



Where Are YOU in the Future of TNA?

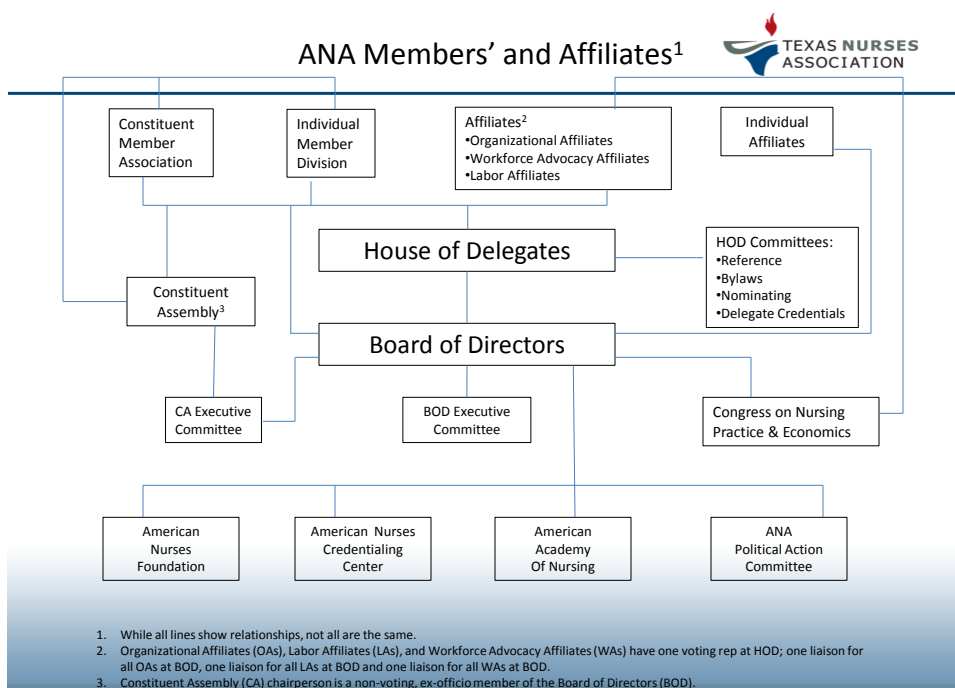


OBJECTIVES

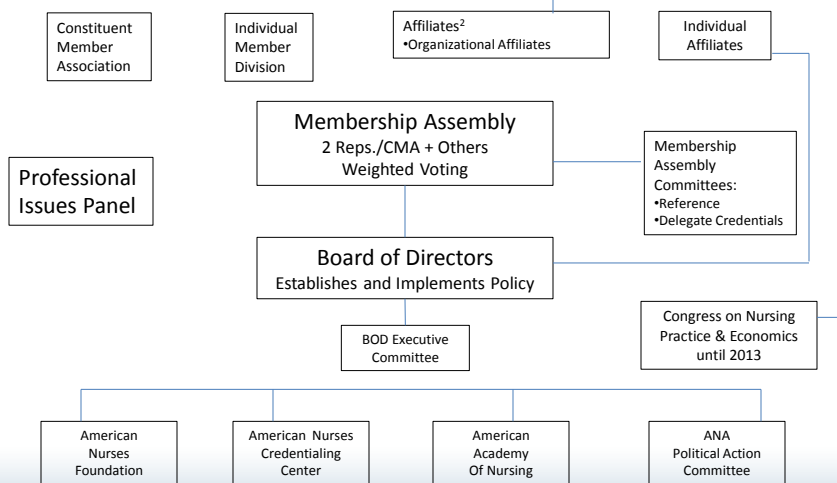
- Explain proposed changes to ANA's and TNA's organizational structures and potential impact for both associations.
- Identify possible options for restructuring TNA based on current status of statewide Districts and Regions.
- Describe factors affecting membership engagement and active involvement in TNA leadership.

Challenges Facing ANA & C/SNAs

- Despite significant loss of members, ANA has not addressed its costly and slow-moving governance structure
- ANA invests heavily in programs focused on the profession, rather than on programs and products designed to increase membership
- ANA's current membership segmentation differs significantly from the national nurses' profile



ANA Members' and Affiliates¹ Following 2012 HOD**



1. While all lines show relationships, not all are the same.
2. Organizational Affiliates (OAs), Labor Affiliates (LAs), and Workforce Advocacy Affiliates (WAs) have one voting rep at HOD; one liaison for all OAs at BOD, one liaison for all LAs at BOD and one liaison for all WAs at BOD.
3. Constituent Assembly (CA) chairperson is a non-voting, ex-officio member of the Board of Directors (BOD).

**Our best estimate based on the information provided following the 2012 ANA HOD

THE CASE FOR CHANGE

ANA Today

Membership shrinking

ANA programs are too numerous to implement well

Competitors offer more targeted services

Dramatic decline in revenue

\$ Big governance is too costly, slow

Unchanged despite drop in membership

Insufficient funds for reinvestment in growth opportunities

Other organizations step up to fill the void

ANA becomes less relevant/smaller voice

RACEFORRELEVANCE

What does success look like?

Streamlined, nimble governance

New technology platform

Efficient, integrated operations for C/SNAs and ANA

Reinvest in member services

Members' needs met

Membership grows

Focused, relevant programs

ANA and state associations become stronger and more powerful



TNA Membership

- Membership dues – 30%
- Membership as of March 31, 2012 – 5,343
 - > 4,337 - ANA/TNA
 - > 986 – TNA Only
 - > 20 – Texas/Federal
- Current market penetration 3.03%

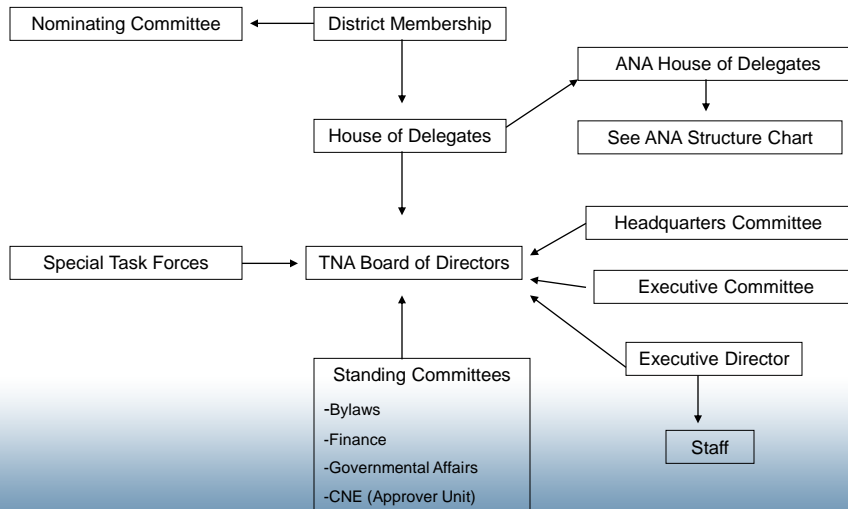


TNA Districts Model: Do We Keep It?

- Current realities
 - > Functional districts
 - > Vulnerable districts
- Options for TNA



Texas Nurses Association Organizational Structure



Proposed Amendments to the 2012 TNA HOD



Amendment No. 1 – Adding Director Representative of Young and Recently Licensed Members

The TNA Board believes it would be beneficial if there were a designated position on the TNA Board for a member representative of young and recently licensed TNA members. This amendment accomplishes this by adding an additional director to the Board to be filled by a young and recently licensed member. The Board would be given the authority to set the specific age and experience requirements.

CURRENT BYLAWS	PROPOSED CHANGE	COMMENT/RATIONALE
<p>ARTICLE VIII BOARD OF DIRECTORS AND DUTIES OF THE BOARD Section 1. Composition of Board The Board of Directors shall be the three officers plus five directors elected as representatives of the five TNA Regions.</p>	<p>Amend to read: The Board of Directors shall consist of nine members as follows: a) the three TNA officers; b) five directors elected as representatives of the five TNA Regions; and c) one director elected as representative of young and recently licensed TNA members who, at the time of taking office, is under 35 years of age and has been licensed for fewer than 5 years.</p>	<p>Submitted by: TNA Board An alternate approach would be to give the Board the authority to set the specific eligibility criteria in terms of age and years licensed.</p>

Proposed Amendments to the 2012 TNA HOD



Amendment No. 3 – Elimination of Proxy Voting at House of Delegates

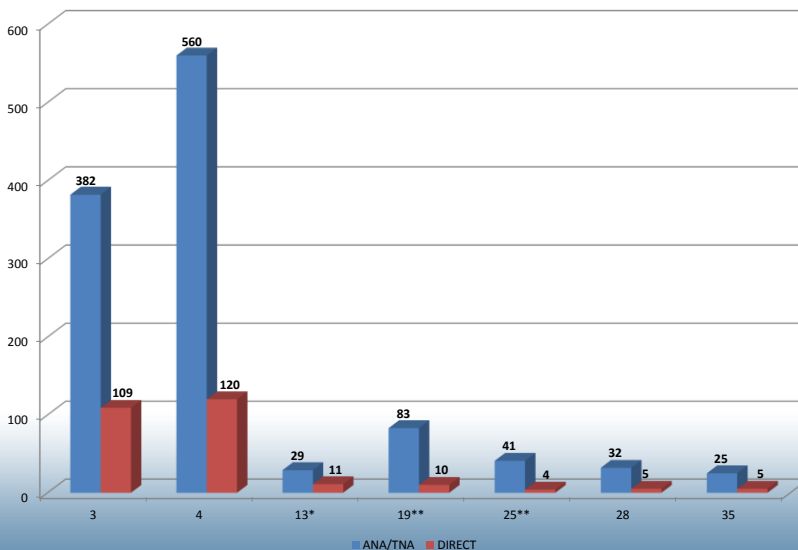
The current proxy voting provision in the TNA Bylaws permits a district to vote its full allocation of delegates at the House of Delegates as long the district has at least one delegate in attendance. There is no limit on the number of proxies a district can vote other than its delegate allocation. This proposed amendment deletes proxy voting at the House of Delegates. The TNA Board believes eliminating proxy voting would encourage greater attendance at the House of Delegates. Proxy voting has increased in recent House of Delegates – 7 proxies in 2009, 17 in 2010 and 23 in 2011. The number of delegates actually attending decreased during the same period – 79 in 2009, 67 in 2010 and 62 in 2011. Roberts Rules of Orders discourages proxy voting as being “incompatible with the essential characteristics of a deliberative body in which membership is individual, personal and nontransferable.” (p. 428-29, 11th Ed). However, the decision to eliminate proxy voting is likely to be a balancing of pros and cons. On the one hand, eliminating proxy voting may encourage greater attendance but on the other, the TNA House of Delegates is a representative body and eliminating proxy voting will reduce the voting strength of those districts that do not send their total delegate allocation. As one commentator stated, “Proxies are a useful tool, but even when handled correctly they are an imperfect substitute for attendance at association meetings. It is only at these forums that a full exchange of views between voters can occur.”

CURRENT BYLAWS	PROPOSED CHANGE	COMMENT/RATIONALE
<p>Article VI House of Delegates Section. 3. District Delegates; Proxy Voting f. Proxy voting is permitted. Each district may vote the full number of delegates allocated. The delegates present shall determine how the proxy votes will be cast.</p>	<p>Delete f.</p>	<p>Submitted by: TNA Board The proposed amendment deletes proxy voting.</p>

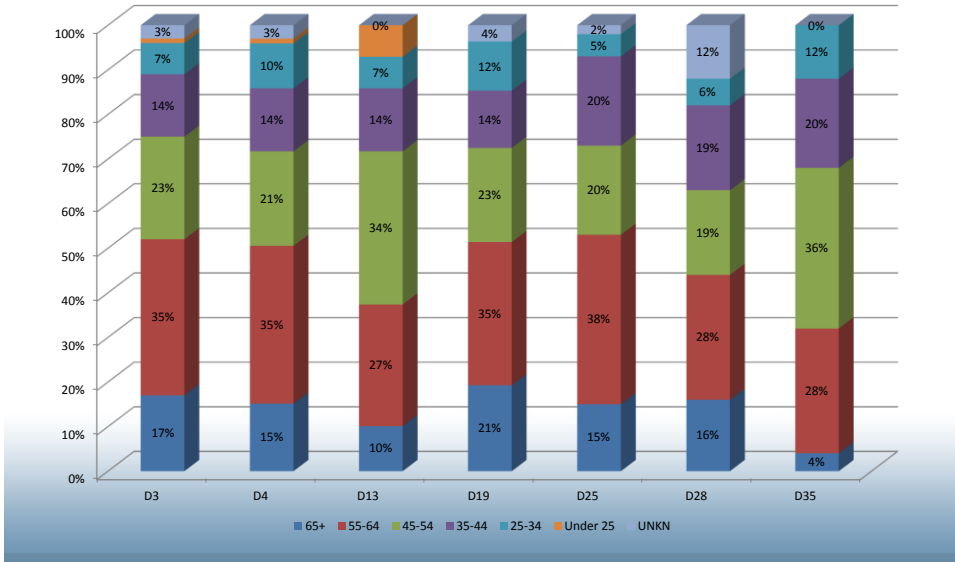
North Region District Membership Statistics

(Districts: 3,4,13*,19**,25**,28 & 35)

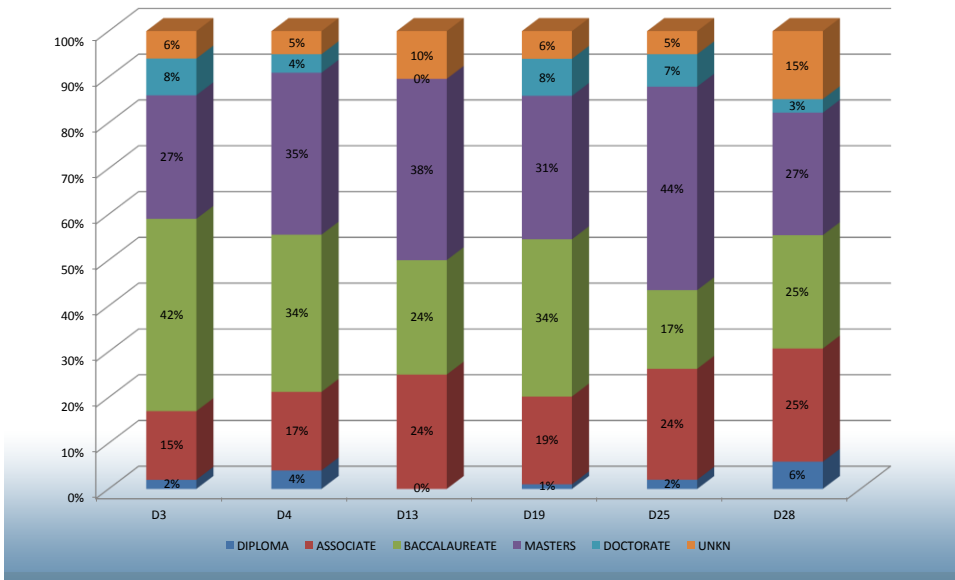
*Not in compliance. **Borderline in compliance.



**ANA/TNA Members in North Region Districts by Age
by Percentage of Total Membership**



**ANA/TNA Members in North Region Districts by
Highest Degree by Percentage of Total Membership**



ANA/TNA Members in North Region Districts by Length of Membership by Percentage of Total Membership



Recap of North Region Districts



DIST #	Bylaws On File are Congruent With TNA	Officers Are Current Members	Have 50% Members	Have Mkt % Of 5% Or Greater	Attended 2011 HOD	2011 # Of Proxy	Attended 2010 HOD	2010 # Of Proxy	Attended 2009 HOD	2009 # Of Proxy
3	1995	YES	360	2.3%	3	2	3	2	4	2
4	2005	YES	534	1.5%	6	1	6	0	6	0
13		NO OFFICERS	34	1.5%	0	0	0	0	0	0
19	1996	NOT A CURRENT MEMB*	84	2.1%	0	0	1	2	3	0
25	1997	NOT A CURRENT MEMB	41	2.6%	0	0	0	0	3	0
28	1998	YES	32	2.3%	0	0	1	1	2	1
35*	2009	YES	32	0.9%	2	0	2	0	2	0
Non-Compliant Districts										
Areas of Non-Compliance - but compliant overall										

*District 35 became an official District at the 2009 TNA House of Delegates and has shown growth every year – but it is very small growth and they have not changed officers since they began.



Districts Overall

- Currently have 28
- More successful ones typically in urban areas
- 4 districts have no officers
- 4 additional have had same officers 6+ years
- Some cannot receive their dues income for various reasons – held by TNA
- 7 (25%) did not attend HOD in 2012
- 13 of the 21 that attended used proxy votes because did not have enough delegates present

10/24/2012

17



2012 Membership Survey Results

TNA Board – July 2012



General Information - Responses

- 564 (13%) of ANA/TNA Members
- 120 (12%) of TNA Direct Members
- Largest respondent group for both was 55-64 year age group, also the largest member segment for both



Membership Satisfaction

- 88% of ANA/TNA and TNA Direct members satisfied/extremely satisfied with their membership
- Sense of satisfaction carried across all groups - 30% of TNA Direct Members in Administrator group were extremely satisfied (> than any other group)



What Do these Results Mean for TNA?

Overall we're meeting members' expectations – but our retention rate for ANA/TNA is 78% and 54% for TNA Direct - so there's room for improvement.



Value of TNA's Activities

- Both groups strongly value TNA's legislative advocacy over other TNA activities
- Being the Voice of Nursing at the state-level comes in 2nd
- Taking a stand on practice issues was 3rd



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- 80% of 35-44 year olds in ANA/TNA and 67% of TNA Direct members aged 25-34 highly valued TNA responding to nurses' practice questions.



What would be missing if TNA didn't exist?

- Both groups would feel the greatest loss of TNA as the legislative voice
- The loss in not having a state organization representing all nurses
- No one to take a stand on nursing practice issues comes in 3RD



District Involvement – ANA/TNA Members

- Less than 20% have participated in a District activity this year
- 60% say the District has none to very little visibility in their community
- 77% indicate that the District has moderate to significant value for them
- 65% would renew their membership at the ANA/TNA/District level if given options



District Involvement – TNA Direct

- < 50% say they are involved with their District
- 49% said they would join the District if there was no additional cost
- 18% would pay as much as \$10 for the District
- < 2% said they would not want to join the District no matter what



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- 95% of ANA/TNA Members say they would join some form of TNA
 - 80% say they would join some form of ANA

Unclear if the two are tied together.



What to do about Districts?

- What is the role of the District?
- What do we want it to be?
- How much time and money are we willing to put into redesign/revitalization of Districts

NOTE: Most responders were neutral on facility based TNA affiliates, however, there was a high value (61%) of 25-34 year olds who were interested.



TNA Direct Members

- 35% said they would join ANA if there was no additional cost
- 33% said they'd pay as much as \$150 for both
- 20% would not renew at all if they had to join ANA



We want to hear from
YOU.....