

2012 WNA Reference Proposal #3

Subject: Examination of WNA's Governance Structure
Submitted by: WNA Delegates to the 2012 ANA House of Delegates
Strategic Imperative: 4.4. Ensure WNA Governance and structure meets the needs of the state and member.

Summary: Professional associations like WNA and ANA continue to apply business development and maintenance principles in order to provide products and services that address member needs. Association boards of directors are now identifying new approaches to managing their fiduciary responsibility by accessing and utilizing better data to develop tools and materials to create member loyalty and attract new members. Effective boards are now utilizing a strategic planning process that includes optimizing resources, applying consistent operational efficiencies and creating system-work that maximizes member engagement. Effective board governance is at the core of achieving and maintaining success along with having an association structure that demonstrates nimbleness, timeliness and relevancy should be the number one goal.

The WNA Board is following ANA's work and strategies for becoming a more relevant association for all registered nurses in Wisconsin. ANA consulted with association expert Harrison Coerver, who co-authored the book, *Race for Relevance: 5 Radical Changes for Association*, Coerver and Byers, (<http://www.raceforrelevance.com/>). The five recommendations offered by the authors includes overhauling the governance model and committee operations, empowering the CEO and enhancing staff competence, rigorously defining the member market, rationalizing programs and services and building a robust technology framework. The results of applying these five changes should be a more streamlined and nimbler governance; staff that is challenged and that works in true partnership with volunteers; a realistic, well-defined member market that is easier to find and market to; products and services that members feel are desirable and beneficial; and increased financial and resource capital in short, an association that can succeed in a brave new world.

The 2012 ANA House of Delegates passed a new governance structure and the ANA Board continues to work with their state associations like Wisconsin, to continue to actively address how the other recommendations can be implemented together.

Recommendations: That WNA,

- 1. Appoint a Task Force to review and make recommendations for improving WNA's current governance structure and structural unit/committee operations.**
- 2. Provide an interim report to the WNA Board of Directors at their April 2013 Board meeting.**
- 3. Submit proposed recommendations to the WNA Board of Directors by June 2013.**
- 4. The WNA Board will implement a strategy for submitting proposed changes to the WNA Membership for adoption at the 2013 WNA Annual Meeting.**

WNA Goal

Goal 3. 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.

Implementation Strategy and Fiscal Note (Estimate)

Recommendation	Activity	Responsible	Cost
1. Appoint a Task Force to review and make recommendations for improving WNA's current governance structure and structural unit/committee operations.	1. WNA Board of Directors will identify and appoint members to the Task Force on Governance & Structure	WNA Board WNA staff	-\$0- Will be part of December 2012 WNA Board Meeting Agenda
2. Provide an interim report to the WNA Board of Directors at their April 2013 Board meeting.	1. Task Force will identify and determine the process and timeline for accomplishing work.	WNA Task Force WNA staff	6 – Meetings via conference call = \$200 1 – Face-to-Face Meeting - \$200 Total \$400
3. Submit proposed recommendations to the WNA Board of Directors by June 2013.	1. Task Force will develop a formal report and recommendations to the WNA Board	WNA Task Force WNA Board WNA staff	-\$0- Will be part of June 2013 WNA Board Meeting Agenda
4. The WNA Board will implement a strategy for submitting proposed changes to the WNA Membership for adoption at the 2013 WNA Annual Meeting.	1. WNA Board will develop an action plan for implementing recommendations from the Task Force.	WNA Board WNA staff Other Committees (TBD)	6 – Committee meetings via conference call = \$200 1 – Face-to-Face meeting = \$200 Total = \$400
Total Costs			\$800.00