



General Membership Meeting Minutes

18765 SW Boones Ferry Road, Suite 200
Tualatin, Oregon 97062

Meeting Date: January 12, 2019

Meeting Location: ONA Headquarters, Tualatin, Oregon

Attending: Nancy Ronin, Kelly Whitbeck, Kim Smith, Eloise Bacher, Kindra Scanlon, Diane Solomon, Deborah Riddick, Martin Taylor, Carol Willeford, Roger Fogg, Patti Cox, Larlene Dunsmuir, Brooks Gaston, Laurel Hallock Koppelman, Pam, Theresa Long

On phone: Terrance James, Kevin Mealy, Phyllis, Meg Portwood

Topic discussed	Special Requests	Motions	Date Responsible
1. Meeting Called to order by Roger Fogg – 10:01			
2. Announcements & Introductions			

<p>3. Secretary Minutes and Approval</p>		<p>Motion for approval, seconded, accepted.</p>	
<p>4. ONA CEO Report: 4th Quarter Progress Report:</p> <p>Adequate meeting notice: ON TRACK, 6 weeks of notice for meetings, plus emergent meetings</p> <p>Exit Survey: ON TRACK, onboarding Eloise, still in progress. This is a pilot position to see if we dedicate to growth we can cover cost of the position and develop affinity relationship. testing something and already showing success, this is monetized but don't want to monetize NPO</p> <p>Membership reporting: Provide monthly reports as Eloise is onboarded</p> <p>New Membership Onboarding: Improvement of the process is needed, but new people do get an NPO welcome email. The PA Pool is involved.</p> <p>Membership Renewal Call: Phone bank for NPO conference attendees and inactive members on January 8th.</p> <p>NPO Membership Referral calls: Member Services meets every week and will do phone training and ask additional questions when members call so that they don't get bounced around. There will be training with staff who answer phones and triage incoming calls.</p> <p>Conference Support: Has been done.</p> <p>Member Portal: BoardPaq will be this portal. Information on how to use BoardPaq has been sent. No training has happened. This is a work in progress, the format is known but training component is needed. Training didn't work out for today but April will have training.</p> <p>Calendar for NPO: BoardPaq will have this capability, not on track to view until BoardPaq training. All dates</p>			

are on the NPO website, both are being used at the moment.

Coverage of NPO meetings: Larlene has permission to tag in meetings.

Budget: NPO reimbursement policy: Not on track, new Controller has this on list. It isn't always clear why the decision is made to expense to NPO v. ONA, we should be in agreement on that. Theresa is going through that, just completed ONA audit. She is a CPA with 30 years of nonprofit experience and is extremely detail oriented. Need agreement on how statements will go out.

ONA Org Chart: The Org Chart is on BoardPaq, and will be updated as changes happen. How will communication happen when the org chart changes?

Orientation: Whitney currently does orientation for new governance members. Larlene and Whitney are working on an outline for something customized to NPO and will loop in the executive committee.

Website: This needs to be better. All the websites and constellation need to be updated. 18 months from September for SalesForce. We have new staff and that timeline hasn't moved significantly as we are still early in the process. We have done outreach to ONA stakeholders to see what they want their portion to look like. NPO outreach is coming and will include design. Casey did a website sweep for dead links and information simplification. The interim website has been updated but will need more work in the future. Interview times will be set up to find out vision for future of website. Laurel wants legislative action on website to show new members a complete picture of NPO. Deborah wants to know what the updates would look like, and who would manage it? NPO isn't alone in not having 2019 legislation up on website with current movements on bills. Communications isn't currently

tracking that, so a collaboration is needed between members and Government Relations. There are lots of exciting issues on the PAC right now. Diane and Deborah may collaborate on this. Any content that leadership feeds Communications can be on website. Diane feels that content is Communications' job. Communications is given list and makes sure it goes on the website. Communications can't always do content creation especially when there are practice issues and really specific things that they are not familiar with. This can be member driven, how can members contribute content they want to see? It's frustrating to ask for things and they happen on the ONA side but not for NPO. The main priority of NPs is their patients, and they do all this extra work unpaid. Dues are high compared to other states. Everything should be eblasted all the time and be very current. It's hard to convince people to join and people to be part of leadership, there are 15 people doing work for all members. It's difficult to join, pay, and then still have to do all the work.

Twitter: Done. Laurel is doing the NPO Twitter. They started Twitter on their own. Success in outcome, but path was not considered ideal.

Facebook: Need a protocol for who posts. Laurel has access to FB. Opportunities to post through social media linkage which is already set up (HootSuite). Laurel and Communications are stakeholders.

Membership Applications: Eloise and finance team have a meeting set up to discuss credit cards payments and updating the membership form.

Teleconference: On track for April.

Removal of FB posts: Currently lacking information on what that needs to look like. Guidelines may require ELT look as to what needs to be added. Current

guidelines can be added to the group. Laurel with access can action that.

Election support: Looping back with Whitney and Communications about how we reach people for elections and call for nominations. Still in progress. What's the point of voting if there's only one candidate, we need to communicate that voting is sign of engagement. The process needs to be more interesting and engaging to get people involved.

Email acquisitions and communication: This is a complex task. None of us are satisfied with what the law allows us to do. Mail is ineffective. We have lists of NPs who aren't members and can call individual phone numbers. Spam laws are important and protecting us as individuals. We need personalized approaches. Currently non-member marketing is only through mail, having a dedicated staff person to monitor webpages, keep website up to date, people are not in the physical mail world, top priority to consider concentrate on electronic advertising. Save the date email going out for Pharmacology and Education conferences. Laurel created a PDF and sent it out to her channels. PDFs of save the date should have a timeline timeline, currently the time lag is too long. People have to give their work 60 days' notice to get time off. OHSU NPs can be contacted individually through a list, they rotate a lot. Eloise's position is temporary to demonstrate that it maintains and develops membership. What has happened historically though who gets her work? PA Pool, Larlene, PS, rerouting it. The position needs to cover its costs. How many members do we need? Don't have that data point. Starting to demonstrate that there can be an ROI there. What's the total revenue that NPO brings in? This has not been priced out. 500 NPO members currently. All PA members is the goal, nurses that work at Legacy etc. The position is justified by

amount of resources it brings back in. There is already progress and the plan is on track. What would be progress? There is a narrative within ONA is that BU dues subsidize NPO, there is a narrative in NPO is that dues are high and there is a lack of transparency. We have created the list of pain points and will track where the money is going. With 500 members that's \$500 per year. Some goes to ANA and PAC. \$250,000 per year. This covers Larlene's time, GR time, Communications' time, Governance portions, reimbursements, facilities. Conferences currently support themselves. Calculate human hours in conferences means ONA cost. Don't know right now how total cost parses out. A way of making all this easier is growing membership. Dues feel high because there are not that many people paying them. Easier to grow membership if dues are lower. There should be a relationship between dues and the strategic plan. What is the value proposition? How does the relationship feel going forward?

Is there a strategic plan for growing membership? How much ONA dues are? Clarify: Ona does spend a lot of time on the conference. They do get reimbursed \$17,000 dollars for that. Numbers will be presented in an objective way. If we are subsidized that shouldn't be a judgement that should just be on the table. ONA has rejected business to business relationship with NPO. In April financial information will be available and NPO will bring a strategic plan. ONA dues are twice dues that NPO pays, plus AFL-CIO and AFT amounts. 15,000 members in BU, 30,000 RNs in state. Lots of room to grow in PA. Reluctant to lower dues from a marketing standpoint. Looks bad from BU perspective. Mentality of BU RNs is that NPs make more money and pay lower dues. Also mentality of ONA staff, heard at BOD level. We are operating on narrative and assumptions, not data. Hard sell to the politics within ONA.

It seems that NPs talk to non-member NPs and hesitancy is the connection to the union. Conversation about how we lay that out for non-members that explains the professional association role in non-BU nurses? Connections between RN and NP can be stressed. What do we want that affinity to be? There's a risk of severing narrative between NPs and the union, the power of 15,000 nurses goes away. Not just paying dues, but boots on the ground.

The hesitancy with the union piece is that there is the (wrong) assumption when you sign up for NPO, you are automatically going with narrative of ONA, liberal in assumptions, healthcare, people disengage because of ONA political posts on FB, supporting candidates for office, supporting Medicaid expansion. Older NPs have a philosophical issue with union. PA should not be the ones doing bargaining, they see the union as a different entity. Recruitment is hampered by not wanting to belong to a PA that does do bargaining. Re: progressive agenda. We are a democratic member led organization. The views will be more progressive than most of the state. This should be about policies not politics. There is a weight from unions, a collective and strong voice. Legislation is passed because of a collective voice of partnership and affiliates. Unions will stand in solidarity with this union. We have the ability to be a nursing progressive state because of our strength. NPO is more powerful than OMA. The union is the reason for this. Value can't just be about past successes. Very few states can say that NPs are more powerful than doctors. Nurses are most powerful health profession in the state. This is based on connection to the union. Rigidity in political parties and Portland based narrative needs to be rebranded. The brand of NPO becomes stronger so that strength is maintained.

<p>There are advantages for the self-employed. Tiered dues structure, etc. People don't want to support the union, but support NPO, continue to offer and advertise that. Question about part time discount still?</p> <p>Pay higher dues than any other state, it's hard to sell to members and potential members. Need to find balance. Are we subsidizing or are they (BU)? We need to know. We can make them on a 6 month to one-year basis. NPs don't make more than RNs. This is a living document, will revisit this every quarter. NPO is going to ONA and saying fix it. NPO should be open to ONA saying that they need things too. This is a two-way street. ONA is prepared to meet NPOs strategic plan needs.</p>			
<p>ONA Financial Update:</p> <p>Need to know the cost and direct cost, plus allocation to make sure it's balancing. ONA hasn't done investment accounting since 6/30/18. It's common for nonprofits to have overtime build up for a deficit year. There will be a clearer picture by the April meeting.</p> <p>Diane: Fair to say a lot of things don't add up?</p> <p>Theresa: Questions that need answers. Where do dues get recorded, cost of certain items (campaign support)? Website fees?</p> <p>Larlene: Why we lost the amount of money we lost if we made money on conference.</p> <p>Theresa: This is preliminary, some CC charges haven't been pushed through. Can put things together in a way that is helpful to NPO.</p>			
<p>ONA Updates: Larlene –</p> <p>NPO has not done an official NPO survey for a few years. The survey over the summer was focused on trying to figure out who is in independent practice. Diane and Larlene will regroup about the data that was collected. 2019 general survey is needed (demographics and salary). OCN plans to do an NP</p>			

<p>survey in 2019. The data collected will be how many NPs are there, where they are, what their practice is, how much they make. They want to partner with us, NPO will have control of question design but OCN will do the collection and create the report. We can disseminate their report. We will save money with this partnership and it will be published so we share credit.</p>			
<p>Bylaws Amendments: Vote to approve</p>	<p>Larlene: clarifying question...might have approval via ONA for bylaws change. Vote to accept and operate and submit redline and accepted changes to committee.</p>	<p>Roger announces Brooks moves Kelly seconds Motion carries</p>	
<p>Nominations: Vote to approve Mandy as Vice Chair</p>		<p>Motion Seconded by Laurel Motion carries</p>	
<p>Committee Reports:</p> <ol style="list-style-type: none"> 1. <u>Education:</u> (Nancy) Fall conference last year was at Lloyd Center Double Tree, good conference, got good reviews. 180 attendees (low from normal, usually 200+) \$45,000 profit from conference. Not sure why, but good profit. Annual Pharmacology Conference is Saturday April 6. Topic will be geriatrics. Registration is opening this coming Tuesday. Monarch Hotel in Clackamas. Annual Education Conference is in Eugene at Valley River Inn. Wednesday October 16 through Saturday October 19. Start with a workshop (2 hours) at 4 pm (topic will be joint injections). Conference theme is Power of the NP: Future Trends & Challenges. Keynote on Thursday morning. Goal is to have a nationally recognized 			

conference. Keynote should focus on stats on NPs in primary care. Call for abstracts will go out this week. Advertise nationally. Beginning planning for 2020 conference (Bend at Riverbend Hotel projected dates 3rd or 4th weekend in October). Need to confirm hotel.

2. Legislative: (Diane) Fluoroscopy approved for NPs. In collaboration with prior authorization to increase step therapy and make it easier to prescribe brand name drugs. Also looking at medical marijuana. NPs can't sign for cards, trying to change that if we need to. OHA may drop the whole medical marijuana program. Currently waiting to see what happens with that. Deborah wants you to know there are cabinet opens at ONA. All cabinets have openings. Not very many NPs represented on cabinets or BOD. Kindra is only one on BOD. GR team met with the Governor, she wants list of nurses and NPs who are willing to serve on Governor's board and commissions. Wants a list ready to go for when there are openings. **Lobby day is upcoming February 5.** Diane and Larlene will be in DC, Deborah will convene NP table for lunch. Rachel Prusak is getting her bearings and getting meetings set up, she is going to fight for NPs and will be meeting with HP committee soon. HP committee meeting this Tuesday, if you want to be a member let Diane know. They need NPs willing to testify or go to events for upcoming bills. They will help guide you, testifying is exciting and you get lots of support. Working on meeting with brand new chair BLI about NP discrimination. Working to get NPs as full providers under safe workers comp. Let

<p>Diane know if you want involvement in any of this.</p> <ol style="list-style-type: none"> 3. <u>IPBO</u>: (Larlene) Learning a lot in this role and there are lots of NPs in private practice in OR who are very engaged. There is lots of FB engagement, plus networking engagement at conference. 4. <u>Membership and Marketing</u>: (Laurel & Kelly) You may not be on twitter, but the more people who have following the more people will follow you. Tag NPs, we can make connections and network. Use the hashtags. There is an ad in PDX Monthly featuring Kat Chinn. Publicity is negative on NPO ad. Communications at ONA doesn't have a good way of disseminating information. Reach out to reps, figure out potential gaps and strengthen connections. Avenues to coordinate efforts and outreach. We're going to need to see budget numbers. 5. <u>Nominating</u>: (Patti) One open position vice chair, but approved appointment of vice chair earlier in meeting. In place until election. Could still run and have a full year in that role. Has a few people in mind to reach out to. 6. <u>Professional Standards</u>: Board thinks that competency is alive in the individual. Consultants and investigators are different. Came away with concern about professional part for nurses. Not our mission as NPO, we are doing great things to expand the role, #1 in the nation, and doing what we need to do for patients. Professional Standards committee.... what is the purpose, what are we doing for members? The role doesn't have anything to do with politics, has to do with things like helping with board of nursing and board of medical 			
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<p>imaging to get through process. Regulating individual NPs is not the role. Advocating for the practice and the individual practitioner is. May not be able to address it without changing the law. Our role is to advocate for our profession. Communicate about OSBN? Schools outside of Oregon have unlimited class sizes for DNP programs (online). Currently unregulated preceptors, might get in trouble with OSBN. Knowledge about these needs to be disseminated. Didn't have student because student was from Simmons and they were ready to onboard and Simmons got told that they hadn't done the paperwork to allow that student to be there. There needs to be education around this issue. It would have to go through the board. They've had issues. Some have no clinical component, it's a big deal in Oregon to have clinical experience. Lots of issues around schools of nursing. Out of state schools don't have clinical faculty oversee. NPs if they don't have someone in the organization who reaches out to them should be careful about where they accept students from. Bylaws don't reflect what this committee does. Division 50 would be perfect role. Bylaws just approved, but things need to be changed. No ability to deal with complaints. A topic for next time.</p>			
<p>Regional and Organizational Representatives Reports</p> <ol style="list-style-type: none"> 1. Terrance (A): Central Oregon Advanced Practice Providers. Trying to have event every month. Co-op events, pass out membership materials. 2. Havilah (A): No report. 3. Rebecca (C): No report. 		<p>Laurel moves that we provide \$ for Roger to attend AANP Kelly seconds Motion carries</p>	

<p>4. Denise (C South Coast): No report.</p> <p>5. Kat (D1): No report.</p> <p>6. Meg (D2): Not much, continuing to work with local CCO. Only local NP in this process. We need new incentives. None are interested in doing more. Haven't recruited anyone. No contact about who is here, it's hard to know who is in the district.</p> <p>7. Tim (E): No report.</p> <p>8. POLST group: Changes are names to Portable Orders, too late to introduce bill this year? Might be but clean up with Governor is possible. Sent to Diane and Deborah. Removed section on artificial nutrition. Revision of advanced directive. Oregon Health Authority is convening a committee. Decision to start tube feeding is never an emergency, we move that still important to communicate and document and move out of POLST. 2019-2022 is supposed to be good. Can we get smaller magnets when you submit? 2-3 wks later the patient receives a packet with that magnet. Automatically get that in the mail.</p> <p>9. AANP: Not much to report, summer conference is in Indiana June 16th, as an association member NPO has one free conference for one of our members to attend. Talk about who will that be.</p> <p>10. OSBN report: No report.</p>			
<p>New Business: Laurel: Oct 2018 conference buprenorphine waiver class, from July to 2018 300 NPs that were able to prescribe. Roger: Discussion of why NPO exists. Martin covered lots of info. Considering that no one wants NPO to go</p>			

<p>away but need a game plan as to why we exist, need a mission statement, need measurable goals. Where are we going to be and how are we going to get there. Tentative strategic plan session to follow July NPO meeting. Scheduling not confirmed. Why do we exist? Do we want to continue relationship with ONA? Cost out NPO. Need financial reports from Theresa in April. How are we doing, and where do we want to go?</p> <p>Meg: Third or 4th time NPO has entertained independent unit. Financially impossible in previous times. Applaud getting financial information. Get data and make a good choice.</p> <p>Roger: New leadership in ONA and moving in that direction. ONA is making an effort to be respectful and work with NPO. We need to know where we're going so we know how to get there.</p> <p>Kelly: Re: IDing goals and mission, are we putting that on hold until budget, or should we start work?</p> <p>Roger: Need full set of facts. Pressing items should be noted. Look into planning July.</p>			
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Business Meeting adjourned by Roger Fogg at 12:56 pm
Submitted by Eloise Bacher, Membership Development Specialist, ONA