



General Membership Meeting Minutes

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

Meeting Date: April 20, 2019

Meeting Location: ONA Headquarters, Tualatin, Oregon

Attending: Kat Chinn, Roger Fogg, Nancy Ronan, Larlene Dunsmuir (ONA staff), Diane Solomon, Jen Barr, Patty Cox, Kelly Witbeck, Eloise Bacher (ONA staff), Brooks Gaston, Julie Foster, Carol Willeford

On Phone: Mandy McKimmy, Tim Gebhart

Guests: Karina Paul, Breanna Baraff, Martin Taylor (ONA CEO)

Topic discussed	Special Requests	Motions	Date Responsible
1. Meeting Called to order by Rodger Fogg – 10:03			
2. Announcements & Introductions			
3. Introduction of Guests-students welcomed	Continue inviting guests and students to meetings	NPO Board	On going

<p>4. Treasurers' Report – Not available</p>			
<p>5. Secretary Minutes and Approval -January Minutes Reviewed, no change</p>		<p>Brooks motion; Kelly: seconded - passes.</p>	
<p>Environmental Scan: -Oregon Clinical Nurse Specialists have approached NPO regarding some sort of collaboration opportunity. They will be bringing forward a formal proposal for a relationship in July.</p>			
<p>ONA CEO: Martin Taylor – ONA Executive update: working on transition plan; Martin will not stay on after his contract is up in July; part-time interim CEO, search committee has been formed. Job posting still open. Thoughts about how Martin's position/NPO can work together better in the future: it was very operational/management when Martin started; some for the activities that we wanted had been deferred; priority to bring someone in with experience with the union; finding someone who is a nurse is important; more opportunities for exploring professional development and not relying quite so much on the union branch</p> <p>-Adequate Meeting Notice: On Track -Exit Survey: On Track -Membership Reporting: On Track -New Membership On-Boarding: On track; everyone gets a welcome email sent by Eloise; more member touches within their first 6 months; developing on-boarding for NPO leadership (proposal in July) -Membership Renewal Calls: On track</p>	<p>-Exit interview with Martin? None planned.</p> <p>Website: what overlap do we need for SharePoint and Sales Forces for NPO? Can we just move forward with separating our NPO's website and hire a company to build our own website?</p> <p>Within 30 days, we'd like a status</p>		

<p>-NPO Membership Referral Calls: working on it...we don't know how to track when NPO member calls, how does it get to an NPO specific person instead of general; improved email responses to NPO.org email.</p> <p>-Conference Support: Done well</p> <p>-Member Portal: Derailed; associated cost? NPO decided we did not want to incur that extra cost until we have more details. Martin thinks we should try it. Do we pay for it in addition to our dues? Can we project papers to big screen so that we can all share?</p> <p>-Calendar for NPO: No (see above)</p> <p>-Coverage of NPO meetings (logistics): Having Eloise's support has been amazing</p> <p>-Budget - NPO reimbursement policy: All the questions around financial issues...travel costs incurred should be covered the way that any other ONA members are reimbursed (ONA general fund not NPO fund)</p> <p>-ONA Org. Chart: Board PAC issues, deferred until July</p> <p>-Orientation: Customizing something for NPO (see pending proposal from Eloise and Larlene)</p> <p>-Website: Work in progress; Will have website team come to July meeting for updates (extensive conversation regarding website and technology; decided to defer social media)</p> <p>-NPO Applications update: electronic form that is signed through your email with Adobe; the payment piece is a bit tricky (yearly vs. monthly) the credit card option works if they do a yearly option; monthly credit card has to be called in to Eloise.</p> <p>-Facebook posts: Solved (Laurel is an admin as well and she can remove stuff).</p> <p>-Election Support: Additional cost for election's America service; will use the ONA consent to serve, bio, etc but will continuing with election voting as we have been doing</p> <p>-Email Acquisitions: Eloise can request from OSBN the list of NPs. We are not legally able to cold email people form the OSBN list because they haven't said it's ok for NPO to email them per Eloise. Martin says there are spamming laws that prohibit email solicitation. What is the creative pathway for us as NPO leaders to use that OSBN email list to reach out to other NPs.</p>	<p>report about where we are at with the website updates; what our time line is for future updates and what our options are for moving forward. Aspects of report should include: where is the overlap between NPO's website needs and ONA's website needs and how much is connected?</p> <p>SalesForce is the platform that we will be using.</p> <p>-Eloise will look into what we can and can't do with the OSBN email lists.</p>		
<p>Committee Reports:</p> <p>-<u>Education</u>: Nancy – Pharm conference held April 6th Topic: Gerontology. 92 attendees (not as good as the last few years). We made money: just over \$4000.</p>			

<p>Annual conference October 16-19 Wednesday evening: 4-6 Joint Injection Workshop then time for networking and poster presentations; Speakers are 99% set. Conference Theme is Power of the NP: Future Trends and Challenges. October 2020 Conference is in Bend.</p> <p><u>-IPBO:</u> Julie Foster – fielding questions about starting an independent practice; attempted a meet up with Facebook but has been difficult to get everyone connected. Julie is serving as representative for primary care home model board.</p> <p><u>-Membership and Marketing:</u> Kelly/Eloise: please see appendix A for full report</p> <p><u>-Nominating:</u> Patti – One position to fill: vice chair.</p> <p><u>-Health Policy:</u> Diane – 10 NPs (all over the state, PDX, southern OR) who have experienced discrimination were referred to the ONA lawyer. Fluoroscopy issue has been resolved. We should discuss health policy as part of our strategic planning meeting.</p> <p><u>Professional Standards:</u> Carol – working on how to support NPs from out of state coming into Oregon that are not trained in a full practice authority state. Reviewed nursing education programs; worried about how to help NPs flourish within their practice...worried the most about private practice psych NPs.</p>			
<p>Regional and Organizational Representatives Reports</p> <ol style="list-style-type: none"> 1. Tim (PDX): no updates but except an email upcoming about extending number of PDX region reps. Tim is happy to continue with his work but would love some help! 2. AANP: Mandy (not running again) Laurel elected as new state rep; National Conference - June 18-23rd still open; specialty tract conference October in Las Vegas. Diane and Laurel won state awards. Home health care planning improvement act was brought forward nationally. 3. OSBN report: Kat Chinn- APRN rules task force have finished education standards. We are not licensing as APRNs. We have started discussing the possibility of credentialing as NP and then your certification is what your certification is. The APRN division is broken down into education, licensing and scope of practice. Scope of practice conversations have been very 	<p>Motion: for NPO to support the National Nurse for Public Health: Patty: motion; Kelly: second Passed unopposed.</p> <p>Motion: for NPO to continue to fund the Nanette Clapper Scholarship at the</p>		

<p>interesting; difference between advocacy and public protection. Larlene wanted to know if most disciplinary action is based on poor judgement or practice that was out of scope. Rule changes (not statute changes). Lots of concerns about the APRN consensus model.</p> <p>4. ONA updates: Larlene: National Nurse Federal Congress Bill to elevate Public Health; NPO has supported this legislation in the past; should we continue to support them. NPO scholarship is out of money; should we continue to give 5K a year to the ONF for the scholarship? We'd like to make a preceptor list for students.</p>	<p>rate of \$5K per year to come from the ONF Kelly: motion; Carol: second Passed unopposed.</p>		
<p>Strategic Planning Update (July 13, 2019) – Judith Woodruff (development director of Oregon Nurses Foundation) funding for nurses, nursing projects, etc has dropped in the past few years</p> <p>-SOAR method (see handout) is great for strategic planning; focuses in on what your organization does well and can engaged more people in that process (leadership and the entire membership). End goal: plan that is short, workable, flexible and measurable. Plan should be 1-3 pages at most...don't get too many things going at once.</p>	<p>April 28th – ONF Brunch; 11:00am – NPO has 5 seats at the table still available!!</p>		
<p>Additional Issues:</p> <p>-Project Access Now: NPO table – great event!! It was fun. Got lots of recognition. That was the end of our 3-year commitment. We need to discuss if we want to continue supporting them (currently 10K a year). Project Access is a charitable organization that connects uninsured patients with providers who will provide charitable care / specialty. Helps patients get connected to social services. NPO has supported them for 9 years.</p> <p>-NPO has given 10K a year to support OCEAN content; would we like to continue that? We'd like more OCEAN content regarding pharmacology and modules about NPs opening their own practice – can we reach out to our IPO group for help?</p>	<p>Group decided to hold on decision re: Project Access Now and OCEAN until July meeting.</p>		

<p>New Business:</p> <p>-Kelly: priority statement in making sure NPO is included in any future strategic planning for technology platforms. Kelly can get a proposal from ENP network and a private quote for us building our own website. She needs to know specifics about technology platforms, URL, etc. Folks do not want to wait until we get the report from ONA in 30 days, maintenance.</p> <p>-Jen: Can we maybe do a membership night/opportunity at the Hillsboro Hops game? Use as membership drive or marketing?</p> <p>-Question: any updates on AANP/NPO combined membership? – That request is on hold pending budget/funds per ONA.</p>			
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Business Meeting adjourned by Roger Fogg at 1:03

Submitted by Jennifer Barr, Secretary NPO

Appendix A - Membership Update per Eloise Bacher

New members 1/2/19-4/20/19 = 19

Retained members 1/2/19-4/20/19 = 18

-Net loss of 3 members in November and 19 in December

-Monthly membership numbers:

January: 462

February: 461

March: 458

4/20/19: 461

Retention work:

-In progress: NPO offboarding survey (working with ONA Communications)

-Financial retention includes extra contact with members who need to update payment information (working with ONA Finance)

-Education around reimbursement at specific hospitals

New growth:

- Choose strategic large hospital targets (OHSU, Peacehealth, etc.) and counties away from the Willamette Valley (ex: Coos County has 5 NPO members, but 36 NPs total in the county)
- Meet with current members and foster personal connections with NPs in community with each other
- Use personal connections and networks as a recruitment tool
- What value can NPO have in different areas (i.e. what support does an NP in Florence v. Le Grande v. Bend v. Portland need)
- Education Conference in October
 - In progress: create a strategy for recruiting for membership at the conference

Other projects:

- Recruitment of more regional reps to provide support and broader networking opportunities
 - Region E (more reps, goal is 3 total)
 - Region B (currently no rep, however in discussion with a member who is interested, goal is 2 total)
- Onboarding messaging process improvement
 - Increase and streamline communications for the first 6 months of membership
 - Update the "Welcome to ONA/NPO" email & work into first 6 months communication plan
- Update value statement
 - Assess what value can be added
- Networking events (working with Kelly & regional reps)