

California
Nursing Students'
Association

2015-2016 CNSA Annual Report

November 2015
to October 2016



In this report

Message from the Board	2
Board of Directors and Advisors	3
CNSA Headquarters Report	4
2015-2016 Financial Report	6
2016 CNSA Convention Highlights	7
Highlights from Membership Meetings	11
Strategies to Boost Communication	13
CNSA Committee Members	15
CNSA Career Center	16

CNSA 
California Nursing Students' Association



CNSA: Creating the Future by Leading the Way

"If your actions inspire others to dream more, learn more, do more and become more — you are a leader!" — John Quincy Adams

Serving on the CNSA Board of Directors provides many opportunities to build our leadership skills and abilities as we chart the course of our organization. 2015-2016 has been a tremendous journey for us—a time for learning, growing and preparing for our roles as professional nurses and leaders.

Every CNSA project, meeting, decision and leadership role is embedded with the opportunity to build a foundation of continued curiosity, self-discovery and knowledge that evolves our thinking and abilities. With our dedicated and highly skilled advisors to guide us, our abilities and confidence as leaders grew steadily throughout the year.

Leadership experts James Kouzes and Barry Posner identify five practices of exemplary leadership that have influenced our development as leaders over the past year.

Modeling the Way

An early step on the path to effective leadership is discovering our values and beliefs and developing principles to guide our actions. As each of us finds our own voice based on our beliefs, values and principles, we develop inner strength and confidence to help us when making tough decisions. We must be committed to living these principles so that we model the way and set a positive example for others. Throughout the year, as we evolved as Board members, future nurses and leaders, we strove to set a positive example through our words and actions, whether at CNSA events, school, work or in other situations.

Inspiring a Shared Vision

As a Board, we make decisions that affect CNSA's present and future. We imagine the tremendous possibilities when everyone works together for a common purpose. Inspiring a shared vision generates energy and enthusiasm and keeps us focused on our goals. During our term of office, we built on the work of previous boards while keeping an eye to the future to ensure the

sustainability and growth of our organization. We also worked to inspire our members to become involved in CNSA through service to CNSA committees and/or local chapters, participation in events and community service projects.

Challenging the Process

Effective leaders look for innovative ways to improve processes and outcomes. Simply maintaining the status quo will not do if the organization is to evolve and grow to achieve its full potential. Challenging the process and looking for better ways of doing things is a consistent quality in most nursing students and was a key driver for our 2015-2016 Board. Improving systems and leading change often involves experimentation and risk, which at times can result in undesirable outcomes. These are learning opportunities which help shape and improve future decisions and actions.

Enabling Others to Act

Effective leaders know that they can't go it alone. CNSA is no exception. With nearly 6000 members, CNSA is a strong, viable organization. Your Board of Directors knows that to sustain our organization, we must actively involve members in CNSA's work. It's about building strong relationships and empowering members by seeking their opinions and encouraging their involvement and participation. We want each member to feel like an owner of the organization.

Encouraging the Heart

Nursing students are extremely busy—balancing school, work, our personal lives and our commitment to CNSA isn't easy. As a Board, we are committed to helping CNSA thrive and are rewarded by seeing the results of our efforts. We fully recognize that this success would not be possible without our dedicated membership.

The hard work, support, suggestions and participation of our members have helped make this past year a successful one. We invite you to read this annual report and share in the accomplishments of **YOUR** CNSA.

Thank you for your support over the past year!

2015-2016 CNSA Board of Directors

▶ 2015-2016 CNSA Board of Directors

President

Shawn Palmer, BSN, RN
West Coast University, Los Angeles

Vice President

William Gallegos, BSN, RN
West Coast University, Los Angeles

Secretary/Treasurer

Paola Molina
Santa Ana College

Legislative Director

Jane De Lay, BSN, RN
Maurine Church Coburn

Convention Director

Krystal Scott, BSN, RN
Sacramento State University

Community Health Director

Jenna Druce, BSN, RN
California Baptist University

Breakthrough to Nursing Director

Daniel Duron, BSN, RN
CSU, Stanislaus

Communications Director

Alyssa Gallardo, BSN, RN
National University, San Diego

Membership Director-North

Kyle Navarro
California State University, East Bay

Membership Director-South

Jessica Gonzalez, BSN, RN
National University, San Diego

Committee Chairs

Image of Nursing Chair

Shereen Haddad, BSN, RN
Sacramento State University

Cultural Awareness Chair

Andrew Liss
Sacramento State University



▶ CNSA Advisors

Patricia McFarland, MS, RN, FAAN, CNSA Executive Officer

Susan Bowman, PhD, RN

Brenda Brozek, MAOL, RN

Kathy Falco, MSN, RN

Susan Herman, DNP, MSN, RN, NEA-BC, CENP

Donna Kistler, MS, RN

Report from CNSA Headquarters

Representing the Voice of Nursing Students

By Patricia McFarland, MS, RN, FAAN
CNSA Executive Officer

We are proud to announce that once again, CNSA is the largest state nursing student association in the country. As active CNSA members, you have already begun to make a positive impact on our great profession. Over the past 12 years, we have seen CNSA members transition from student leaders to registered nurses becoming very involved in clinical committees and professional associations where their leadership skills continue to flourish. CNSA serves as a springboard for your professional development as a nurse leader. This is why the Association of California Nurse Leaders (ACNL) continues to manage CNSA. We strongly believe we are mentoring the next generation of nurse leaders who will take our profession to new heights!

CNSA is a 501c6 nonprofit organization. As with all nonprofits, someone must pay attention to managing the business of the organization. ACNL staff manage the day-to-day operations—ensuring that bills are paid, correspondence is managed, appropriate



Patricia McFarland, MS, RN, FAAN
CNSA Executive Officer

government reports are filed and tax forms completed. They also ensure that the financial records of the organization are accurate, reflect the financial health of the organization and meet all accounting standards. Most importantly, they represent and promote CNSA to sponsors and industry partners. These relationships are leveraged to financially support the CNSA annual convention and keep costs for student attendees low. This year, more than \$90,000 has been secured in sponsorship dollars and exhibitor registration fees for the 2016 convention. These relationships help to make your convention possible.

Perhaps the most important connection that ACNL provides CNSA is ensuring that the voice of nursing students is heard at meetings where important nursing issues are discussed. This past year, CNSA President Shawn Palmer joined me at an Advisory Meeting to discuss the work of the California Action Coalition and the finalization of a white paper on nursing education. Both Shawn and Convention Director Krystal Scott joined ACNL advisors Donna Kistler, Brenda Brozek and 2015 ACNL President Dr. Susan Herman at the ACNL



ACNL Staff at the 2016 CNSA Convention (Left to Right): Jessica Spence, Katie Lenihan (volunteer), Wendy Smolich, and Brian Carrick.

CNSA Headquarters Report (continued)

Annual Conference where they met members of our state's nursing leadership community. Kyle Navarro, Membership Director-North, joined academic and service leaders for a workforce planning meeting in the East Bay hosted by *HealthImpact*, California's nursing workforce center. There are many other examples of nursing students attending important meetings throughout the state to dialogue about critical issues in nursing and health care.

The voice of nursing students was also heard very loudly at the Board of Registered Nursing (BRN). Since the BRN's adoption of the BreZE computer system, ACNL has advocated for streamlining the process to ensure timely licensure of our new graduates. In January, we testified before the BRN about the need to improve the process. Once we opened the discussion, every professional organization at the meeting supported our request for improvements.

As a result of this testimony, the department staff presented education sessions to ensure students and faculty understand the application process. Since January, ACNL has continued to advocate, both independently and in collaboration with other nursing organizations, for a more efficient and streamlined licensure system. The meetings and conversations with BRN staff have been very productive. However, when the processing times exceeded 20 weeks in July, immediate action was taken. This included sharing our concerns with Kaiser Health News (view article at: <http://californiahealthline.org/news/licensing-logjam-for-california-nurses/>). The voice of nursing needed to reach beyond the profession to gain support for our new graduates.

In July, Dr. Joseph Morris was hired and named new Executive Officer for the BRN. His vision, talents, and collaborative approach

were put into action immediately. I am pleased to say that as of September 15, the processing time for first time applicants is down to 30 days!

Partnering with ACNL has enabled CNSA to become a financially stable organization, allowed access to tables where important nursing issues are discussed and most importantly to help CNSA members connect with transformational leaders committed to helping our future colleagues develop and grow as nurse leaders. We look forward to continuing this successful partnership in the future.



President Shawn Palmer and Convention Director Krystal Scott with CNSA Advisors at the 2016 ACNL Conference.



CNSA Advisors at the 2016 CNSA Convention (Left to Right): Kathy Falco, Brenda Brozek, Donna Kistler, Susan Bowman, and Patricia McFarland.

FY 2015-16 CNSA Financials

April 1, 2015 - March 31, 2016



Revenue Expenses

2015 Convention Revenue



2016 Convention Revenue



CNSA is a financially strong non-profit organization! Your management company, the Association of California Nurse Leaders (ACNL), continues to look for opportunities to financially strengthen CNSA. ACNL has been successful in developing and strengthening industry partnerships on behalf of CNSA members. In fiscal year 2015-2016, sponsorship and exhibitor revenue exceeded \$90,000. Please join the CNSA Board, advisors and ACNL staff in thanking all of CNSA's industry partners, sponsors and exhibitors for their time, commitment and financial support of your organization.

How did CNSA transition from an organization in crisis to one of the strongest chapters of NSNA? There is no question it took time, energy and leadership. In 2004, the CNSA Board found itself more than \$40,000 in debt and no plan to correct this deficit. The management company at the time notified CNSA that they would no longer support the organization. It was a confusing time for the students, yet out of the fire came two outstanding young leaders, 2004 CNSA president John DeBor and Convention Director Nicole Marcy. John and Nicole approached the ACNL Board about helping them solve this financial crisis. After many meetings and conversations, ACNL agreed to manage CNSA and entered into a two-year contract. Within two years, with the help of ACNL members and industry partners, CNSA was once again a thriving organization.

CNSA's fiscal year is April 1 – March 31. Fiscal year 2015-2016 ended with a healthy profit of \$21,449. Over the past 12 years ACNL has successfully managed CNSA, helping to grow the organization's reserves to more than \$190,000.



2016 CNSA Annual Convention

October 7-9, 2016 at the Visalia Convention Center

A Culture of Learning: Our Passport to the World of Nursing!

By Kyle Navarro, CSU East Bay

2015-2016 CNSA Membership Director-North

CNSA's 2016 convention brought its attendees a host of inspirational educational sessions, thought-provoking debate of resolutions in the House of Delegates, networking opportunities with our peers and CNSA's professional colleagues and sponsors, and an opportunity to continue fostering the growth of California's nursing student leaders.

The 300+ nursing students in attendance heard Kathy Harren, MSN, MHA, RN, NEA-BC, California's Regional Chief Nursing Officer for Providence Health and Services, speak about strategies to reach our full potential in nursing.

We explored learnings from Florence Nightingale presented by the internationally recognized Nightingale Scholar, Dr. Louise Selanders, Professor Emerita for the College of Nursing at Michigan State University. And our riveting endnote address examined choices for terminal patients considering California's End of Life Option Act. This panel of health care experts was led by Joyce Eden, BS, MHA, RN, Director Clinical Transformation at Saint Agnes Medical Center in Fresno.

The convention featured a myriad of breakout sessions led by inspirational nurse leaders including presentations on advance practice nursing opportunities, self-care for healthy nursing practice, emerging roles in nursing, using your voice to impact the legislative market, how achieve success in today's job market, and much more. Our exhibit hall featured potential employers describing job opportunities, nursing schools discussing advanced degrees and vendors displaying and explaining their products and services. To add to the myriad of activities, we had the valuable opportunity to have nurse leaders reviewing resumes and offering job advice to our attendees.

The CNSA Board of Directors thanks our amazing advisors, the ACNL staff, our industry partners, and the sponsors and professional colleagues who support CNSA and contribute to the growth of our nursing student leaders. Without their dedication, none of this would have been possible.



Keynote speaker Kathy Harren addresses nursing students about harnessing their potential as future nurses.



Keynote speaker Dr. Louise Selanders discusses the life and impact of the "Lady with the Lamp."



Joyce Eden leads the discussion about California's End of Life Option Act.

2016 CNSA Annual Convention (continued)

CNSA members participate in the House of Delegates to discuss resolutions.



CNSA members celebrate at the travel-themed welcome party "Oh, the Places We'll Go!"



Nearly 100 students attend Hurst Review's educational session about improving test-taking skills.

CNSA Executive Officer Patricia McFarland presents the Katie Bray Inspiration Award to Paulo Molina.



2016 CNSA Annual Convention (continued)

CNSA members proudly represent their nursing schools from across California.



CNSA members donate blood for CNSA's Blood Drive at the Convention in partnership with the Central California Blood Center.



2016 CNSA Annual Convention (continued)

Thank you to our 2016
Convention Sponsors!

► **Diamond**

Adventist Health

► **Platinum**

Ameritech College of Healthcare
Cedars-Sinai Medical Center
Dignity Health
Kaiser Permanente-California Hospitals
Providence Health & Services - California
Stanford Health Care

► **Gold**

Association of California Nurse Leaders
Critical Care Training Center
Hurst Review Services
Kaplan Test Prep - Kaplan Nursing
NorthBay Healthcare

► **Silver**

Sharp Healthcare
UC San Diego Health System
West Coast University

► **Bronze**

California State University - Fullerton
Concordia University Irvine
UC Davis Medical Center
UC San Francisco
Patricia McFarland, ACNL CEO
Stephanie Mearns – ACNL Past President



► **Friends of CNSA**

Los Angeles Coastal Chapter – ACNL
Nursing Leadership Coalition of the Central
San Joaquin Valley
Judee Berg – ACNL Past President
Susan Bowman – CNSA Advisor
Brenda Brozek – CNSA Advisor
Nancy Carlson – ACNL Past President
Kathy Dawson – ACNL Past President
Peggy Diller – ACNL Past President
Beth Gardner – ACNL Past President
Judy Husted – ACNL Past President
Donna Kistler – ACNL Past President & CNSA Advisor
Ellen Lewis – ACNL Past President
Virginia Manss – ACNL Past President
Lynne Whaley-Welty – ACNL Past President



▶ Highlights from Membership Meetings

2016 Membership North

March 12, 2016 at Samuel Merritt University in Oakland



Highlights from Membership Meetings (continued)

2016 Membership South

July 30, 2016 at California State University, San Marcos



Marketing Your Brand: Strategies to Boost Communication

By Alyssa Gallardo, National University-San Diego
2015-2016 CNSA Communications Director



Modes of communication are ever-changing, and the abundance of new technology has made it easier to reach a broader range of people quickly. Despite this advancement, communication is still an ongoing challenge—whether you have a student nurse association that has long been established or one that has recently launched. Your chapter's brand is the image you portray to the world that makes you recognizable and attractive to your current and potential members and the community.

Building a strong brand adds value to what you have to offer, enticing your audience's interest to get involved. Effective communication plays a key role in successfully marketing any brand and in broadcasting your message to your audience. From participating in events to sharing important news, understanding various strategies to boost communication can motivate the people you reach to take action.

Broadcasting Your Message

Social media marketing has become a great tool to maximize communication capabilities. More and more people are becoming active on social media platforms because they enable online networking and expand word of mouth by arousing interest and conversation. They allow for easy accessibility and have the potential to carry your message far and wide. Once you have established your social media channels, you should advertise them at every opportunity to build your follower base. Provide easy to find links on your chapter website and on any

printed media to allow people to connect with you.

Encouraging people to like your chapter's Facebook page and to follow your chapter on Instagram and Twitter allows them to get quick updates they can easily access from their mobile devices. Social media also fosters endless professional networking possibilities, so people can connect across great distances. For instance, connecting with a student nurse association on the East Coast can even spark ideas about future fundraising or community service opportunities.

When promoting activities on social media, be as creative as possible to draw people's attention. Eye-catching visuals are more likely to get attention than merely text alone. On Twitter, you can post up to four photos in one tweet to stimulate interest in what you are advertising. You can create a photo collage, slideshow, or video that highlights the success of past events while simultaneously generating enthusiasm for future activities. Methods that engage your audience—photo contests, asking NCLEX-style questions, etc., are great ways to attract interest on social media. You can also offer incentives, such as opportunities for free giveaways, to reward people for their participation.

The content you share on social media should be easy to read but captivating. Instead of overloading a post with words, keep it concise and use your content as a gateway to your website, where you can elaborate with more details. You should also consider timing and frequency of your posts. On Facebook, you can schedule posts to publish regularly on future dates and times (no greater than six months in advance). Studies have shown that there are primetimes on certain days that people are more likely to view content on social media. Create your posts in the morning (8am to 9am) and around lunchtime to get more viewing traffic.

Other than online modes of communication, the use of printed media is a classic way of advertising your chapter's functions. Attention-grabbing visuals on printed materials are just as important as they are in social media marketing. Have an established bulletin board on campus in a convenient location to share updates and advertise events. Place flyers and posters in high traffic areas and in classrooms. A-frames allow for mobility of posters and can be placed in strategic locations around campus if

Marketing Your Brand (continued)

permitted. As with social media, keep the information on printed media short and sweet. Succinct information in bulleted lists is more likely to be read than text formatted in paragraphs, and remember to include your chapter's website and social media handles.

Utilize Your Resources

There are many cost-effective resources at your disposal that can improve your communication strategies. One does not need to be a Photoshop master to develop eye-catching graphics. Take advantage of online services (e.g. Canva, BeFunky, Fotor, and Piktochart) that offer free and easy-to-use tools to help you make high quality collages, posters, and other visuals. Remember to include your website and social media information on printed media. You can put quick response, or QR, codes on posters, flyers, and handouts for ease of access. People can scan the codes with their smartphones to connect them quickly to your website or social media. There are many QR code generators online that provide their services free of charge.

For printed media, NSNA has partnered with Office Depot to offer significant discounts on their printing services for members. The use of hashtags on social media is also a great way to circulate information and increase followers because users are able to discover posts that fall under topics of interest. Promote your own hashtag for members to use to cultivate a sense of community. Next time you tweet or post a photo on Twitter, Instagram, or Facebook, try #CA_nursingstudents to connect with other chapters in California.

Your biggest assets for boosting communication are your members. Word of mouth continues to be a tried-and-true approach to spread information. Encourage members to share posts on their own social media accounts. You can designate members to talk about events and share their experiences in their classes to distribute news and motivate others to get involved. You can reach out to members and friends with backgrounds in graphic design, photography, or journalism to find out if they are interested in contributing their skills on a communications committee. Ask members for

their input and ideas about what kinds of activities your chapter could do that would interest them in participating more. It is also beneficial to have open lines of communication that provide an easily accessible way for people to offer feedback, so you can evaluate your activities and promotion efforts.

Exploring various communication strategies can help you figure out what works best for your chapter. Take full advantage of your resources to make your social media interfaces better, especially for your own members. By enhancing means of communication within your chapter, you can stimulate increased participation from members and also motivate new members to join.

Successfully marketing your brand spreads the word about the amazing benefits you offer to make your members' nursing school experiences worthwhile.

Follow CNSA on
Social Media!



Instagram



Twitter

#CA_nursingstudents



Check out our SmugMug
for pictures of events!

cnsapics.smugmug.com

Like us on Facebook!

CNSA Committee Members

Breakthrough to Nursing Committee

Leslie Nguyen - *CSU East Bay*
Paola Molina - *Santa Ana College*
Robert Garibay - *CSU Stanislaus*
Andy Liss - *CSU Sacramento*
Shereen Haddad - *CSU Sacramento*
Ryan Robertson - *CSU Sacramento*
Cherrie Brosas - *CSU East Bay*
Phoebe Wong - *CSU East Bay*
Agnes Coll - *CSU Sacramento*
Caroline Fortini - *CSU East Bay*
Alan Nguyen - *San Jose State University*
Taylor Poole - *CSU East Bay*
Tiffany Cheung - *CSU East Bay*

Bylaws Committee

Krystal Scott - *CSU Sacramento*
Tyler Lauderdale - *West Coast University, Los Angeles*
Ashley Wiese - *West Coast University, Ontario*

Communications Committee

Kyle Little - *San Diego State University*
Kristina Cinnater - *Antelope Valley College*
Maria Cristales Garcia - *West Coast University*
Kristen Bender - *CSU Chico*

Community Health Committee

Brenda Gonzales - *Santa Ana College*
Jamie Kuhn - *National University, San Diego*
Jennifer Beck - *West Coast University*
Marine Banjarjian - *West Coast University*
Shalonte Carrasquillo - *Antelope Valley College*

Convention Planning Committee

Andrea Howlett - *CSU Sacramento*
Paola Molina - *Santa Anna College*
Claudia Capili - *West Coast University*
Cynthia Reynolds - *National University, Fresno*
Rose Castro - *CSU Sacramento*
Stacy Block - *Mount San Jacinto College*
William Gallegos - *West Coast University, Los Angeles*

Cultural Awareness Committee

Trina Tully - *Monterey Peninsula College*
Leica Williams Urby - *CSU Sacramento*
Robert Garibay - *CSU Stanislaus*
Paola Molina - *Santa Ana College*
Ashley Soim - *San Diego State University*
Daniel Duron - *CSU Stanislaus*

Image of Nursing Committee

Amy Gore - *CSU Sacramento*
Leah Martin - *CSU Sacramento*
Michele O'Neal - *West Coast University, Orange County*
Brittany Tinsey - *CSU Sacramento*
Ashley Wiese - *West Coast University, Ontario*

Legislative Committee

Daniel Duron - *CSU Stanislaus*
Lance Capisanan - *Mount St. Mary's College*
Monique Minter - *Butte College*
Ryan Robertson - *CSU Sacramento*

Membership North Committee

Angel Navarro - *CSU East Bay - Concord*
Cheryl Berganos - *CSU East Bay - Hayward*
Jessica Gonzalez - *National University, San Diego*

Membership South Committee

Ana Acaylar - *Long Beach City College*
Denine Duronslet - *Santa Ana College*
Katie Harper - *National University, San Diego*
Alyssa Gallardo - *National University, San Diego*
Kyle Navarro - *CSU East Bay Hayward*
Ashley Wiese - *West Coast University, Ontario*

NEC Committee

Jessica Gonzalez - *National University, San Diego*
Kyle Navarro - *Cal State University, East Bay-Hayward*

Resolutions Committee

Monique Minter - *Butte College*
Adriana Knight - *National University, San Diego*
Lance Capisanan - *Mount St. Mary's College*
Ryan Robertson - *CSU Sacramento*
Ashley Weber - *National University, San Diego*
Rosemary Castro - *CSU Sacramento*
Angelica Lopez Lester - *National University, San Diego*
Jovanna Ramirez - *Southwestern Community College*

The CNSA Board of Directors thanks
all members who assisted in the work
of our organization through service on
one or more CNSA committees.

Announcing the California Nursing Students Association's CAREER CENTER at www.cnsa.org



**JOB SEEKERS,
YOUR NEXT
CAREER OPPORTUNITY
COULD BE CLOSER
THAN YOU THINK.**

Job Seeker Benefits

- **Access** to high quality, relevant job postings. No more wading through postings that aren't applicable to your expertise.
- **Personalized job alerts** notify you of relevant job opportunities.
- **Career management** – you have complete control over your passive or active job search. Upload multiple resumes and cover letters, add notes on employers and communicate anonymously with employers.
- **Anonymous resume bank** protects your confidential information. Your resume will be displayed for employers to view EXCEPT your identity and contact information which will remain confidential until you are ready to reveal it.
- **Value-added benefits** of career coaching, resume services, education/training, articles and advice, resume critique, resume writing and career assessment test services.

www.cnsa.org



**CALIFORNIA NURSING
STUDENTS' ASSOCIATION**

Phone: (916) 779-6949

info@cnsa.org

www.cnsa.org



2015-2016 CNSA Annual Report