**CEO Q3 Report 2025**

**Membership**
We started 2025 with 835 members. By the end of Q1 (March 31), we were at 826 members, and by the end of Q2, we were holding steady at 825. While our total numbers haven’t changed much, we’re seeing more members choose *Premier* membership, which has made a noticeable difference in our dues revenue.

**LPN Membership**
Right now, we have 6 Licensed Practical Nurse (LPN) members and 22 LPN followers on the website.

**Social Media**

* **Instagram**: We’re up to 641 followers (that’s 10 more than last quarter). In the last 90 days, we’ve had 2,177 views—broken down as Stories (27.1%), Posts (27.2%), and Reels (45.7%).
* **Facebook**: We have 4.5K page likes and 5.2K followers. In the last 90 days, we’ve had 84,491 views and 2,901 interactions—Photos (26.5%), Multi-photo posts (34.6%), and Links (25.5%).

**WVNA Career Center**
Things have been pretty quiet on the Career Center front. We had no job postings in Q1 and just one in Q2. That said, most of our sponsors are supporting us through other avenues like event sponsorships and banners.

**Premier Membership & Dues Revenue**
I’ve continued encouraging members to go Premier for just $25 more—especially since it includes $100 off ANCC certification fees. This push has really helped our bottom line. We’re starting to see results:

| **Month** | **2025 Revenue** | **2024 Revenue** |
| --- | --- | --- |
| June | $7,124.56 | $6,783.47 |
| July | $7,204.06 | $5,926.14 |

We’re heading in the right direction, and I’ll have more to share in Q3.

**Brand Update**
We’re making progress with the ANA branding changes—it’s a process, but things are coming together. Keep an eye out for our new WVNA t-shirts! President Newsom and the board have been tossing around some great ideas to bring the brand to life.

**Advocacy & Fundraising**
Our legislative events have been a great way to support fundraising for our lobbyist and advocacy efforts. The *Celebration of Nurses Dinner* has really grown—it’s become a meaningful way to bring together nurses, employers, students, and nursing programs. Having schools as table sponsors has been a great addition.

We’re well on our way to meeting our 2025 fundraising goals, thanks to the hard work and commitment from the board, our volunteers, sponsors, and nursing programs. It really does take everyone pulling together to make it happen.

**Save the Date!**

* **Celebration of Nurses & Unity Day**
	+ February 22–23, 2026
	+ These events are listed on our Upcoming Events page—mark your calendar!