

Wisconsin Nurses Association
2010 Reference Report #2

Subject: Exploration of WNA Transition from a District to Region Model of Membership
Introduced By: WNA Board of Directors
Core Issue: A Visible and Viable WNA

Summary

In 1991, a WNA Board developed, appointed and charged the Commission on Organizational Assessment and Renewal (COAR), to study the current structure of WNA. The Commission offered recommendations that would improve WNA's effectiveness and meaningfulness for the member. As part of the work, the Commission examined the topic of "Maintaining a Viable District Organization". Highlights of the findings at the time note that there were nineteen (19) districts, with some considering merging so as, ". . . to increase the number of members available for district activities." In addition there was a discovery that; "District associations struggle to meet the needs of members and communicate/impact on the state association." (COAR, 1991) The resultant strategy in response to this part of the study was the need to create a stronger relationship with the districts using the Board of Directors, including Board of Director restructuring.

In April 1995, following an extensive review of the WNA structure, a special meeting of the WNA House of Delegates occurred for the purpose of approving proposed new Bylaws that restructured WNA. One of the approved Bylaw changes included creating five WNA Regions and creating a seat on the Board for an elected representative from each region (STAT Bulletin, 1995).

WNA continues to find districts struggling in a variety of ways including inability to fill of board positions, including President, adequate numbers attending meetings, communication issues and member turnover. There are currently sixteen (16) districts comprising WNA. Annual district dues range from \$8-\$25. The latest July 2009 through June 2010 WNA Satisfaction Survey indicates that of the 97 survey participants, 51% either "did not use", "were not satisfied" or "neutral" on the question regarding satisfaction with district membership. Of the 97 survey participants, 47% either did not answer or indicated "not important" or "neutral" on the question of importance of WNA district membership. Technology, work and family and other lifestyle demands have all contributed to belonging to and participating in a professional association. Given all of these competing interests, it would be reasonable to reevaluate if transitioning from a district to a regional model would be in the best interest of WNA the districts and their members.

Recommendations: That the Wisconsin Nurses Association

1. Board of Directors will appoint a Task Force to review the pros and cons to WNA transitioning from a district to a regional model. The Task Force will:
 - a. include at least one (1) member of the WNA Executive Committee, the five (5) WNA Regional Board Representatives, (2) WNA Communication and Membership Council Representatives, (1) WNA Bylaws Committee Representative and a representative from each of the WNA sixteen (16) districts and bring back recommendations to the WNA Board at the April 2011 Board meeting.

2. Board of Directors, if appropriate based on the Task Force recommendations, will direct the Bylaws Committee to draft Bylaws implementing recommended changes in structure for action at the October 2011 annual meeting.
3. Board of Directors will report on the review at the October 2011 annual meeting regardless of action by the Bylaws committee.

WNA Goal: Goal III - Promote the existence of the Wisconsin Nurses Association as a multipurpose organization that will continue to be strong and effective at the local, state, and national levels.

Fiscal Note:

<u>Activities</u>	<u>Responsible</u>	<u>Cost</u>
<u>Task Force Meetings</u>	Board of Director's Task Force	
• Face-to-face meeting (25 participants)		
Travel 25 x \$.30/mile x 150 miles round trip		\$1,125.00
Meal/refreshments		1,000.00
Materials (most electronic)		200.00
Total Face-to-Face Meeting		\$2,350.00
• Two conference calls	Board of Director's Task Force	
25 x \$.10/minute x 60 minutes (\$150 each) x 2		\$300.00
• Bylaws Committee Meeting	Board of Director's Task Force	Already budgeted
Total for Reference #2		\$2,650.00

References:

Wisconsin Nurses Association (1991). Commission Organizational Assessment and Renewal (COAR) Final Report. WNA. Madison, WI.

Wisconsin Nurses Association (1995). STAT Bulletin. May 15 Vol 64. No. 10