

2014 - 2015 Annual Report

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EMERGING OPPORTUNITIES FOR SCHOOL NURSES

Dear Friends of NASN:

The year 2014-2015 unfolded with emerging opportunities for the National Association of School Nurses (NASN). This second year of the three-year strategic plan has been marked by meaningful learning and change – revitalizing and expanding our approach to partnerships, professional development, and messaging in school nursing, including social media messaging. Commitment to membership growth and retention translates into relevant and valued programs, products, and services that advance school nursing practice as school nurses keep #NASNStrong. Representing and supporting the school nurse specialty practice in nursing, NASN works to define and describe current practice.

The NASN Endowment Fund generously provided \$25,000 for the School Nurse Workforce Study, an NASN research strategic priority. With completion of this study, NASN will have, and share, a clear vista of school nursing in the United States: numbers of school nurses in the states, levels of nursing education, and factors that influence school nurse practices. NASN also began development of a *Framework for 21st Century School Nursing Practice™*, a framework for student-centered school nursing practice. The proposed framework embodies principle skill areas with knowledge and skill components for each principle. It will be finalized by year-end and will guide development of live and online educational programs.

As NASN works toward innovative 21st century approaches to school nursing, the NASN Board engages in strategic discussion that includes scanning healthcare and education environments for emergent issues that impact how school nurses work. The most important entity at NASN is the membership which carries out the mission to optimize student health and learning. To grow our membership and retain and nurture our current members remain our priority. In 2015, the NASN membership subcommittee launched a successful membership retention initiative whereby personal calls were made to members up for renewal. Data from the NASN 2013 School Nurse Survey show a significant number of retiring school nurse members over the next five years, making places to welcome younger school nurses to the profession. NASN is studying and developing novel approaches to meet professional needs of Generation X and Y school nurses. It is a priority.

To facilitate our plans, we acknowledge that it is critical to vigorously market the value of NASN membership. Consulting with Catchafire Enterprise Solutions, NASN connected with marketing and membership professionals to develop specific ways to implement strategic priorities for 2015. Through that process, NASN adopted a new tag line, *Better Health. Better Learning.™* as a critical catchword phrase for school nursing in the larger public relations campaign that is rolling out in 2015.

What a stimulating, exciting year it has been as we progress into new territory and new activities, all designed to better strengthen NASN support and engagement of members and school nurses throughout the country! As a professional organization we are defining the 21st century school nurse, educating and supporting school nurses and counting on the expertise and professionalism of school nurses to participate and work individually and collectively with NASN in the years ahead to ensure that students have health services that lead to *Better Health. Better Learning.™*

Sincerely and with best regards,

Carolyn Duff, MS, RN, NCSN
NASN President (2013-2015)



Donna Mazyck, MS, RN, NCSN
NASN Executive Director

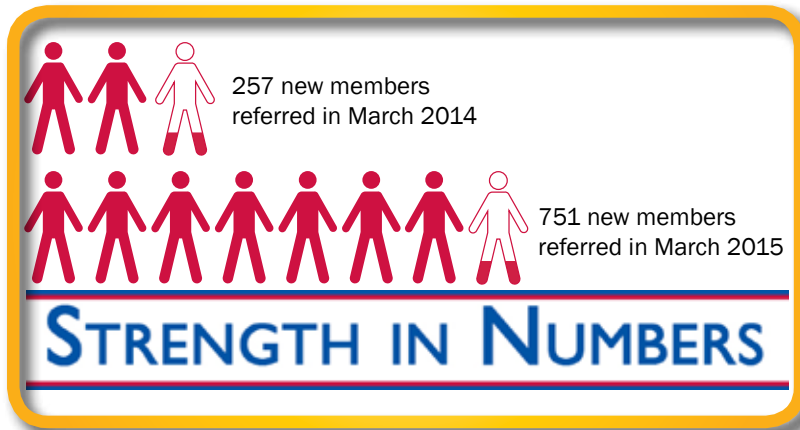


Better Health. Better Learning.™



MEMBERSHIP

INCREASING OUR NUMBERS AND MEETING MEMBER NEEDS



AFFINITY MEMBER PROGRAM

A new affinity program from Lockton Health was introduced to support members seeking professional liability insurance.

+3.5%
FY14 to FY15

CHANGE IN MEMBERSHIP

ONLINE COMMUNITY OF PRACTICE

In the fall of 2014, NASN created the All Member Forum on the SchoolNurseNet community website. The All Member Forum connects 16,000+ school nurses in a private and professional environment where they can share knowledge and ask for input. Comments like this convey how members feel about the Forum, *"I love how school nurses are willing to share their good stuff with others for the good of the children."* ~ Laurilee Flaughter



NASN LEADERS CREATED WELCOME VIDEOS TO REACH SCHOOL NURSES NOT YET CONNECTED TO NASN.



PROGRAMS



NASN2014 was held in San Antonio, Texas, with 1,200+ school nurses and experienced leaders in school health attending.

For the first time, a conference mobile app was introduced and made available to attendees. An astounding 1,068 individuals downloaded the native app to their devices and 374 visitors viewed the event on the web. The app was a hit with attendees, speakers, and exhibitors.



NASN LEARNING CENTER



A new learning center on a mobile-friendly platform was launched. Fifteen educational sessions recorded at the 2014 Annual Conference were used to create and expand the library of continuing education courses offered in the learning center.

OTHER PROGRAM HEADLINES

- An evaluation of the diabetes management program, **Helping Administer to the Needs of the Student with Diabetes in School or H.A.N.D.S.SM** was conducted. Results published in *The Journal of School Nursing*, revealed significant improvement of participant experience and competence levels in each of the four categories of diabetes care.
- **Nursing delegation** was addressed in a new practice booklet and web page on the association website. The booklet was released in both paperback and e-book, making this NASN's first e-book publication. The web page, containing links to evidence-based articles and an index of State resources, inform school nurses in appropriate delegation of nursing tasks.
- Webinars continued to prove popular. The highest attended webinar was a **food allergy and anaphylaxis** presentation having 760 participants. Other webinars yielded an average of 285 participants and addressed the topics of care coordination, medication administration, setting priorities, and nursing delegation.



RESEARCH

**9000+
responses**

2015 School Nurse Survey

This biennial survey was shortened and focused on questions regarding demographic, training, and membership needs.

Response was larger than previous years, likely a result of expanding the survey to members and non-members of NASN. For the first time, NASN was able to compare different regions of the country regarding models of practice, salary, and students served.

2015 Medication in Schools Survey

This national survey provided insight about one of the most common health-related activities performed in schools.

**7000+
responses**

Survey Tool Upgrade

NASN adopted the Qualtrics Research Suite as its survey tool. This tool supports the detailed analysis needed for research projects at NASN and allows for collaboration with external partners such as universities also using Qualtrics.

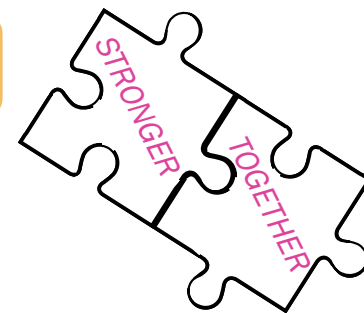
Step Up & Be Counted

NASN and the National Association of State School Nurse Consultants (NASSNC) launched this initiative to develop a national, uniform, standardized data set for school health services. In its first year, these goals were realized:

- Data points were identified in three areas: workforce, chronic conditions, and health office dispositions;
- Designated State Data Champions were identified in nearly all states;
- School nurses from across the country began submitting data as early as December 2014;
- The development of the Step Up & Be Counted website was developed to provide guidance and support for the initiative.



PARTNERSHIPS



Partnerships provide resources that often greatly enhance NASN's capabilities to support members and school nurses nationwide.

- Sanofi US and Partners in Patient Health coordinated the 2014 Children's Health Summit: *Working to Improve Student Health*. NASN was among the 50+ children's health advocates and stakeholders attending the summit for the purpose of engaging, action-focused dialogue on strategies for improving student health. One of the key takeaways shared by Summit participants was that schools are optimal places to focus efforts at improving the health of children.
- NASN and Rutgers Center of Alcohol Studies jointly provided the *Johnson & Johnson School Health Leadership Institute*. More than 50 school nurse participants completed the week-long institute and returned to their school communities prepared to be effective change agents.
- NASN has partnered with the American Cancer Society's National HPV Vaccination Roundtable. The Roundtable is focused on overcoming barriers to HPV vaccination. NASN is leading the coalition's School-based Parent Education Task Group.
- MedImmune supported in part the *NASN A Grade Outstanding Immunization Efforts* award to recognize school nurse immunization efforts. Awards were given to three school nurses who shared stellar examples of how they were promoting immunizations in their schools, in particular, what they were doing to promote those vaccines currently recommended but not necessarily mandated for school attendance.
- Families Fighting Flu and the National Foundation for Infectious Diseases partnered with NASN on the *Keep Flu Out of School* initiative. This NASN-led initiative is funded by the Centers for Disease Control and Prevention and targets elementary students, their families, and teachers using the reputable voice of the school nurse to equip them with positive messages about the importance of an annual influenza vaccination.
- Sanofi Pasteur and NASN continued their partnership on the *Voices of Meningitis* (VOM) campaign, now in its sixth year. In the spring of 2014, the VOM public health initiative and 12-time Olympic medalist swimmer and mother, Dara Torres, helped to raise awareness through a series of swim events in Los Angeles, Atlanta, Chicago, and New York.



ENGAGEMENT

- Annual Conference attendees were introduced to Twitter's qualities for sharing information and ideas. More than 100 attendees micro-blogged their conference experience using the hashtag #NASN2014, not others to share in their learning.
- Journal editors of *The Journal of School Nursing* and *NASN School Nurse* began recording podcasts as a way to give readers a preview of upcoming issues. Podcasts include interviews with article authors and/or an overview by the journal editor.
- *NASN Radio* broadcasts consistently landed in the Top 5 for K-12 Education podcasts on iTunes.
- The *I Voted* initiative debuted and was linked to a 65% participation increase in the organization's annual election.



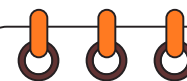
Facebook Likes: 5,886
Twitter Followers: 4,000
LinkedIn Members: 2,000



SchoolNurseNet is NASN's community website. It is the organization's hub for engagement and houses the All Member Forum, special interest group communities, resource libraries, member directory, blogs, and more.

The website was moved to a responsive framework that makes it user friendly on mobile devices and applies current industry web design trends.

Discussion messages written
40,497



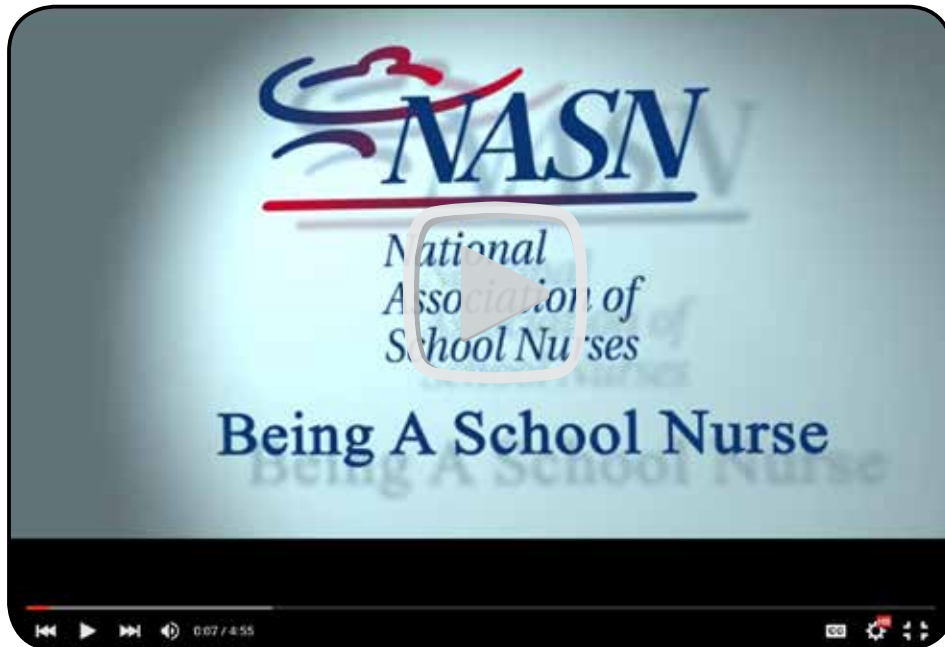
Library
entries
posted
8,990



TELLING OUR STORY



NASN unveiled a new tagline -- *Better Health. Better Learning.*TM -- and key messages about the role and importance of school nurses. These new assets will support consistency when communicating with legislators, school administrators, and community members.



SCHOOL NURSES PROVIDED TESTIMONIALS
WITH THE CAMERAS ROLLING.

NATIONAL LEGISLATION



NASN's Executive Director Donna Mazyck and Director of Government Affairs Piper Largent with The Honorable Ileana Ros-Lehtinen (FL-27).

NASN directors visited and shared legislative priorities with 132 members of congress or their Congressional staff members during the Trip to the Hill event.

NASN celebrated legislation passed into law that continued funding for the Children's Health Insurance Program, an NASN legislative priority.

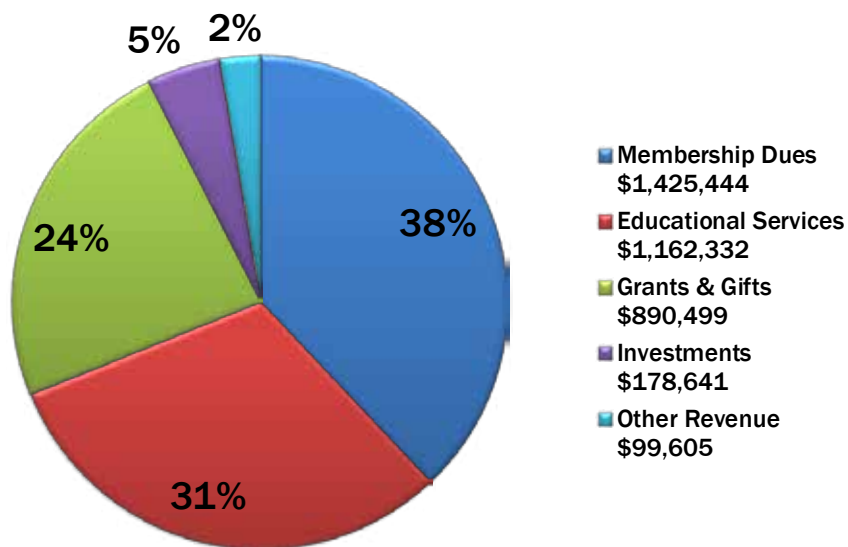
A clarification in the "Free Care" Rule opened the door for schools to bill Medicaid for health services performed by a school nurse. This ruling has the potential to open a new funding source for school health services.

[Position documents](#) assist school administrators and other stakeholders to better understand the role of the school nurse. The position statement on caseload assignments was rewritten because its recommendations were not evidence-based and didn't account for many factors impacting student health. The rewritten document addresses more than a caseload number and is titled *School Nurse Workload: Staffing for Safe Care*. New position statements on the topics of service animals, the Affordable Care Act, school-based health centers, and unlicensed assistive personnel were adopted.

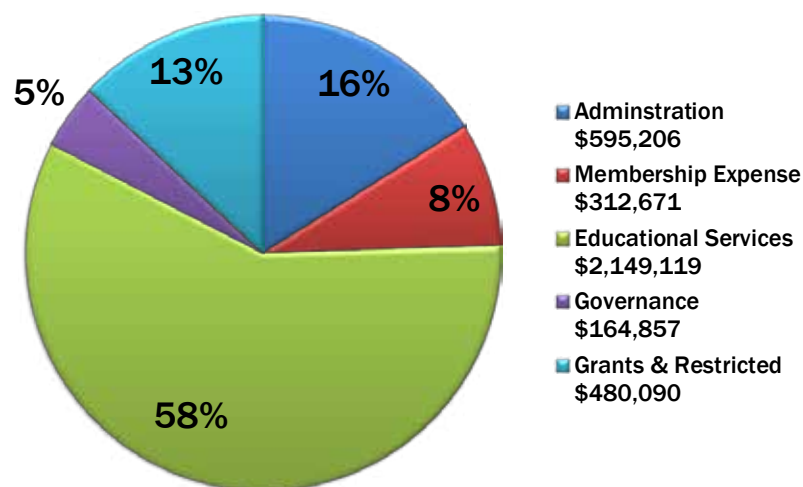


FINANCIALS

Revenue
April 2014 - March 2015
Total Revenue: \$3,756,521

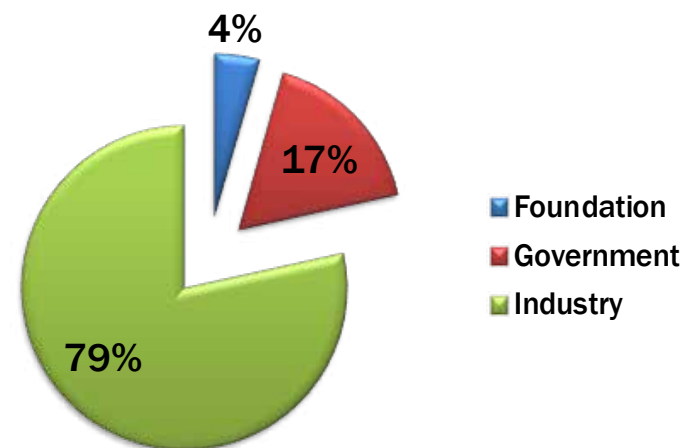


Expense
April 2014 - March 2015
Total Revenue: \$3,701,943



NASN advances its mission in collaboration with charitable grant makers across the country in the public and private sector where its missions align to optimize student health and learning.

Funded Grant Sources



A new fundraising record of \$8,300+ was reached for the Purses for Nurses silent auction. Money raised went into the NASN Endowment Fund that supports research grants and educational advancement scholarships.

ORGANIZATION

NASN has 50 school nurse organization affiliates. Each affiliate elects an NASN director to be seated on the Board of Directors. NASN's Officers, Executive Director, and four NASN Directors compose the membership of the Executive Committee.

Alabama Association of School Nurses
Alaska School Nurses Association
School Nurses Organization of Arizona
Arkansas School Nurses Association
California School Nurses Organization
Colorado Association of School Nurses
Association of School Nurses of Connecticut
Delaware School Nurse Association
District of Columbia School Nurse Association
Florida Association of School Nurses
Georgia Association of School Nurses
School Nurse Organization of Idaho
Illinois Association of School Nurses
Indiana Association of School Nurses
Iowa School Nurse Organization
Kansas School Nurses Organization
Kentucky School Nurses Association
Louisiana School Nurses Organization
Maine Association of School Nurses
Maryland Association of School Health Nurses
Massachusetts School Nurse Organization
Michigan Association of School Nurses
School Nurse Organization of Minnesota
Mississippi School Nurse Association
Missouri Association of School Nurses

Montana Association of School Nurses
Nebraska School Nurses Association
Nevada State Association of School Nurses
New Hampshire School Nurses Association
New Jersey State School Nurses Association
New Mexico School Nurses Association
New York State Association of School Nurses
School Nurses Association of North Carolina
Ohio Association of School Nurses
School Nurse Organization of Oklahoma
Oregon School Nurse Association
Overseas School Health Nurses Association
Pennsylvania Association of School Nurses and Practitioners
Rhode Island Certified School Nurse/Teachers Association
South Carolina Association of School Nurses
South Dakota School Nurse Association
Tennessee Association of School Nurses
Texas School Nurses Organization
Utah School Nurses Association
Vermont State School Nurses Association
Virginia Association of School Nurses
School Nurse Organization of Washington
West Virginia Association of School Nurses
Wisconsin Association of School Nurses
Wyoming School Nurses Association





*National
Association of
School Nurses*

Mission:

To advance school nurse practice to keep students healthy, safe, and ready to learn

Vision:

To lead the transformation of school health

Core Values:

Child Well-being, Diversity, Ethics, Excellence, Innovation, Integrity, Leadership, and Scholarship

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