



2023

Report of the Membership Assembly



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Presented by
DNA Board of Directors



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*Thank you, Wilmington
University, for hosting DNA!*



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President's Report

Dr. Stephanie McClellan, DNP, MBA, RN, CMSRN, NE-BC

- DNA Hill Day in Dover: Spent the day hearing from the Lt. Gov and House Majority Leader and speaking directly with our state representatives. We were then recognized in the House and Senate chambers as guests and for the work we are doing leading and impacting healthcare across the state.
- ANA Hill Day in D.C.: Great group of nurses across the state gathered on the Hill. Time spent in the offices of Senator Carper, Senator Coons, and Congresswoman Blunt Rochester. Lobbying for issues of Workplace Violence, Safe Staffing Standards, Title Protections, and APRN changes/funding, etc.
- ANA Membership Assembly: Presentation from two DNA members on Virtual Nursing and adoption of the recommendation. This was a proud Delaware nurses moment!
- The Nurse Workforce Center in DE continues development, DNA is seeking additional funding for full implementation, the first phase is underway.
- Membership numbers continue to rise. DNA is currently at 920. Our goal is to reach and exceed 1,000!
- DNA President and Executive Director attended the ANA Lobbyist Meeting in D.C. in September.
 - There was robust discussion surrounding national work and continued engagement from the states.
 - Keynote speaker left the group with a framework for legislative conversations.
 - Phyllis left us with a reminder that legislatively, we (nurses) want to own the power behind solving our issues. That power can be perceived as going to WAR. This sends us on the path of developing a policy/legislation, negotiation, collaboration, relationship building, rights, and then the power is given back to the original owner. During this cycle, there are multiple opportunities for bidirectional communication and re-initiation of the process. This cycle is helpful to keep in mind as lobbying for change is important and we should know how to perceive and process this mindset.
- DNA President and Executive Director were inducted as Honorary Commanders at the Delaware Air Force Base in October. We have been paired with Lt. Colonel John Batka (Psychologist by background/education). Our goal is to strengthen the relationship between the air base/airmen and women, their families, and the community, strengthening ties between the two. Throughout the next year we will learn about the airbase, different roles within the base, and how we can strengthen our relationships.
- DNA hosted our inaugural Delaware DAISY Gala on November 1. There were 117 attendees present, over 50 past Delaware DAISY Honorees, and DNA presented 7 new recognitions.
- Our continued focus includes:
 - Health Nurse Healthy Delaware
 - Workplace Violence Legislation and Education
 - Delaware Nursing Workforce Institute





Executive Director's Report

Christopher E. Otto, MSN, RN, CCRN

Provided a review and update on the 2023-25 Strategic Plan

- Aim: Connect and promote Delaware Nurses by providing timely, relevant, multifaceted communications.
 - Update: Provide notice that DNA is transitioning publisher contract for the *DNA Reporter*. Effective 01/01/2024 DNA will no longer utilize Health eCareers (formerly Arthur L. Davis Publishing) and will begin partnering with HealthCom Media. Members and contacts will receive full notice of this transition, impact and action items at the beginning and throughout December 2023.
- Aims: Establish a dedicated nursing workforce center, while cultivating and fortifying existing partnerships, to expand Delaware's nursing workforce and Establish a Delaware Nursing Foundation that nurtures, recognizes, and advances nursing history, science, scholarship and more.
 - Update: Updated members about structural changes and work happening to establish subsidiaries: a foundation and workforce institute. Additionally, exploring reestablishing a statewide student nurses association as a subsidiary.
- Aim: Co-create holistic approaches to nurse' well-being directly with nurses and through strategic partnerships.
 - Update: Provided an update and unveiled the draft logo, mission, vision, and values for "Healthy Nurse Healthy Delaware." January 2024 will include innovation design sessions with nurses across the state to co-create the program and offerings in support of nurse mental-health and overall well-being.
- Aim: Evolve relationships with partners and stakeholders that strengthen the profession's influence and impact.
 - Update: Announced the opening of nominations for 2024 Top Nurses, in partnership with Delaware Today Media. Provide updates on the program rules. Deadline to submit nominations is December 15, 2023.



Keynote Presentation

*Dr. Deb Zimmerman, DNP, RN, NEA-BC, FAAN
CEO, The DAISY Foundation*

“Shining a Light on All the Right: The Power of Nursing

Dr. Zimmerman shared stories of extraordinary nurses from across history that influenced her directly and the profession overall.

She discussed workforce challenges and strategies for success, focused on healthy work environments.

Shared research on the impact of meaningful recognition and the attributes most valued by patients: listening, being present, respectful, knowledge, explaining care, empathy, compassionate, courteous, reliability.

Dr. Zimmerman shared examples from Delaware DAISY Honorees:

- **Abby Husfelt, RN** “played a huge part in getting me from my worst to my best”
- **Virginia Hendrick, RN** made a mother’s dying wish possible by arranging an early bedside high school graduation for her daughter.
- **Dianne Halpern, MS, RN**, is a magical, kind, and patient leader who has led many nurses to become amazing, strong leaders.
- This **Wilmington ED** team worked tirelessly and in unison to give life to a young GSW victim, who because of their expert care has a bright future.
- **Margaret Ryan** “treats each of her patients as individuals and makes them her priority. She is so caring, and I want her to know how she makes a difference”.

Joy

Joy is the ability to connect and make a meaningful difference in the lives of those we serve. Caring and compassion bring joy and are tied to purpose.





Treasurer's Report

	FY23 Actual	FY24 Budget
Revenue	\$112,756.81	\$134,250
Expenses	\$138,759.23	\$149,792.14
Profit	\$-26,002.42	\$-15,542.14

FY23 (July 2022-June 2023)

- Negative profit was not actualized. Expected revenue (>\$15,000) was not received until after the end of the fiscal year.
- Board of Directors has approved aggressive budget expenditures to grow the association's reach, impact, and revenue. During 2020, DNA had no staff and therefore built reserves that are now being strategically expended.

FY24 (July 2023-June 2024) Budget Priorities

- Income Generation
 - Variated, increased revenue streams from dues- and non-dues revenue (sponsorships, career center, advertising, royalty programs, etc.)
 - Membership value and growth. Targeted campaigns and increased membership value.
- Expenses
 - Largest portion and growing is salary and total compensation. Health benefits for the Executive Director were just added this year in September.
 - Increased budget for food, conferences, and meetings.

Strategic Reserves

- Transferred \$75,000 from Money Market to Ameriprise reserve accounts in January due to higher interest rates.
- Current total value is \$76,802.45.



Bylaw Revisions

Members unanimously approved proposed bylaw revisions that:

- Updated mission and vision statements.
- Added and defined DNA's values.
- Restructured our primary functions.
- Updated affiliate requirements to include LPNs.
- Modernized and aligned our Organizational Affiliate program with enhanced rights and responsibilities.
- Changed required frequency of Membership Assembly meetings to at least annually.
- Added a new section on Subsidiaries of DNA to prepare for future organizations.

Current bylaws are accessible to members at denurses.org/for-members

Mission

Strengthen the Nursing Profession.

Vision

Shape the Future of Healthcare Through Innovations in Nursing.

Values

Innovation: Enhance the value of nursing and healthcare.

Advocacy: A strong, collaborative voice to advance the profession.

Belonging: Intentional inclusivity.

Excellence: Uphold professional integrity.

Advocacy & Policy Updates

Christopher Otto shared an update from his recent travel to Nashville, TN for the Nurses Service Organization (NSO) Annual Summit. NSO invites their partner associations and stakeholders to meet annually, learn, review claims data, and build stronger partnerships.



NSO is DNA's preferred liability insurance partner and a strong advocate for their services. NSO provides free education to all on risk management, claims data, and more. This can be viewed at nso.com/risk-management/individuals.

Advocacy Items in Development

- Report of Delaware Nurse's experience with workplace violence.
- Policy Statement on Marijuana and Related Products.
- Policy Statement on Title Protection and Use of "Doctor."
- Policy Statement on Staffing Priorities, Recommendations & Resources.

Current Priorities

- Workplace Violence Prevention
- Title Protection, Including Use of "Doctor"
- Continuing Education Requirements
- Workforce Research & Development
- Safe Staffing
- Health Equity
- Environmental Health
- Unrestricted Practice with Full Reimbursement
- Valuing Nurses
- NEW - Surgical Smoke Evacuation

We Need You! Stay Connected for Updates & Calls to Action.

Committee Updates

Editorial Advisory

- Extensive work with publisher transition.
- Updated formatting for DNA Reporter in 2024.
- Standing Columns: Personal Finances, Medication Stewardship, Focus on First State Innovation, Licensed Practical Nursing, Advancing Healthy Lifestyles, and more!
- Call for Guest Editors & Writers! Help advance nursing and develop your professional skills, too. Work with DNA as a Guest Editor and/or writer!

email us: contactdna@denurses.org

Nominations

- Current Office: President-Elect (4-year term)
- Candidates
 - Faith Hughto
 - Sanyu Kakoma
 - Kimkeshia Knight
 - Kathleen Neal
 - Jennifer Saylor
- Process
 - 1 vote per active DNA member.
 - Individually verified by DNA staff.
- Results
 - With 34% of the total votes, Kathleen Neal, PhD, RN, CRRN, CPN was sworn in as the President-Elect of



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\$60/year

