

# BIENNIAL REPORT 2009-2011 – DISTRICT 4

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## 2009-2011 ISSUES AND PRIORITIES

The priorities of District 4 continue to be service to our members and fulfillment of our mission, as detailed in our Mission Statement.

## GOALS FOR 2009-2011

- Increase visibility of IENA among its members
- Increase utilization of IENA website
- Provide CE offerings to our members
- Provide opportunities for IENA members to influence legislation, governmental programs, and public health policy
- Provide scholarships to include nurses at all levels of education as well as those seeking certification
- Provide recognition to nurse leaders in our district
- Continue to invest money efficiently and effectively

## HOW WERE THE GOALS MET?

- Efforts to increase visibility among our membership have included sale of polo shirts with the IENA logo, participation at large nursing and community events, and our annual “Dinner On Us” meeting with the WSNA Local Unit officers.
- To increase utilization of our website we used multiple tactics. First, we have continued to employ a creative web manager who is also training our executive assistant so the website can be updated whenever needed. Secondly, we added a managed Facebook

page to increase our audience with members who utilize this social media. Thirdly, we have taken advantage of the excellent blast email program offered by WSNA this year.

- In 2011, the culmination of many people's hard work and commitment to providing substantive continuing education events will be fulfilled through two offerings, one on Post-traumatic Stress Disorder and another on Servant Leadership. Additionally, WSNA offerings in Spokane are heavily promoted by our association and well attended.
- Our responsibility to influence legislation, governmental programs, and public health policy was fulfilled in October with our annual fall Legislative Reception. Additionally, as we have in past years, we invited other nursing organizations to join us in sponsoring the Legislative Reception, building stronger relationships with those colleagues and offering a forum for our legislators to hear from practicing nurses from various specialties. This event has also included SWANS and is heavily promoted to and attended by nursing students. In February, District 4 sponsored a chartered bus to carry nursing students and colleagues to Olympia for Nurse Legislative Day. This opportunity to interact with legislators is critical for both practicing nurses and nursing students and provides the personal voice on healthcare issues that legislators need to make informed decisions.
- District 4 provides for the continuing professional development of nurses through scholarships and certification reimbursement. Nurses at any level of education can apply for scholarships, an expansion of our previous practice of only providing scholarships to ADN and BSN students. In support of our practicing colleagues, we added the opportunity for nurses seeking certification to receive reimbursement.
- Recognition of nurse leaders in District 4 is accomplished by member nomination. These excellent individuals are recognized annually at our Spring Scholarship Gala and published on our website.
- Under the supervision of our extremely dedicated treasurer and with the assistance of the finance committee, District 4 has maintained financial stability and slow growth through these challenging economic times.

#### **IF THE GOALS WER NOT ACCOMPLISHED, WHAT IS THE CURRENT STATUS?**

We have made excellent progress on all our goals. As with any volunteer organization, we are always striving for increased interest and participation by our membership. This goal will always be at the forefront of our agenda as an organization.