The Chapter Leadership Toolset is available on canpweb.org for chapter leaders to access reports on new and renewing members for contact and reporting purposes.

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. Let chapter members know that invoices are available up to 60 days prior to their expiration date
- Welcome new members and introduce them at chapter meetings
- Call and ask new members back to the next meeting. This will remind new members in a highly personal way that they are welcomed to the meetings and are not just another number. Have chapter leadership invite newer members to participate in some specific aspect of the next meeting or join a committee based on their unique skills
- Have membership committee volunteers call and check in on unengaged members from time to time. Keeping all members, new and current, engaged will make your membership stronger and chapter activities more rewarding
- Canvass current membership regarding what activities they want to participate in. Implement those ideas during upcoming meetings and keep track of what works and what doesn't

Membership Committee

The Membership Committee meets quarterly via conference call. The next calls are on February 6, and May 1 from 8:00 – 8:30 p.m. Committee members are 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 portal of each individual chapter web page at canpweb.org) to present at the local school(s) in your chapter's area
- Email Erin Meyer at erin@canpweb.org for CANP membership brochures

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.