

California Nursing Students' Association

2013-2014 Annual Report



Creating the Future by Leading the Way

Report from Headquarters



CNSA Leadership

Creating the Future by Leading the Way

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

In August of 2003, then CNSA President John DeBoer and Convention Director Nicole Marcy approached the Association of California Nurse Leaders (ACNL) with an idea. They had been charged by the CNSA Board of Directors to find a new management company. At the time, CNSA was being managed more as a corporation than as a non-profit association. CNSA had become disconnected from professional nursing organizations. Membership was declining. The organization was in debt with no cash reserves. CNSA needed help! One of John and Nicole's first actions was to determine if ACNL would be interested in managing their struggling student association. The CNSA message was compelling and well received by the 2003 ACNL Board. The ACNL Board voted to enter into a two-year agreement with CNSA. That agreement has been extended several times and continues today. ACNL has been successful in providing financial stability to CNSA. Advisors have helped the CNSA governing boards for the past 11 years connect with professional nursing across the state. Critical to the success of CNSA and their partnership with ACNL was the expansion of the relationship to include the American Nurses Association\California (ANA\C), so that both ACNL and ANA\C provide advisors to the CNSA Board of Directors. Today, CNSA has grown to approximately 5,800 student members with a cash reserve of nearly \$100,000.

Past CNSA Board members have gone on to make significant contributions to the nursing profession by assuming leadership roles in the armed forces, hospitals and academia. Many of these emerging leaders have continued their education, receiving advanced degrees in nursing and business. They are leaders of the profession in local, state and national professional nursing organizations and health systems and are actively involved in the work to implement the Institute of Medicine's *Future of Nursing Initiative*. Many of these former Board members have shared that their early involvement in CNSA has allowed them to grow professionally and establish relationships with nurse leaders who have willingly mentored and advised them.

For me, working with CNSA has been professionally rewarding, challenging and inspiring. The emerging nurse leaders that I have had the pleasure of working with have inspired me to be a better leader and help me remember what it was like to be a young nurse. Most importantly, it has reinforced my belief that nursing is a **Great Profession!**

Thank you all for allowing me to do this work.
You are our future!

“Leadership is about stretching oneself professionally and making those uncomfortable areas more comfortable.”

-Shirley Chater, PhD, RN, FAAN

– CNSA –

Through the Years

2003 - 2004

President: John DeBoer

School: Point Loma

Led the selection of ACNL as CNSA's management company

2004-2005

President: Greg Montes

School: CSU, East Bay

Lead bylaw and policy development

Began the initial work on Nurse Intern Days at the Capitol

2005

President: Harrison George

School: Golden West College

Redesign of the website

Moved elections and convention to the fall

2005-2006

President: December Stroble

School: CSU, Sacramento

Developed CNSA's vision and mission statements

Collaborated with nurse leaders to develop Flo's

Cookie Jar

2006-2007

President: Lindsay Spry

School: San Francisco State University

Developed CNSA's tagline – *Creating the Future By Leading the Way*

Awarded the first grant for Flo's Cookie Jar

Sponsored fundraising night at the Ball Park to support the CNSA Foundation

2007-2008

President: Jim Edmonds

School: CSU, Fresno

Sponsored and mentored an International Student at NSNA Convention in Texas

2008-2009

President: Jeff Huber

School: Saddleback College

CNSA Board member invited to present at IOM hearing on the Future of Nursing

CNSA website became the model site for Aftercollege

2009-2010

President: Angela Schwab

School: CSU, San Marcos

Bridge program developed with ANA\C

Commissioned Brenda Brozek to write the book: *You're Hired!*

2010-2011

President: Kaley Ferreira

School: San Diego State University

Student engagement with the work of the IOM Future of Nursing Initiative

Nurse leaders began resume review at Convention

2011-2012

President: Shannon Murphy

School: San Diego State University

CNSA members full participants in the California Action Coalition

Second printing of *You're Hired!*

2012-2013

President: Kristi Miller

School: CSU, Fresno

Revised vision and mission statements

First CNSA Annual Report published

2013-2014

President: Matthew Grayson

School: Ohlone College

Read about CNSA's activities in this report!

President's Message

A Year of Opportunities!



Matthew Grayson, BS, RN
President

Many pathways exist to unlock the secrets of success. For the California Nursing Students' Association this past year, our pathways to success focused on membership participation, leadership development, building strong partnerships, maintaining financial stability and providing quality programs for our members.

CNSA's community of students, educators and health care leaders provides a valuable connection between innovative ideas and potential resources. Membership participation is at the heart of our organization. At 5800 members, CNSA is a strong voice for nursing.

For example, this past year, the Board of Registered Nursing's (BRN) new BreZE system effected our graduating members' ability to obtain their licenses in a timely manner. Several graduates shared their stories with CNSA's Board of Directors and Chief Executive Officer Patricia McFarland about delays in their new RN applications. Issuance of concerns by CNSA made an impact, and in response, the BRN initiated several improvements to the system and process. Although the BRN continues to work to improve the system, the new process is now more efficient and user friendly.

Leadership Development

The Institute of Medicine's *Future of Nursing Report* (2010) reminds us that nurses must lead to advance the health of communities. This means we seek leadership roles at all levels, and make our voices heard when and where health care decisions are made. CNSA

has been a strong partner in the work of the California Action Coalition to implement the IOM *Future of Nursing* recommendations in our state.

On the national level, Congresswoman Lois Capps is one of five RNs holding a seat in the US House of Representatives. She has been a strong advocate for nursing and health care throughout her political career. CNSA has been a strong partner in the *Nurses for Lois Capps Campaign*, attending events and spreading the word about Lois Capps' contributions to health care.

In June, Congresswoman Capps was recognized with the Diane F. Cooper Lifetime Achievement Award at Nurse.com's annual Nursing Excellence Awards ceremony in Universal City. As a public servant, she could not accept the \$2500 honorarium that accompanies this prestigious award. Instead, these funds were presented to the CNSA Foundation to benefit nursing students.

Leadership in CNSA does not just involve our Board members and advisors – CNSA is about its local leaders and members. Countless hours of coordination, communication and hard work are required to provide an array of leadership opportunities, services and events at the local chapter level. In an effort to recognize local leaders and members, two new awards were created this year: **CNSA Chapter Award** and **CNSA Star Chapter Award**.

The CNSA Chapter Award reviews one year of performance; whereas, the CNSA Star Chapter Award reviews three years of performance. These awards

President's Message

A Year of Opportunities!

By Matthew Grayson, BS, RN
President

recognize local chapters for their efforts to maintain operational excellence while creatively offering opportunities in community service and leadership development.

Partnerships

Partnerships enable the leveraging of resources to accomplish mutual goals. CNSA has benefitted significantly from our partnership with ACNL as our management firm over the past eleven years. The mission statements for both organizations stress the importance of developing nurse leaders and advocating for effective health policy. The advice, support, resources and continuity derived from our partnership with ACNL enables long-standing partnerships to develop, leading to quality programs and dynamic responsiveness to challenges.

In addition to ACNL, CNSA has a strong partnership with the American Nursing Association\California (ANA\C). ANA\C provides valuable support and advice for our House of Delegates and on legislative issues and parliamentary procedures. Both ACNL and ANA\C provide advisors to support the work of our Board and organization. We are very grateful for their advice and contributions.

CNSA was honored with the NSNA Legislative Award 2014 for our Nursing Students in Sacramento Internship (NSSI) program. This program, sponsored by ANA\C, enables two nursing students to learn more about the legislative advocacy process and visit the state Capitol to discuss important health care issues with our legislators.

We recently had another opportunity to make our voices heard in the legislative arena. As nursing students, we all know that our programs are required to teach theory and clinical concurrently. The Excelsior nursing program, which operates outside of California, offers an online entry-level associate nursing degree program



with no supervised clinical hours—only passage of a limited 2 ½ day clinical competency exam. Earlier this year, Excelsior attempted to promote legislation to allow this practice in California. Excelsior's teaching methodology discredits the valuable interactions that occur during clinical rotations. In partnership with several other nursing organizations, including ACNL and ANA\C, CNSA voiced opposition to the Excelsior model. The CNSA Board plans to present a resolution during our 2014 Convention to support the continuation of concurrent theory and clinical methodologies in our state.

Another exciting partnership with CNSA's sponsor and supporter, the Critical Care Training Center, has resulted in the *CPR Block Party*. Los Angeles County has one of the lowest cardiac survival rates nationwide (6.9%) due, in part, to low bystander initiation of CPR. CNSA members, along with many other volunteers, trained over 19,000 people in *Hands Only CPR* over a 24-hour period during CPR Awareness Week (June 1-7) at multiple locations. Another CPR Block Party was hosted in mid-September at major movie production studios, including Warner Brothers, Dreamworks, and Disney. You can host a CPR Block Party in your community by contacting Critical Care Training Center.

President's Message

A Year of Opportunities!

By Matthew Grayson, BS, RN
President

CNSA's partnership with the California Institute for Nursing and Health Care provided yet another opportunity this past year. For many years, the Coalition for Nursing Careers in California (CNCC) provided resources to promote careers in nursing, including the ChooseNursing.com website and the Nursing Ambassador program. CNSA has agreed to host and manage these resources. Our new website will soon contain CNCC presentations and materials available for download to be used by nurses and nursing students to conduct nursing outreach programs for diverse student populations of all ages. Look for more information in early 2015 about these important resources.

Quality Programs and Services

This past year, your Board of Directors worked tirelessly to improve CNSA. Our Board is full of intelligent, compassionate and extraordinary nursing students from across California. In addition to the successes I've already discussed in this report, here are highlights of CNSA's major accomplishments in 2013-2014:

- Eboni Cross, BTN Director and Melissa McClanahan, Image of Nursing Chair developed a *10,000 Hands in Motion* campaign. This is a train-the-trainer model with nursing students training high school students on how to be mentors. These high school students then become trainers and teach their peers. This workgroup also submitted CNSA's first grant application to the Office of Statewide Health and Planning Development (OSHPD). Although the grant was not awarded, the application provided OSHPD with a valuable introduction to our organization, and set the stage for future possibilities.

- CNSA Convention Director Jennifer Ericson, along with her committee, ACNL staff and advisors, planned an outstanding 2014 Convention, *To Infinity and Beyond: Limitless Opportunities in Nursing*. Annually, our convention is the premiere event for CNSA members and nursing students.
- Communications Director Jireh Somera led several important projects this year, including the redesign of CNSA's *Range of Motion* newsletter, production of this *Annual Report* and the launch of CNSA's new website and Career Center. Our website provides improved functionality and our Career Center will connect nursing students with job opportunities while generating revenue for CNSA.
- Our Membership Directors Samantha Ahwah (South) and Ella Klimkiv (North) planned two very successful Membership Meetings in 2014. Feedback from participants was very positive. In addition, several nursing schools received guidance and support to develop new CNSA chapters.
- Legislative Director Alexis Broggi has provided valuable assistance to students and schools presenting resolutions at the 2014 Convention. This year's resolutions are extremely meaningful to our profession.
- Vice President Devin Gray spearheaded needed modifications to our bylaws and provided support for candidates seeking CNSA office.
- Secretary-Treasurer Joe Vaughn provided a link to NSNA by submitting timely Board minutes and reports of CNSA's work to our national organization.

President's Message

A Year of Opportunities!

By Matthew Grayson, BS, RN
President

*"If opportunity doesn't knock,
build a door."*

-Milton Berle



These are just a few of the highlights from the 2013-2014 year. I invite you to read the rest of this *Annual Report* and learn more about the work of CNSA. It has been my honor to serve as your President this past year. I would like to take this opportunity to thank the CNSA Board, our advisors, our partners and especially you, our members, for your commitment to the nursing profession.

The *Future of Nursing Report* and *Affordable Care Act* are guiding the healthcare industry for the future. CNSA plays a vital role in developing future nurses and nurse leaders. Accompany your fellow students on this journey by being bold, asking questions, seeking advice, getting involved and sharing stories.

Vice President's Report

Bylaws: Developing the Structure for CNSA

What an honor it has been to serve as CNSA's Vice President! This past year provided me with many opportunities to learn and grow in my role as a leader of our organization. Thank you for allowing me to serve our membership.

During my term as Vice President, I was chair of the Bylaws Committee and focused a great deal of time learning about CNSA's bylaws to ensure they accurately represent our evolving organization and the nursing profession. Bylaws provide structure, while also reflecting the purpose and current practice of an organization. Commonly, bylaws remain current for many years; however, as an organization changes, bylaws may need to be amended to reflect these changes.

Therefore, the Bylaws Committee recognized the importance of adding the duties of the Nominations and Elections Committee (NEC) to bylaws. As chair of the NEC committee, I recognized that the committee is responsible for aspects of the nominations and elections before, during, and after the annual convention.

Individuals serving on the committee encourage CNSA members to run for elected positions, develop the candidate packet, review submitted candidate

packets for completeness, maintain the slate of candidates, organize the election process, prepare the ballot and provide support to all candidates. The NEC plays a vital role in assisting future CNSA Boards.

The second Bylaws section needing revision addresses membership eligibility—specifically when running for the state Board of Directors. The National Student Nurses Association (NSNA) addressed board eligibility at their recent convention. As an affiliated chapter, CNSA bylaws closely reflect those of our national organization.

Therefore, to ensure compliance with NSNA bylaws, the Bylaws Committee proposed an amendment that permits CNSA membership to be extended beyond the current eligibility of six months after graduation if a member holds a state office. This proposed bylaws change eases the process of running for state board for any current CNSA member, regardless of graduation date.

Most importantly, one of this year's goals involved working with the CNSA membership to share ideas and strategies to ensure CNSA's future. As Chair of the Nominations and Elections Committee, I set a goal to engage our members in the work of CNSA and develop skills that will help them become involved nurse leaders. During our membership meetings, I presented a session about the importance of becoming a delegate. I emphasized the responsibilities of delegates in representing their local chapter at the state convention. I was thrilled to discuss the process of running for state office and the exciting rewards and benefits of becoming a member of the CNSA Board of Directors. I have a strong passion for involvement in local, state, and national organizations and I hope my presentations on these subjects spark a passion in others.

As my term quickly comes to an end, I am greatly encouraged as I reflect on the past year as your CNSA Vice President. It symbolized a year full of firsts for me as a student and developing nurse leader. 2013-2014 marked my first CNSA and NSNA Conventions; my first work with bylaws, policies, and procedures; and the first time I appreciated the transition from student to professional nurse. CNSA has truly fostered my development as an aspiring nurse leader. I encourage you to take advantage of the many opportunities available through our incredible student organization! Thank you again for allowing me to serve as the 2013-2014 CNSA Vice President. I look forward to continuing to grow and learn together. We are nursing's future!



Devin Gray, BSN, RN
Vice President
San Diego State University



Financial Report

CNSA Continues to Grow in Numbers and Influence!

Serving as the CNSA Secretary-Treasurer for the 2013-2014 term has been an amazing experience! Over the past year, I worked under the guidance of some of California's finest nursing leaders, who, along with your CNSA Board of Directors, strive to ensure the stability of our ever-growing organization.

CNSA is a non-profit, tax-exempt organization, managed by the Association of California Nurse Leaders (ACNL). ACNL not only provides solid financial management, they also serve as advisors and mentors to your CNSA Board of Directors. It is this partnership that allows CNSA to grow in numbers and make a lasting, positive imprint on the nursing profession.

CNSA holds a 501(c)6 tax exempt status. The total revenue for the April 2013-March 2014 fiscal year was \$176,462. Approximately 30% of this revenue came from membership dues. With nearly 5,800 members to date, we are the National Student Nursing Association's (NSNA) largest affiliate chapter. The remaining 70% is from the 2013 CNSA Annual Convention, including registration and exhibitors fees, and generous donations made by sponsors from across the state. CNSA also receives revenue from sales of our book, *You're Hired!*—a current best seller on Amazon.

While the annual convention provides the majority of our revenue, the event also accounts for much of CNSA's expenses—approximately 60% of our organization's total expenditures are allocated to the convention. CNSA's total expenditures for the 2013-2014 fiscal year were \$183,277, resulting in a net loss of \$6,610 for the fiscal year ending March 31, 2014. The increasing costs of providing an excellent convention experience for our members has caused us to look for new revenue sources and cost reduction strategies to support CNSA's bottom line. The 2013 CNSA Annual Convention expenses were significantly higher than the previous year, partially due to costs associated with food, audio visual needs and convention management.



Joe Vaughn
Secretary/Treasurer
Antelope Valley College

Our need to look for new revenue sources became critical as we ended our fiscal year with a negative bottom line. Our new website provides us with an excellent opportunity to build a new revenue source while providing a needed service for our members. In the next few months, we will add a Career Center to our CNSA website providing a new untouched source of revenue and support for members seeking RN positions. Truly a win-win for everyone!

Your CNSA Executive Board manages the CNSA Foundation—a separate, nonprofit, 501(c)3 organization that houses our scholarship program and Flo's Cookie Jar, our emergency grant-in-aid program. As an officer on the Foundation Executive Board, it was among my responsibilities to develop this year's scholarship application. Fortunately, because of the continued support from sponsors, the CNSA Foundation has several scholarships available for members this year. Some of my fondest memories as Secretary-Treasurer come from promoting these scholarships at the North and South Membership Meetings.

As my term comes to an end, I look back at the success of this past year. CNSA membership is growing and our voices are continuing to be heard across the healthcare continuum.

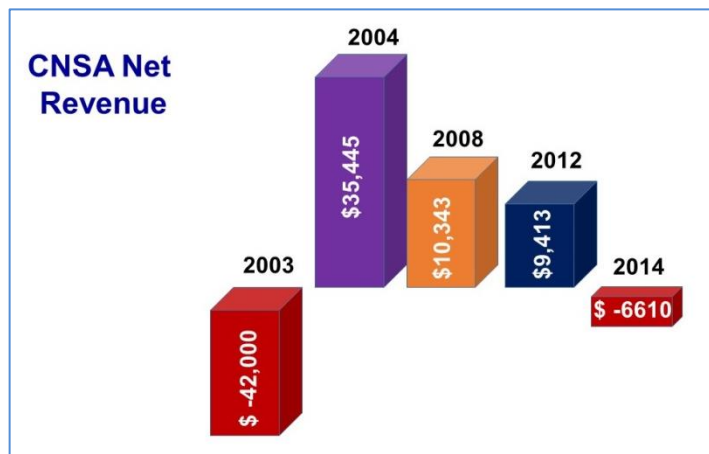
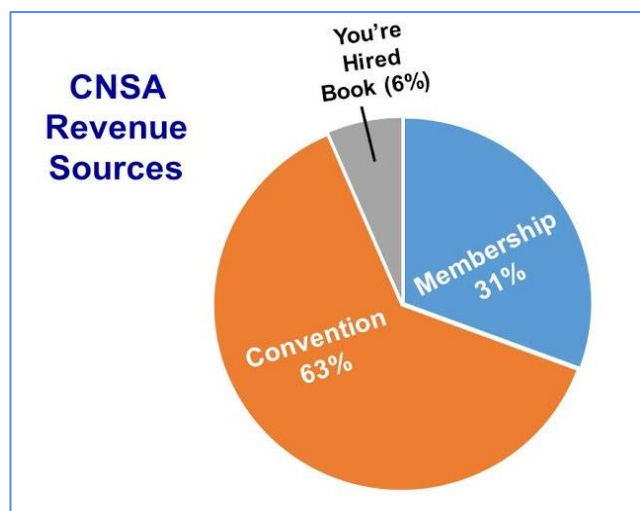
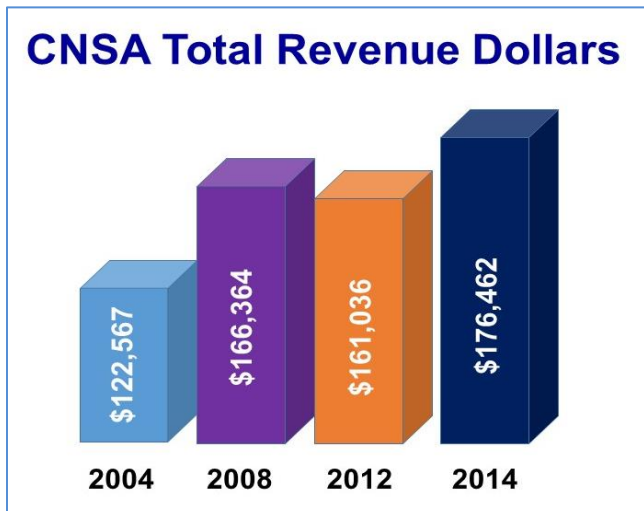
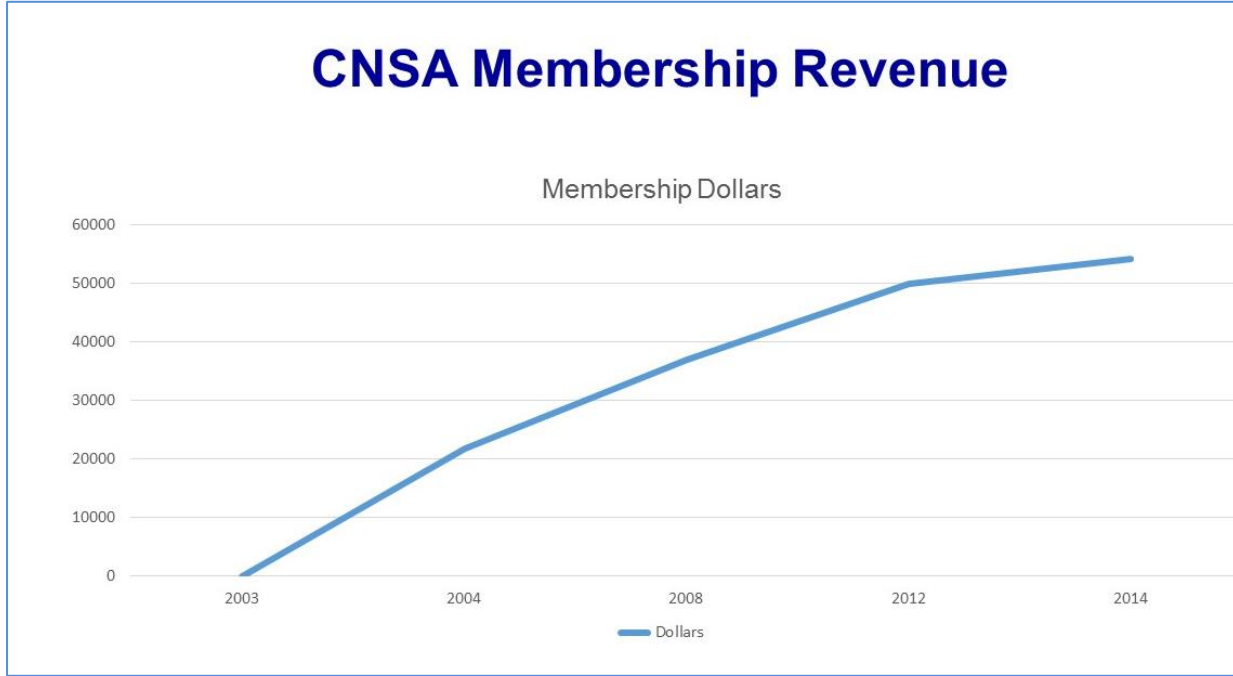
My role as an officer has allowed me to grow as both a leader and future nursing professional. Thank you for giving me this opportunity to serve.

***“The future belongs to those who believe
in the beauty of their dreams.”***

-Eleanor Roosevelt

Financial Report Continued

By Joe Vaughn
Secretary/Treasurer



2013 Convention Highlights

Change: Yourself, Nursing, the World

The Fairmont Hotel in San Jose was the site of the 2013 CNSA Annual Conference, ***Change: Yourself, Nursing, the World***. The three day event featured excellent educational sessions, intense debate of resolutions in the House of Delegates, and great networking opportunities with peers, professional colleagues and California's top nursing leaders.

With more than 500 students in attendance, KT Waxman, DNP, MBA, RN, CNL, CENP kicked off the Convention by sharing her inspiring journey as a nurse leader, ***Creating Your Path in Nursing: You Can Change the World!*** Nursing thought leader, Kathy Harren, MSN, MHA, RN, NEA-BC, inspired attendees to reach their full potential and encouraged CNSA members to harness their talents to truly make a difference. Dr. Kim Horton, DHA, MSN, FNP, RN, FACHE challenged attendees to elevate the nursing profession and use our voices to influence change.



The Convention also featured a wide variety of breakout sessions, including presentations about career growth, professional practice, competing in today's job market and nursing opportunities on an international level. Nurse leaders volunteered their time to review resumes and offer tips and suggestions to help attendees land their first jobs as RNs.

The 2013-2014 Board of Directors wishes to thank our industry partners, sponsors, faculty advisors and professional colleagues who continue to support CNSA and contribute to our growth as aspiring nurse leaders. Their commitment and dedication make our success possible.

Images feature students dressed up for the opening night festivities. The theme was "Super Heroes."

2013 Convention Picture Collage

Change: Yourself Nursing, the World



*“Our dreams can come true if we have the courage to pursue them”
-Walt Disney*



We thank our 2013 Convention Sponsors

Betty Irene Moore School of Nursing
Cedars-Sinai Medical Center
Critical Care Training Center
Dignity Health
Kaiser Permanente-Southern California
Kaplan Health
Lucile Packard Children's Hospital
Sharp Healthcare
Stanford Hospital & Clinics
UC Davis Medical Center
UC San Diego Health System
UC Irvine Healthcare
UCLA Health System
UCSF Medical Center
White Memorial Medical Center

Richard Brock
Brenda Brozek
Nancy Carlson
Beth Gardner
Donna Kistler
Ellen Lewis
Mary Lopez
Ginger Manss
Patricia McFarland
Stephanie Mearns
Robyn Nelson
Beverly Quaye
Lynne Whaley-Welty

- 2013 -

Resolutions Approved by the House of Delegates

- In support of awareness and advocacy for conservative use of diagnostic procedures involving radiation. *This resolution was chosen to present at the NSNA House of Delegates.*
- In support of strengthening the nurse licensure compact to remove barriers in disaster relief, telehealth, licensure regulation, and dispersion of mobile healthcare workers to areas of shortage.
- In support of improving perinatal care for childhood sexual abuse (CSA) survivors.
- In support of an increasing awareness of the effectiveness of patient and family centered care (PCC/FCC) implementation in a patient care setting.
- In support of increasing awareness and education of alarm fatigue to provide a safer environment in the hospital setting.
- In support of adherence to professional conduct by each CNSA Chapter.
- In support of increasing education and awareness of mental health care needs in nursing curriculum.
- In support of patient access to electronic health records: empowering patients by improving online based communication.

You can access these resolutions in their entirety on the CNSA website at www.cnsa.org.

- 2013 -

CNSA Scholarship Recipients

Association of California Nurse Leaders Scholarship

Emily Elder, CSU Sacramento
Carrie Williams, CSU Sacramento
Sonya Tran, Western University of Health Science

Ruh-Lenihan Scholarship

Sabrina McKinney, CSU, Sacramento

Dignity Health Scholarship

Spenser Cho, Western University
Matthew Manglal-Lan, San Diego State University
Ester Enas, Biola University

American Nurses Association\California Scholarship

Stephanie Peterson, San Diego State University

Northern California Recruiters Scholarship

Chelsea Hallford



ACNL Awards 2nd Annual *Katie Bray Inspiration Award*

The *Katie Bray Inspiration Award* is presented to a nursing student who has been nominated by faculty for their intellectual curiosity, passion for nursing, tenacity and commitment to quality patient care. The award is named after longtime ACNL member Katie Bray who, upon her death, provided an endowment to fund scholarships for nursing students.

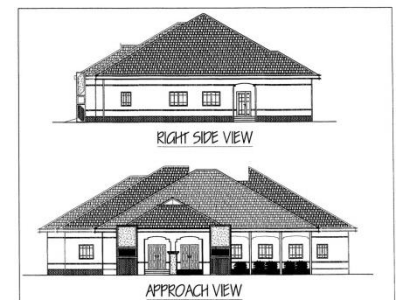
The 2013 *Katie Bray Inspiration Award* was presented posthumously to Kristina Chesterman, who was a first year nursing student at California State University, Chico. Kristina was tragically killed by a drunk driver in September while riding her bicycle home after a study session at the university library.

In submitting the nomination, the faculty at CSU, Chico wrote that: "Kristina was not only incredibly bright, she demonstrated exceptional intellectual curiosity. Kristina was a leader in her class and the first to volunteer for any community or university service project." Kristina's parents accepted the award and expressed their appreciation to CNSA for recognizing their daughter with this prestigious honor.



Kristina Chesterman

KRISTINA CHESTERMAN MEMORIAL CLINIC-OZU ABAM, NIGERIA



The money awarded went toward fulfilling Kristina Chesterman's dream of building a clinic and providing healthcare for the people of Ozu Abam, Nigeria.



Jennifer Ericson, BSN, RN
Convention Director
San Diego State University

2014 Convention Highlights

To Infinity and Beyond: Limitless Opportunities in Nursing

Serving as your Convention Director for the 2013-2014 year has been an incredible honor. I am so grateful for the opportunities that I was afforded, the knowledgeable and skilled team that I worked with, and most importantly, the friendships I have made.

I owe a very special thank you to my advisors, Patricia McFarland, Brenda Brozek, Susan Herman, Ginger Manss, as well as the ACNL staff, for their dedication. This team has fully supported the committee's ideas, sought out incredible speakers and sponsors, organized the exhibitors, created the convention mobile app and so much more. These individuals are committed to CNSA and the future of nursing, and I will always be grateful for all they do and everything I have learned.

Our primary goal was to plan a convention that best represented the feedback we received from CNSA members. The Convention Committee was instrumental in making this a reality. Committee members represented CSU Fresno, San Joaquin Delta College, Mt. Saint Mary's College and Mt. San Jacinto College. The Committee brainstormed breakout session topics, Friday night party ideas and created the concept for the convention logo. I thank them for their creativity, time, effort and assistance in creating what promises to be an outstanding convention.

When developing the theme for the 2014 Convention, we wanted it to be inspirational and highlight the unlimited opportunities in nursing. Born from these criteria is our theme, *To Infinity and Beyond: Limitless Opportunities in Nursing*. When brainstorming breakout sessions, it was important to reflect the desires of CNSA members, as well as promote the new and emerging roles that have been created as a result of the

2010 Institute of Medicine's Future of Nursing report.

After many meetings and emails with the Convention Committee and advisors, we have produced an exceptional lineup of presenters for the 2014 Convention. The Friday night party needed a theme that closely aligned with the overall convention theme. We selected *Out of This World* and encouraged attendees to come dressed as their favorite futuristic or space themed characters.

The 2014 Convention will mark our second year of using a mobile app. Everything you'll need to know about the Convention will be posted to the app, so be sure to download the app prior to arriving at the Sheraton Fairplex Hotel in Pomona. Committee members will be available on Friday and Saturday to assist attendees.

The Convention has been consistently promoted on Facebook and through email blasts. There are many students from the San Gabriel Valley and elsewhere across California who have volunteered to help at Convention and I am very grateful for their assistance. Again, I would like to thank my committee members and everyone who has helped with the planning and preparation in making this year's program a reality. I am looking forward to a great Convention!



2014 Convention Sponsors

CNSA is very grateful to our sponsors. They support our work and keep the cost of convention registration affordable for CNSA members and students.

Diamond

Cedars-Sinai Medical Center

Platinum

Providence Health and Services
Stanford Health Care

Gold

Association of California Nurse Leaders (ACNL)
Betty Irene Moore School of Nursing at UC Davis
Critical Care Training Center
Community Medical Centers
Dignity Health
Kaplan Test Prep
Lucile Packard Children's Hospital at Stanford

Silver

American Nurses Association\California (ANA\C)
Hurst Review
Kaiser Permanente – North
Kaiser Permanente – South
St Joseph Hospital, Orange
UC Davis Medical Center
UC San Francisco Medical Center
UC Los Angeles Health
UC San Diego Health System
West Hills Hospital
Stephanie Mearns, ACNL Past President

Bronze

Sharp Health System
Patricia McFarland, ACNL CEO

Friend of CNSA

ACNL Chapters

- East Bay Chapter, ACNL
- South Bay Chapter, ACNL
- North Central Chapter, ACNL

ACNL Past Presidents and Leaders

- Judee Berg
- Brenda Brozek
- Nancy Carlson
- Peggy Diller
- Beth Gardner
- Kathy Harren
- Judy Husted
- Donna Kistler
- Ellen Lewis
- Mary Lopez
- Ginger Manss
- Lynne Whaley-Welty



Breakthrough to Nursing Report

Reaching the Next Generation of Nursing Students



Eboni Cross
*Breakthrough to Nursing Director
CSU, Sacramento*

What an exciting year this has been! I can honestly say that serving as your 2013-2014 Breakthrough to Nursing Director has been one of the most challenging and rewarding adventures I have had to date. I have learned so much about what it means to serve, and how much influence one is able to have as a nursing leader. I look forward to passing the torch to the next CNSA member who has a passion for making a difference.

Serving in this position has allowed me to work directly with some of the most prominent and successful nursing leaders in California. They took time out of their busy schedules to help us build our leadership skills and develop our projects. I wish to personally thank every one of our advisors, especially my BTN advisor, Donna Kistler. We could not have pulled off this year's accomplishments without them.

Throughout the term I was able to work on several exciting projects. With the Image of Nursing Committee, we developed the *10,000 Hands in Motion* campaign. The goal of this campaign was to get diverse groups of people excited about pursuing nursing as a profession. Our committees worked in concert to develop the campaign and spread the message. During the membership meetings we promoted the campaign, and I was able to further develop the BTN committee. Through the campaign, I have been able to connect with BTN directors throughout the state, which was one of my main goals for the term. This campaign was just the beginning. Once we launched it, we were able to work on other exciting opportunities as well.

The State of California's Office of Statewide Health Planning & Development offered grants for organizations that promote healthcare professions.

It was a perfect fit for Breakthrough to Nursing. Once again, Breakthrough to Nursing and Image of Nursing committee members spent countless hours of hard work cultivating ideas to access this funding for several CNSA projects. We conducted meetings via Skype, in person and over the phone. With the assistance of CNSA president Matthew Grayson, the advisors from the CSU, Sacramento chapter, and of course the state CNSA advisors, we were able to submit the grant application in February. It required countless people selflessly volunteering their time to make this application possible.

The Breakthrough to Nursing Committee has the duty to maintain a repository of resources for use by BTN directors throughout the state. During the term, we have been gathering resources which will be made available for all BTN directors on the new CNSA website.

Early this summer CNSA was asked to consider taking over the management of the Coalition for Nursing Careers in California (CNCC) from the California Institute for Nursing and Health Care (CINHC). During the last critical nursing shortage at the turn of the century, nurse leaders from several Bay Area hospitals had an idea to develop a program to promote nursing to young people and underrepresented communities. Their outreach programs became very successful. This work flourished until the economic crisis in 2008. As CINHC began to look for organizational alignment for this work, it became obvious that CNSA was the best fit. Officially CNSA took on the oversight of the CNCC project in September. More information about this exciting project will be coming soon. The CNSA BTN Director and Committee will play a critical role in the development and ongoing management of the project.

Continues on page 17

Breakthrough to Nursing Report continued

by Eboni Cross, *BTN Director*

One of the most exciting things I was able to do this year was visit a budding CNSA chapter in the Sacramento region. They were seeking advice about how to help their chapter grow. I was able to meet with the chapter president and several faculty members. We talked about creative ways to encourage students to join the chapter, as well as ways to demonstrate the value of CNSA to the school administration. This was a favorite activity for me, because it gave me the opportunity to work with a developing chapter. I really felt like I was making an impact on their ability to influence their own community.

In June of this year, I was offered the chance to write for a popular nursing blog on behalf of the CNSA Board. I chose to write about how nursing students can have a positive impact on the acute care environment, and be assets to the nurses with whom they are working. I outlined several points, including the fact that nursing students genuinely want to help, do not mind taking on the more tedious tasks, and will work extra hard for any nurse who goes out of their way to work with them. As future nurses, it is important that we remember our experience as students and work to promote positive and fruitful clinical environments that foster professional growth.

Part of being a great leader also means taking a stand on important issues. I seek to do this with a resolution that I am authoring with several other CNSA Board members. It speaks in support of keeping strong standards for nursing education in California. I hope that through this resolution, we can inspire others to keep abreast of the political and legislative processes that have the potential to impact and define nursing.

During the Membership North Meeting, which occurred in August, we were all struck by the fact that our days serving together were coming to a close. It was an opportunity to come together for one last event before our big annual convention. Your Membership North Director did a great job putting the day together, and we were able to reflect on the year with great pride. I highly recommend that you put yourself in the position to one day serve with great nursing leaders, as I have this year.

Thank you for all of your support this year. It has been a great one, and I look forward to seeing you at the CNSA Convention.

Check out the <https://www.facebook.com/imageofnursingcalifornia>



Image of Nursing Report

Promoting Awareness of the Nursing Profession

My last 12 months have been dominated by personal growth. I have begun to understand how professional organizations contribute to the growth of the nursing profession and its individual members. For me, it is an honor to be part of CNSA and the nursing profession.

Over the past year, the Image of Nursing (ION) Committee has worked closely with the Breakthrough to Nursing Committee to promote awareness of the nursing profession. We have served as role models and encouraged CNSA members to become actively involved in leadership roles. To this end, we created *10,000 Hands in Motion*, a campaign designed to get nursing students excited and engaged as leaders in their schools and communities, bring together diverse groups of people and spread the word about the nursing profession and our contributions to the health of our communities. Students have responded favorably by hosting *10,000 Hands in Motion* campaigns across the state. Our goal was to create an opportunity for involvement and document these

events by recording their occurrences. Participating schools submitted information to the CNSA Breakthrough to Nursing Director. The submission that recorded the largest number of attendees involved in *10,000 Hands in Motion* will be announced at CNSA Convention. The winning school will be presented with a Community Service Award.

While working on the campaign, the Image of Nursing Committee also found time to learn the process of grant writing, and applied for a grant—the first in CNSA’s history. This grant application opens the door for potential fundraising for CNSA in the future. During the year we learned by doing, and found that the best way to reach people with our message about the positive image of nursing was through social media. The Image of Nursing Facebook page, created and operated by social media savvy members of the committee, served as a portal for communication among members and a place to post stories and information relevant to nursing in the media. In the spirit of collaboration, the Committee has worked closely with Breakthrough to Nursing Director Eboni Cross on resolution researching and editing for the upcoming CNSA convention.

As this year comes to a close, I would like to thank members of the Image of Nursing Committee for their dedication and commitment to CNSA and the future of our profession. It is also important to recognize Eboni Cross, who played an active role in the Image of Nursing and Cultural Awareness Committees. It is the hope of our Committee that CNSA will continue to grow, evolve and cultivate leaders who will take our profession to places we can only dream it will go.



Melissa McClanahan, BSN, RN
Chair, Image of Nursing
Committee
CSU, Sacramento

“Commitments are driven by passion! Commitments are something you believe in and live for. What are your commitments?”

--Marla Salmon, ScD, RN, FAAN

Communications Report

Capturing the Moment



Jireh Somera, BSN, RN
Communications Director
CSU, Fresno

This past year has truly been amazing! Reflecting back, I would not have predicted the amount of growth I have achieved by being a member of the CNSA Board of Directors. It has been an honor working with such incredible people supporting one another throughout our term.

During my term as Communications Director, I embarked on the journey of precipitating information to our California constituents. Whether it was through email blasts, updating website content, or utilizing social media, I was determined that students had access to the many opportunities CNSA has to offer.

One of my key goals this year was to capture the moment. You can view these moments throughout our website gallery, on Facebook, and in past *Range of Motion* publications. This year the *Range of Motion* had three publications and focused on recapping past events while also offering opportunities for chapter members to share their stories. When the company that was previously assisting in producing the *Range of Motion* ended their relationship with CNSA, I was able to utilize my background experience with Adobe Photoshop to create a new layout for the newsletter. My goal was to construct a publication that not only informed our membership, but also highlighted news utilizing images captured during various events. We have received much positive feedback about our newsletter format.

I also focused on utilizing social media to complement the website content. Facebook was another avenue to ensure that lines of communication with members were steadily available. Facebook was a great way for the CNSA Board to post flyers, links to scholarships, events, etc. As a result, CNSA has seen

an increase of “likes” on Facebook to 1,736 users.

Over the past several months, a team consisting of fellow Board members and advisors began working to create a new website for CNSA. This new website is visually appealing, user friendly and will contain several new features, including a Career Center to help our members locate RN employment. The new website will be unveiled during the 2014 Convention in Pomona.

In conclusion, I would like to thank everyone who has submitted articles, proofread the newsletter, snapped photos and offered article suggestions. Without your participation and input I would not have achieved my goals as Communications Director. I would like to also thank my fellow board members, the ACNL staff, and the CNSA advisors, especially Brenda Brozek, for providing help and support throughout this 2013-2014 term.



Legislative Report

Influencing Change Through the Resolution Process



Alexis Broggi
*Legislative Director
CSU, Fresno*

What a wonderful experience it has been serving as the CNSA Legislative Director for 2014. I feel very fortunate to have been given the opportunity to not only gain ample experience and knowledge, but also to work with some truly incredible people along the way.

The first was CNSA President Matthew Grayson, who contacted me in early March to tell me that I had been voted by the Board of Directors to become the new Legislative Director for the remaining 2014 term. I was ecstatic, but nervous, because it was the week applications for the Nursing Student in Sacramento Internship (NSSI) were due, and it was my responsibility to choose the recipients. Matthew and our Vice President, Devin Gray, became my closest companions that week as we read and discussed every application, choosing CNSA members Stephanie Smith and Ashley Diamond. Less than one month later, the American Nurses Association\California (ANA\C) Membership Director, Phillip Bautista, and I accompanied Stephanie and Ashley to RN Day at the Capitol where I was honored to represent CNSA.

Later that week, I was on a plane to the National Student Nurses' Association (NSNA) Annual Convention in Nashville. I represented CNSA as a delegate and as the Legislative Director of one of our country's leading states in implementing health care reform. I met NSNA members from across the country and became close with my fellow board members, namely Eboni Cross and Ella Klimkiv, who played a huge role in my transition to the Legislator Director position.

Upon returning from the NSNA Convention, knowing that the resolution process would begin soon, the hunt was on for some dedicated committee members. After attending the National Convention's resolution hearing, I knew we needed committed members. While searching for committee members, I was able to revise the resolution information on the website to coincide with NSNA's Resolution Guidelines. Soon after, CNSA members Makayla Marco and Tania Navarro became committee members. Together, we rolled up our sleeves and got down to work. Our primary job was reviewing the 2014 resolutions and working with the authors to ensure that the resolutions are complete and meet all requirements for the House of Delegates at the 2014 CNSA Annual Convention.

It is hard to believe that my term is coming to an end. I could not have accomplished this alone, and appreciate the dedication of my committee and the guidance of my advisors, Dr. Susan Bowman and Cathy Melter. I would also like to acknowledge the 2013-2014 Board of Directors — they have made substantial progress for CNSA and have accomplished so much. It has been an absolute honor to be a part of this progression. Once again, I would like to thank everyone involved in the program. It has been an incredible and rewarding term, and I cannot wait to see where these changes lead CNSA.

*“Be appropriate! Be bold! Be courageous!
-Vernice Ferguson, MA, RN, FAAN, FRCN*

Membership North

Report

*Empower Others,
Impact the World!*

Ella Klimkiv
Membership Director – North
CSU, Sacramento



First, I would like to thank you all for entrusting me with the role of Membership Director North. This one year journey has been an incredible experience I will always cherish. As my term comes to a conclusion, I can wholeheartedly say: “I do not want it to end!”

It has been my pleasure to serve on the CNSA Board. At the beginning of my term I was both nervous and filled with anticipation—this was my first position on the state level. I dedicated myself to do my best, by striving to grow and learn. The support from my fellow Board members and advisors has enhanced me as an individual and provided necessary assistance when needed. There are no words to describe the gratitude I have for each Board colleague and advisor. My interactions with them have inspired me and left an imprint in my life.

My main duty as a Membership Director was to organize the Membership Meeting North. This year, the event was held on August 16 at California State University, Sacramento’s School of Nursing. Although this was scheduled during the summer when many schools are not yet in session, many students from different chapters attended the meeting. There was a great deal of planning involved in organizing this event. A special thank you to our event sponsors: Critical Care Training Center, Kaplan Test Prep, Hurst Review, and ACNL Chapters including East Bay, South Bay and North Central. Noah’s Bagels and Chipotle generously agreed to provide free food for the event. Our two main speakers were: Brenda Brozek, author of *You’re Hired! A Nurse’s Guide to Success in Today’s Job Market*; and Mario E. Eguizabal, Nurse Residency Recruiter at UC Davis Medical Center.

I would like to thank everyone who attended the Membership Meeting North and all those who worked hard to make the event possible. A special thank you to my Membership North Committee: Miranda Reed and Marya Prikhodko.

This year, the National Student Nursing Association Convention was held in Nashville, Tennessee in April. I was very fortunate to attend the event and connect with students from across the United States. As a delegate, I was able to participate in House of Delegate sessions, vote, and learn more about the governing process. This was an opportunity of a lifetime and I truly recommend that all nursing students attend CNSA and NSNA conventions. At these conventions, there is a vast amount of information that is valuable and life changing.



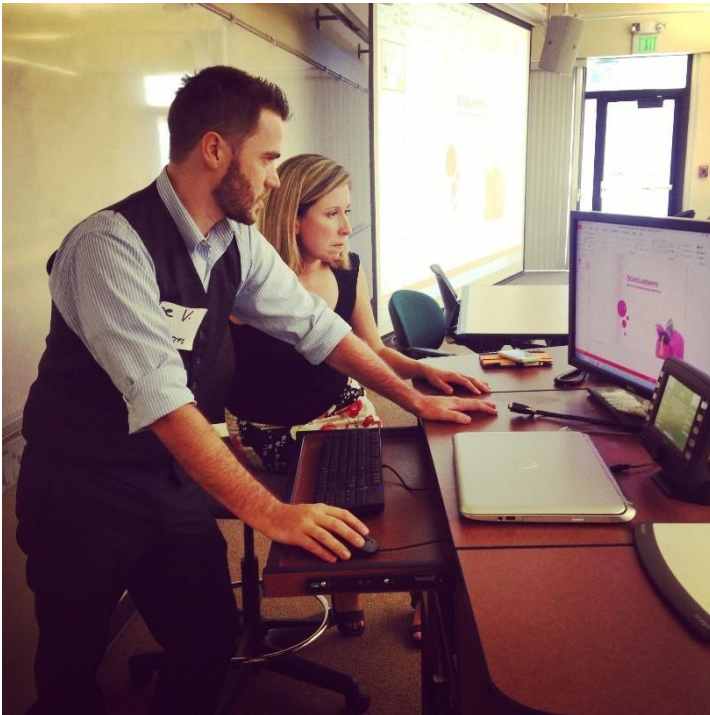
Membership North Report continued

by Ella Klimkiv
Membership Director – North

As I look forward to the CNSA Convention in Pomona, there are projects that I am working to complete. One of them is co-authoring a Resolution to be presented at the Convention. I have been working with Eboni Cross, Breakthrough to Nursing Director, in co-authoring this resolution. I am also involved in promoting the upcoming Board of Directors election. I would like to encourage students to consider serving on the 2014-2015 Board of Directors. If you're interested, it is beneficial to submit an application to be pre-slated for your desired position. If you would like to find out more information about Board positions, please contact the current Director holding that office. Contact information is provided on the CNSA website (www.cnsa.org) under each position. You can also contact me directly at memdirnorth@cnsa.org. I am available to help you!

At the convention, I will be distributing forms to gather updated contact information for each chapter in attendance. Please make an effort to participate and provide the necessary information. This will help future Membership Directors stay in contact with your chapters and provide you with information and guidance.

This was a year of productivity, growth and results. I am abundantly blessed to have been a part of this incredible Board of Directors. I am looking forward to seeing each of you at the 2014 Convention.



"Life is a gift, and it offers us the privilege, opportunity, and responsibility to give something back by becoming more". –Tony Robbins

Membership South Report

Connecting with Our Chapters and Members



Samantha Ahwah, BSN
*Membership Director-South
San Diego State University*

It has been a pleasure to serve on the 2013-2014 CNSA Board of Directors as Membership Director of the Southern California region. My fellow Membership Director, Ella Klimkiv, and I have had a busy year spearheading membership services as we collaborated with our committees, Board of Directors and advisors to recruit and retain members.

My work began with planning the Membership Meeting South. Membership Meetings are one of the most effective ways for state Board members to connect with our local members and chapters. These meetings provide an opportunity to report directly to our membership about the year's projects, and is also your chance to tell us about your chapter's successes and challenges. This year, the southern meeting was held at CSU Long Beach. We had 97 students in attendance with representation from 18 schools, ranging from CSU Fresno down to San Diego State University, with the largest contingent of students coming from Bakersfield. I was so proud to see the dedication of our members and their willingness to travel so far to attend the meeting. A special thank you to our sponsors: Critical Care Training Center, Kaplan Test Prep, ACNL's Inland Empire Chapter and Valley Presbyterian Hospital.



A priority for Membership Directors is to enhance the communication between state Board members and our membership. Throughout the year, we have been constantly compiling updated information from our chapters so that we can disseminate news and information more effectively. We have pushed for our school chapters to create and utilize generic email templates with the idea that they will be handed-off each year to the newly elected Board of Directors. This work will be continued at the 2014 Convention through the use of the *Chapter Contact Information Form*. So please take time to complete a form for your chapter during the convention. Additionally, we realize that many chapters utilize social media as a means of communicating to their individual members. So we have begun to use our CNSA's Facebook page to open another pathway of communication and follow the work of your chapters.

On the chapter level, the Membership Committee and Board welcomed three new chapters in Southern California in 2013-2014. To provide support for new and existing chapters, we have created a more comprehensive and user-friendly chapter toolkit with resources specifically designed to assist chapters. One of our visions when we started this journey together was to provide chapters that are new or need support with a seasoned local chapter mentor. Since California is such a large state with so many chapters, it is not possible for State Board members to visit every chapter, though we strive to visit as many as we can. Therefore, as we compile the updated contact information, we are also updating the school chapter map. This visual is just another way to bridge our chapters and facilitate chapter growth by encouraging collaboration and idea-sharing among chapters.

Membership South Report continued

by Samantha Ahwah, BSN
Membership Director-South

Finally, our last bit of work includes hearing from you. We want to gauge member satisfaction with CNSA. Inspired by our advisors, CNSA is conducting a brief membership survey so that we may explore opportunities to grow CNSA's membership services. A link to the survey can be found on the homepage of CNSA's new website and on the Convention App. Ella and I will provide this information to our incoming Membership Directors to help them form their goals for the next year. Your input will help us to develop programs and services to best meet your needs.

CNSA's strength comes from the devotion of our membership! With one of the largest state organizations in the country, the work of our organization cannot be fully accredited to the Membership Directors and the CSNA Board of Directors – CNSA gives you that credit. We are so thankful that our members have taken responsibility in recruiting more aspiring nurse leaders to our organization. Continue to spread the word about the benefits of being a CNSA member and encourage a fellow student to join today.

In growing our membership, we increase our influence as students and make our voices heard, as we live our vision of: *Creating the Future By Leading the Way!*



"I think a hero is an ordinary individual who finds the strength to persevere and endure in spite of overwhelming obstacles."

-Christopher Reeve

2013-2014

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Committee Chair: Cultural Awareness

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2013-2014

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 Miranda Reed, *CSU Sacramento*
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 Libby Chase, *CSU Sacramento*

Bylaws

Zack Huddleston, *CSU, Fresno*
 Carina Klescewski, *CSU, Sacramento*

Communications

Shanae Epps, *College of the Canyons*
 Kati Chaffin, *CSU, Fresno*
 Alex Argame, *CSU, Long Beach*
 Seara Kranh, *San Joaquin Delta College*

Convention

Jacqueline Yerian, *CSU, Fresno*
 Darci Luihn, *San Joaquin Delta College*
 Shirley Warnken, *San Joaquin Delta College*
 Joseph Roberto, *Mt San Jacinto College*
 Whitney Lam, *Mt St Mary's College*

Cultural Awareness

Blanca Gonzales
 Amber Medina, *Antelope Valley College*
 Maite Medina, *UCLA*

Finance Committee

Ramiro Naverez, *Moorpark College*
 Daryl Fuentes, *Los Angeles Valley College*

Image of Nursing

Megan Barker, *CSU Sacramento*
 Christine Barham, *CSU Sacramento*
 Brianna Carman, *CSU Sacramento*
 Shanae Epps, *College of the Canyons*
 Alison Gil, *CSU Sacramento*
 Marcella Levatino, *CSU Fresno*
 Libby Lindberg, *CSU Sacramento*
 Alexandra Mahle, *CSU Sacramento*
 Maite Medina, *UCLA*
 Poppy Miller, *Grossmont College*

Legislative/Resolutions

Makayla Marco, *San Diego State*
 Tania Navarro, *CSU, Fresno*



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