



ISNIA®

**INDIANA STATE
NURSES ASSOCIATION**

ISNA Member Survey

- Collect information re: members and former members participation in ISNA and reasons for lack of
- Identify what issues, services and programs are valued
- Gather information why nurses did not renew their membership

- ISNA Member Survey Process
- ISNA engaged services of Wilford Butler, CAE, President and CEO Butler Consulting Group
- Mr. Butler met with region representatives and board on June 11, 2004 – focus group
- Surveys (current and former members) mailed and posted online August 2004
- Membership Task Force reviewed survey results early September
- Results to go to members for review and recommendations on September 18, 2004.

Task Force Members

- Barbara Kelly, Chairperson Martinsville
- Margaret Go South Bend
- Veda Gregory Terre Haute
- Ella Harmeyer South Bend
- Terre Holland Greenfield
- Patricia Jacobs Bicknell
- Tara Kunkel Indianapolis
- Shirley Mohren-Graves Sellersburg
- Dale O'Donnell Munster
- Carol Walp Columbus

Former members

- Mailed 317
- Replied 35

- Email notice for online survey 163
- Completed online survey 18

- Combined response rate 11%

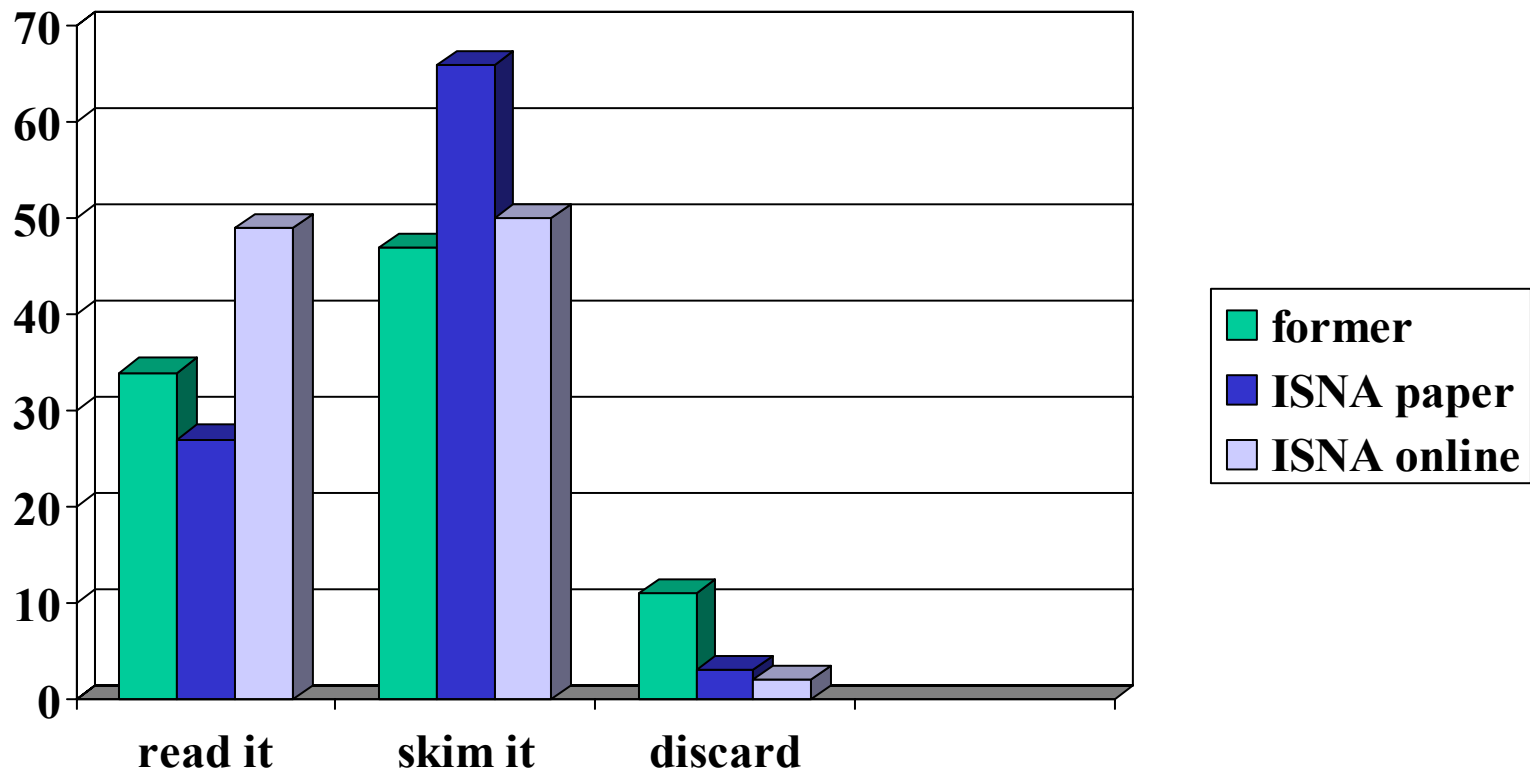
Current ISNA Members

- Mailed 651
- Returned survey 157
- Response rate 24%

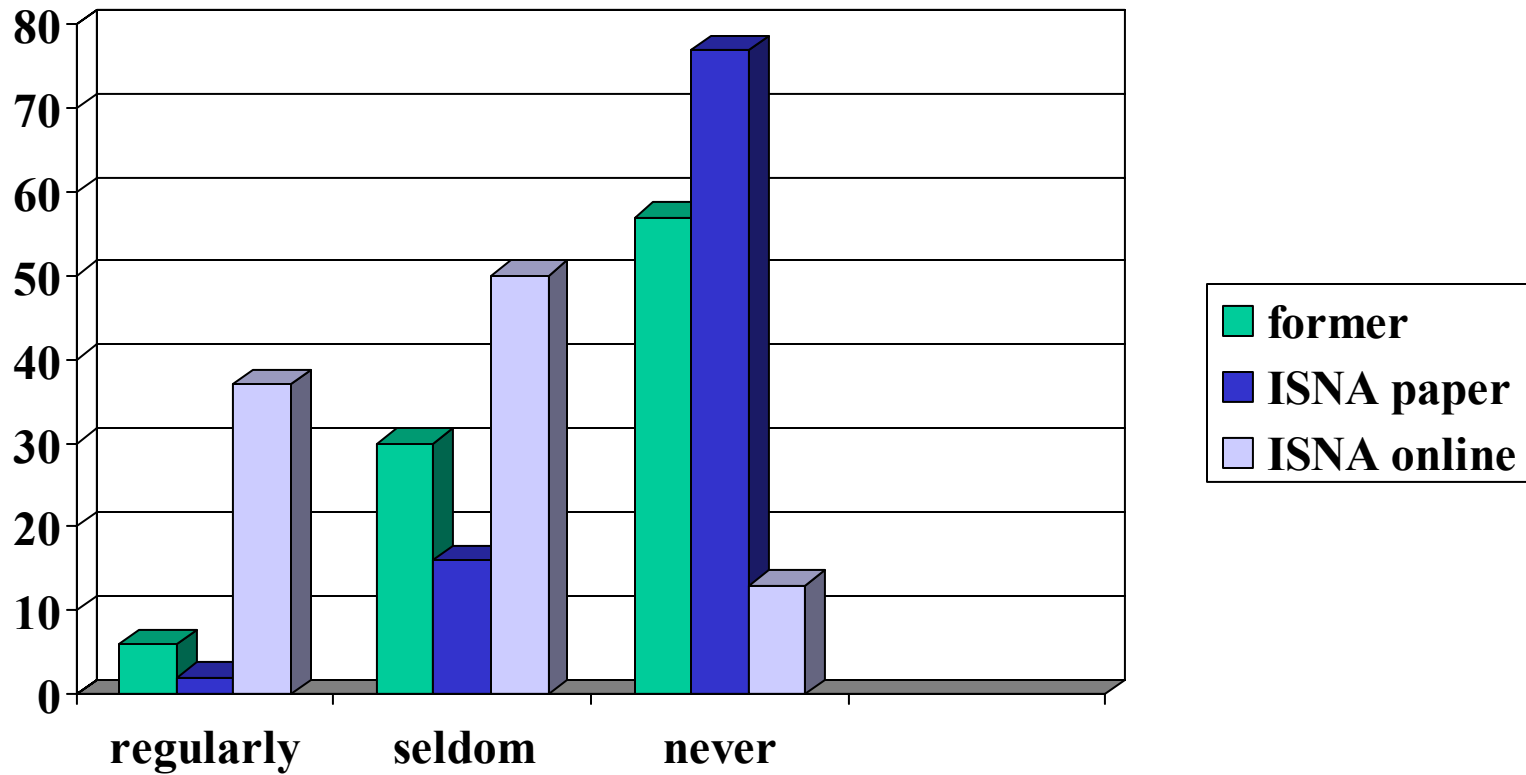
- Email notification for online 720
- Completed online 235
- Response rate 33%

- **COMBINED RATE 29%**

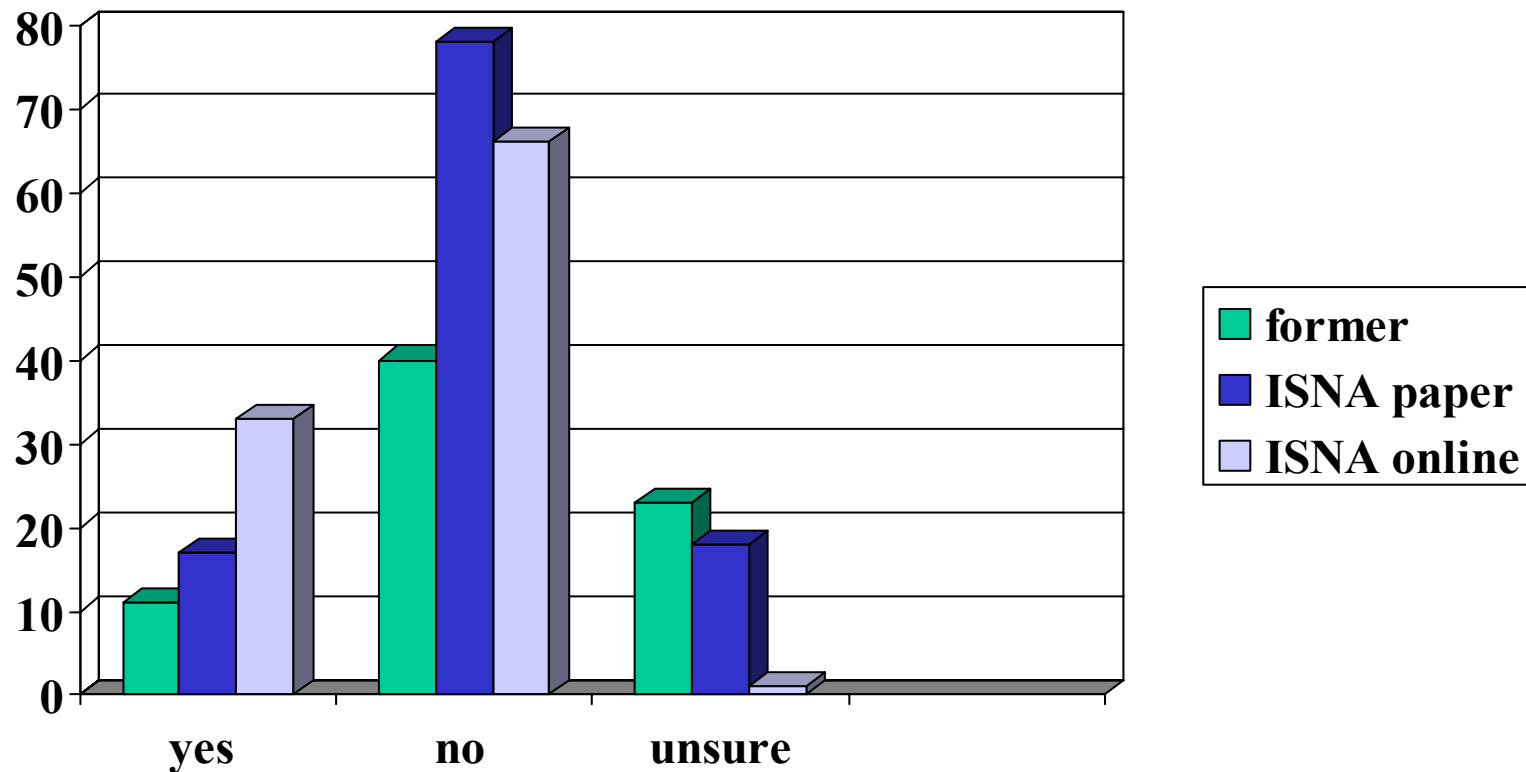
% Read ISNA Bulletin



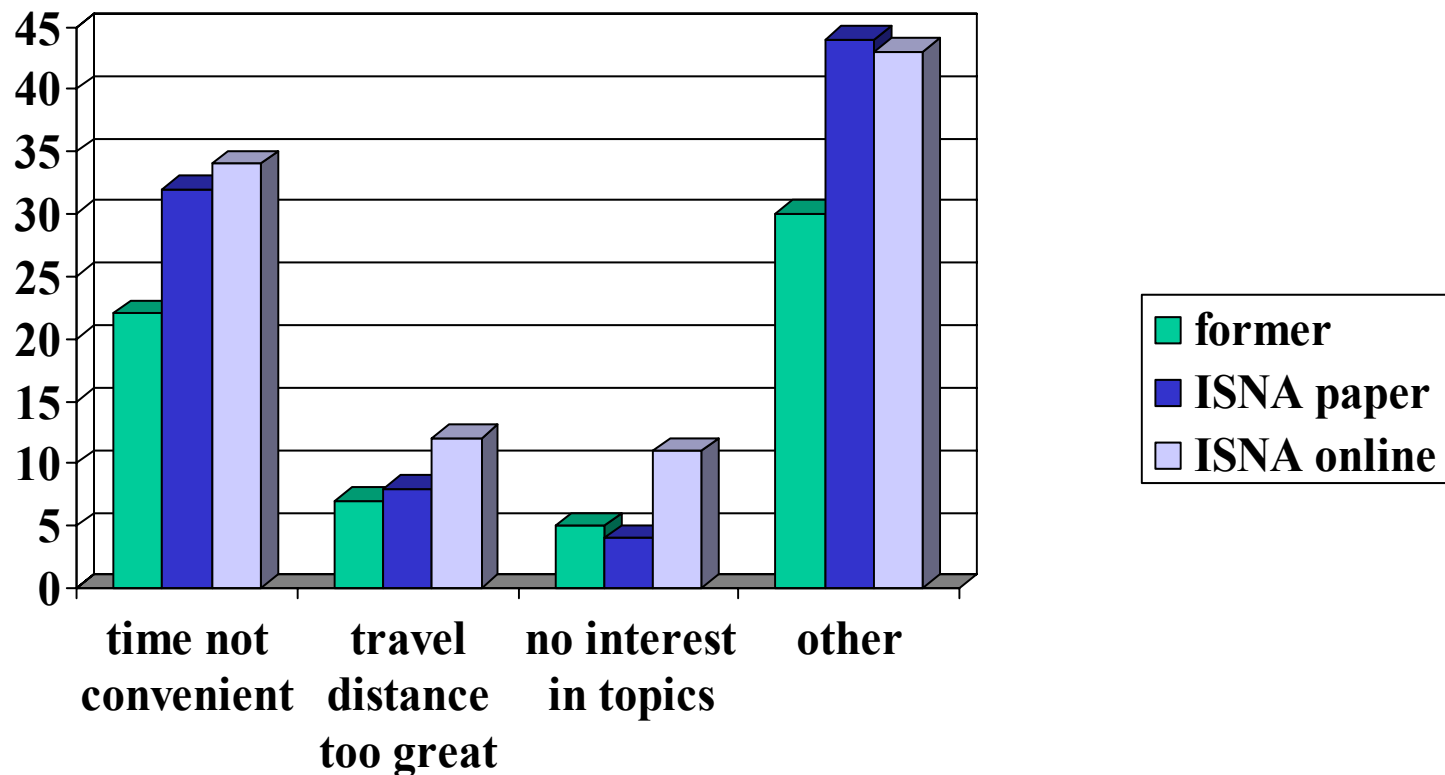
% Use ISNA Web Site



% Attended Region meeting in last 2 years



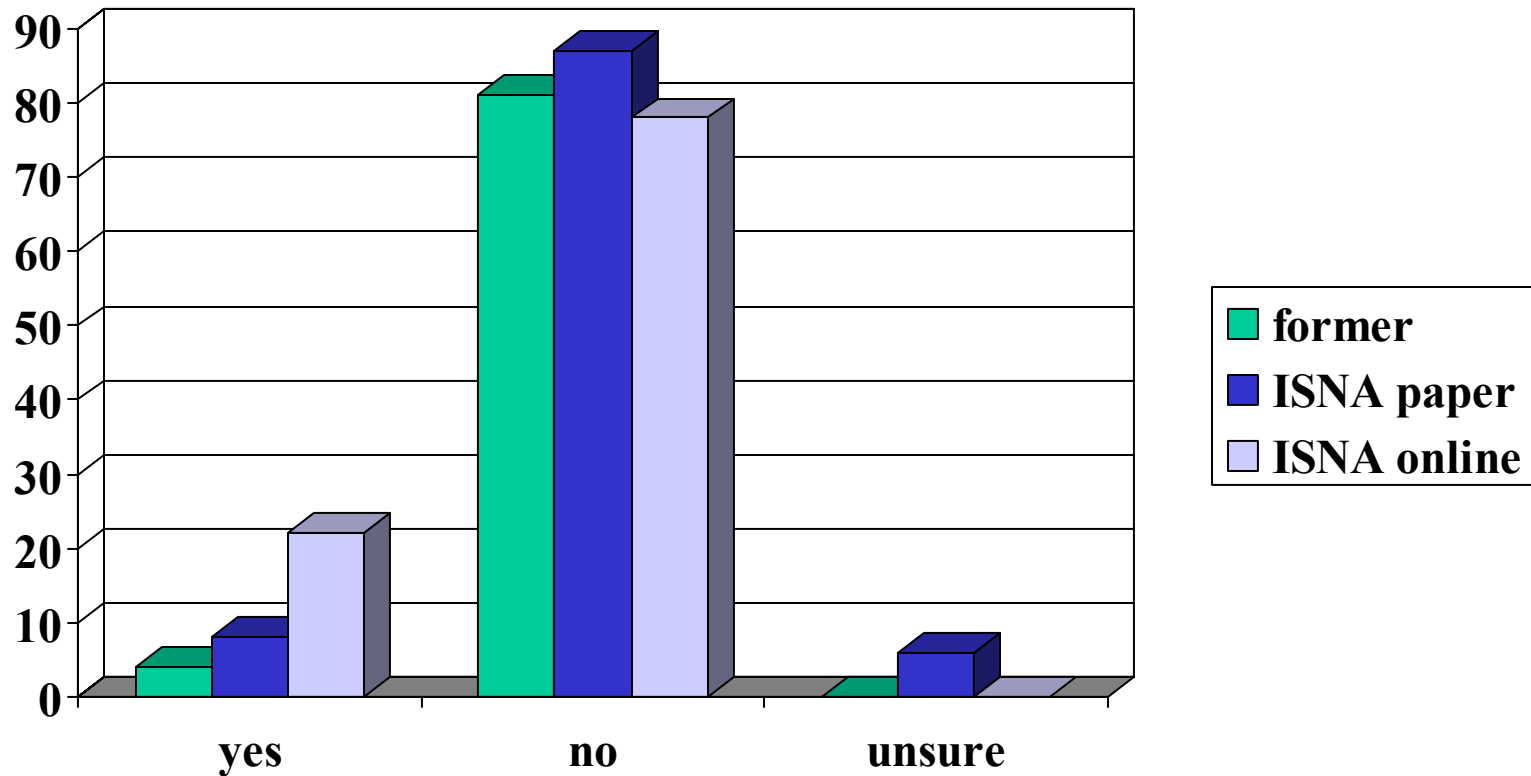
Reason for not attending Region meeting



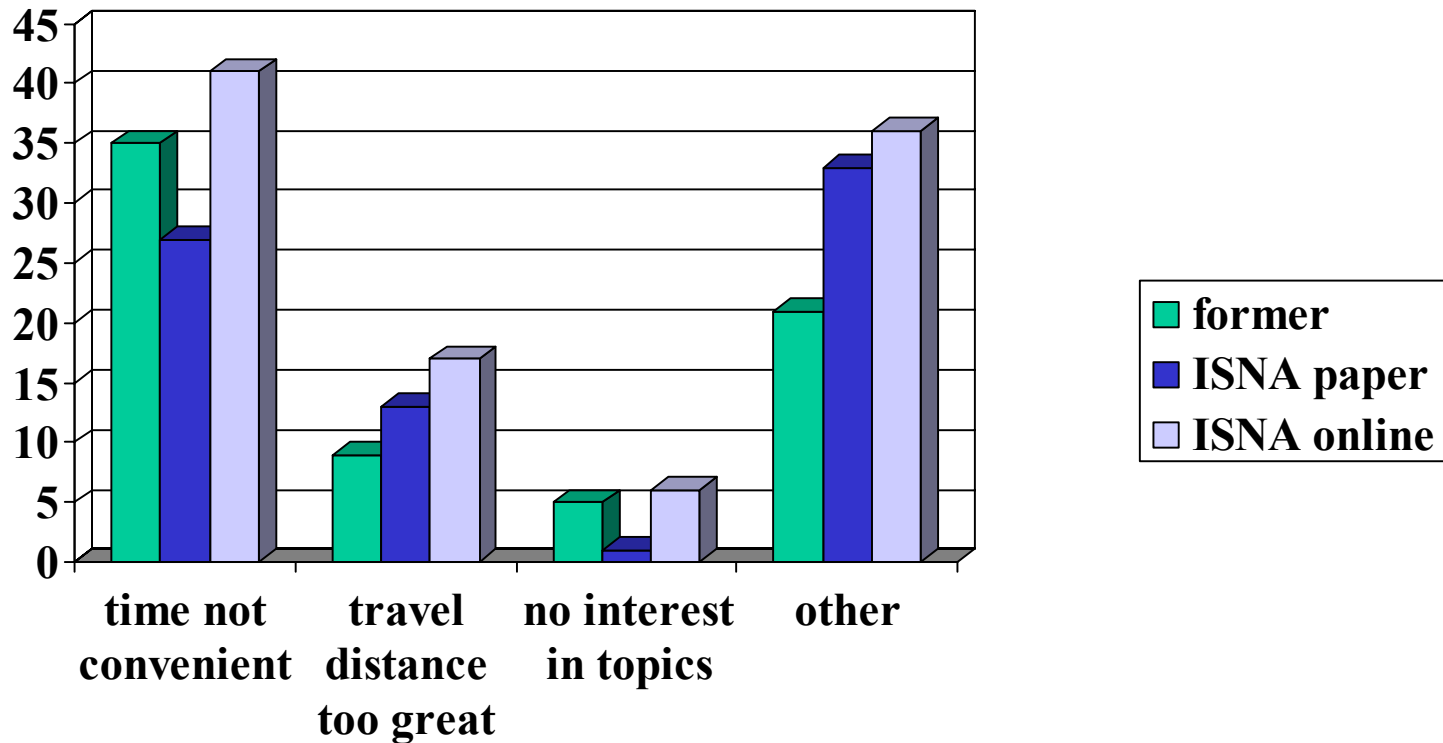
Other reasons for not attending

- **FORMER MEMBERS**
- Time: work late, too tired, busy schedule
- Didn't know about them
- **CURRENT MEMBERS**
- Time: family, too busy, work schedule
- Region not organized, no active members, no meetings, didn't know date or location
- Didn't feel welcome or comfortable

% Attended Meeting of the Members



Reason for not attending annual Meeting of the Members

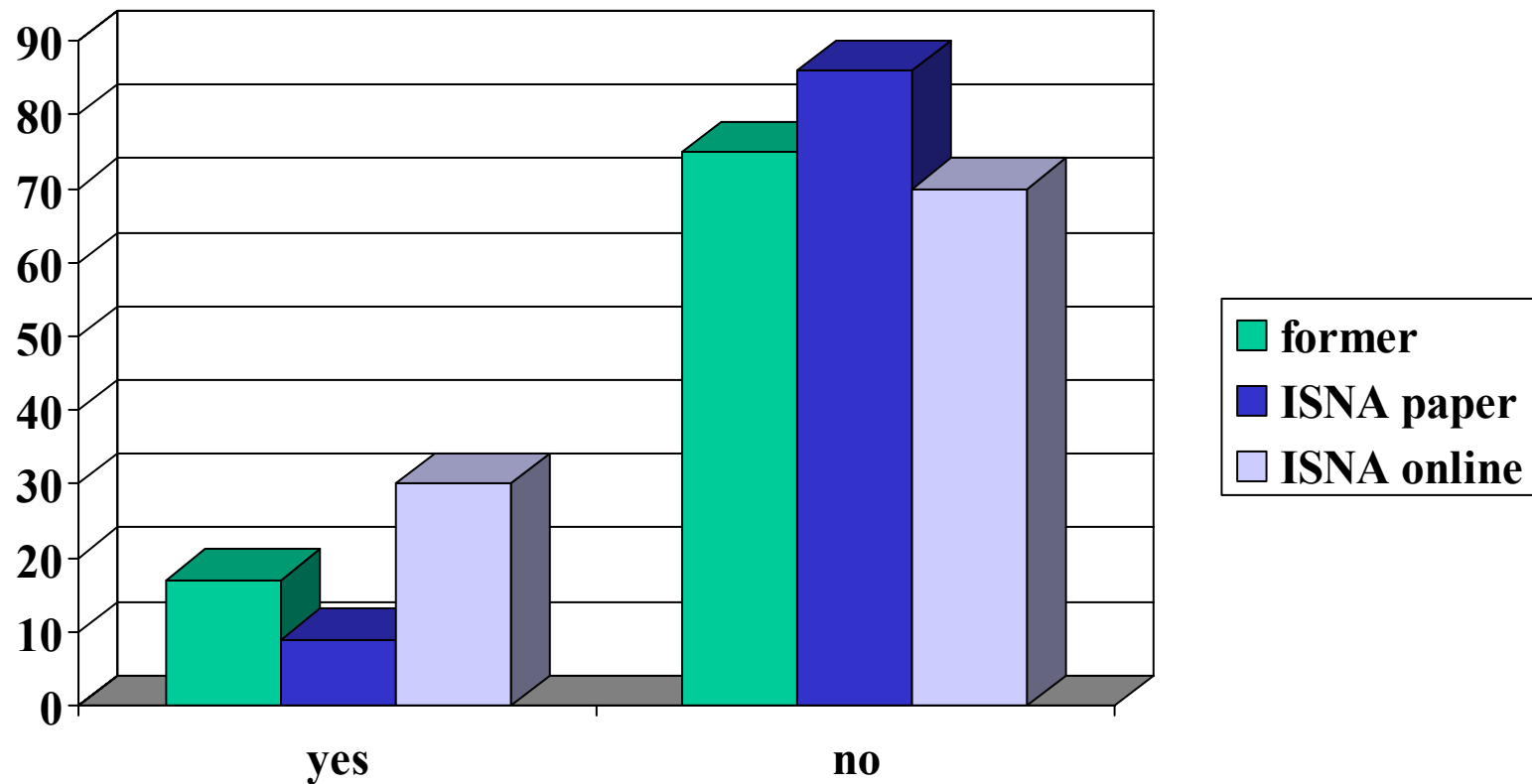


Other reasons for not attending

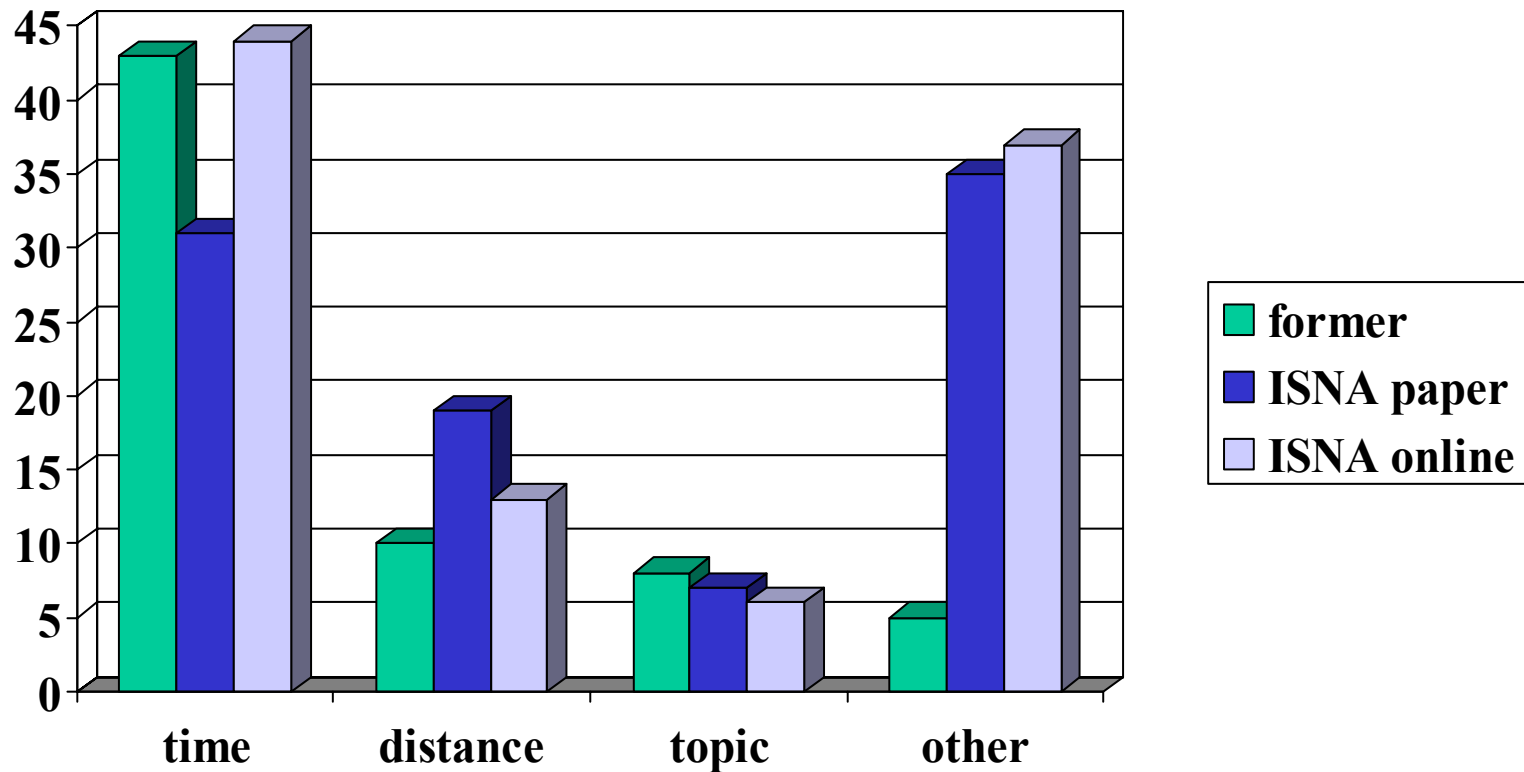
- **FORMER**
- Time: busy with job, children, school
- Didn't know it was open

- **CURRENT MEMBERS**
- Time: family, work 2nd shift, too busy
- Didn't know of openness, time or location
- Lack of interest

Attend Legislative Conference?



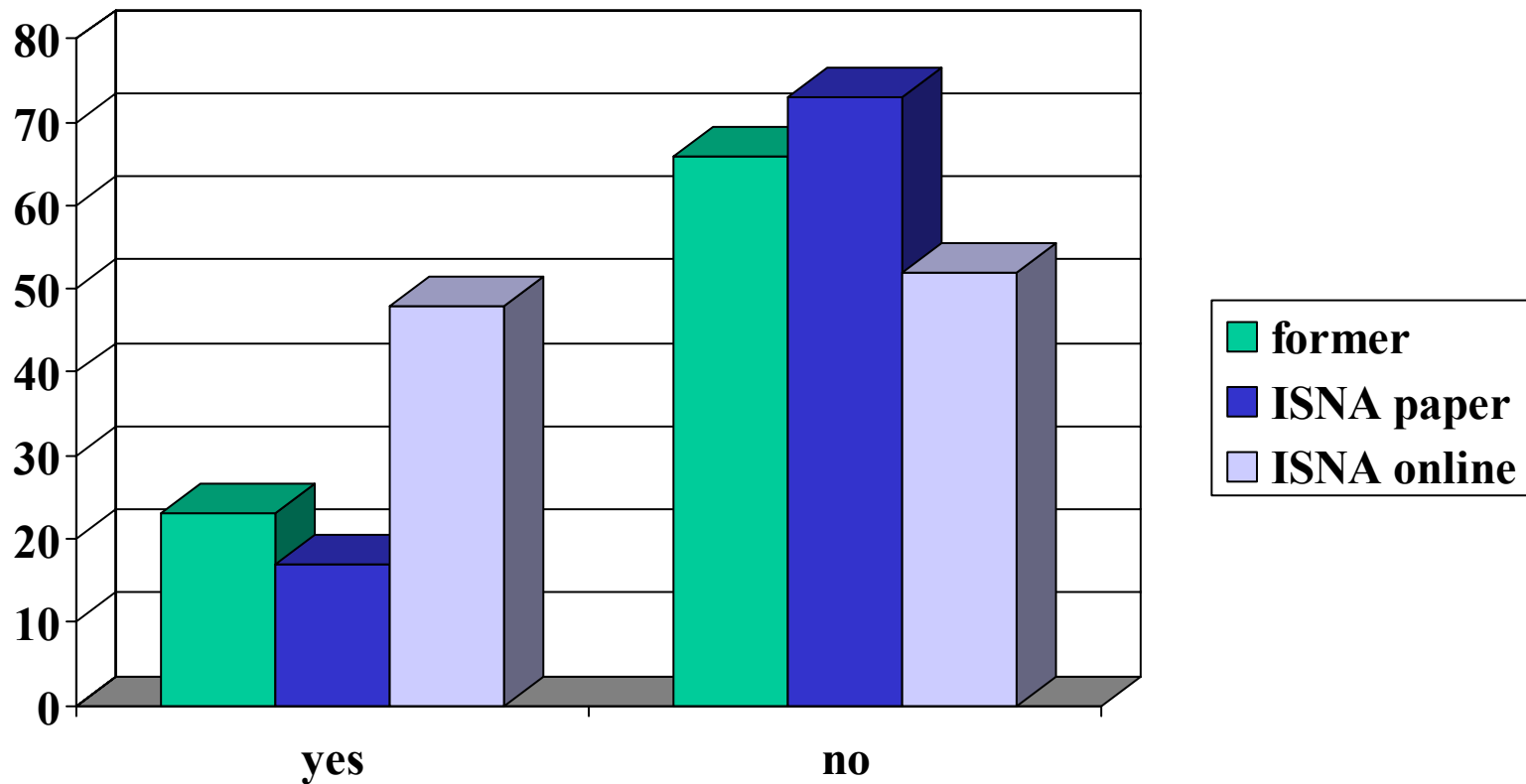
Reason for not attending Legislative Conference



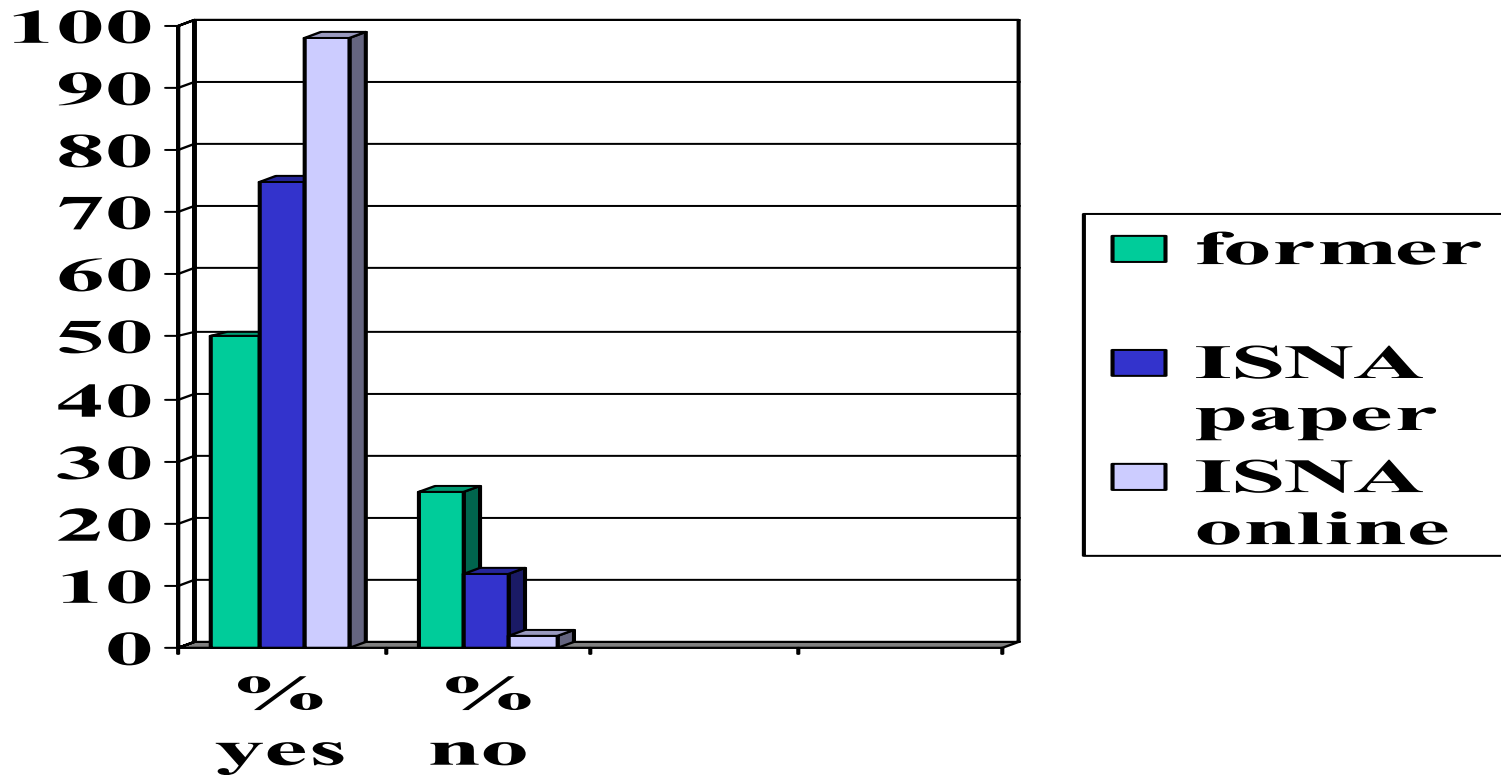
Other reasons for not attending

- **FORMER**
- Time
- Nothing gets done, just talk
- **CURRENT**
- Time: work, family, too busy
- Not interested in politics, don't feel I'd agree
- Retired
- Didn't know I could attend

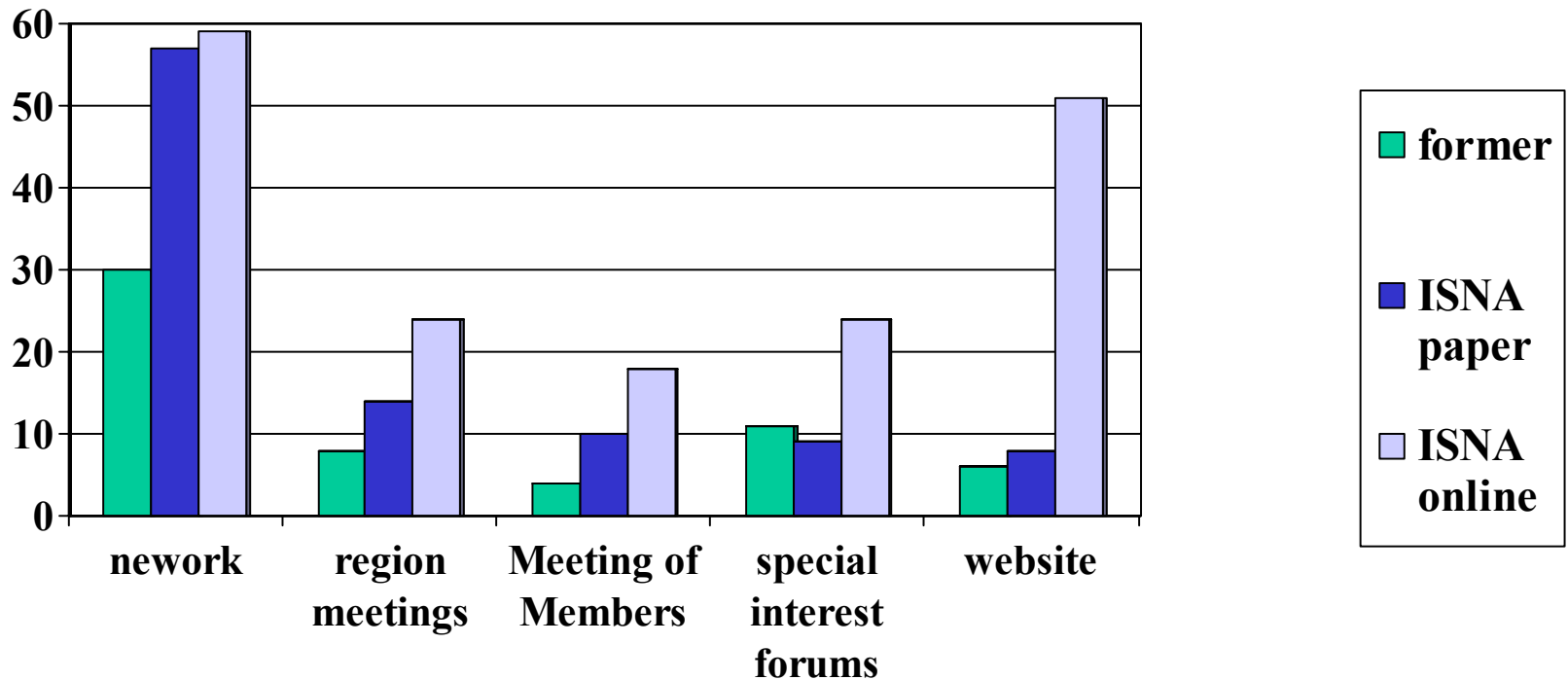
Contacted ISNA office



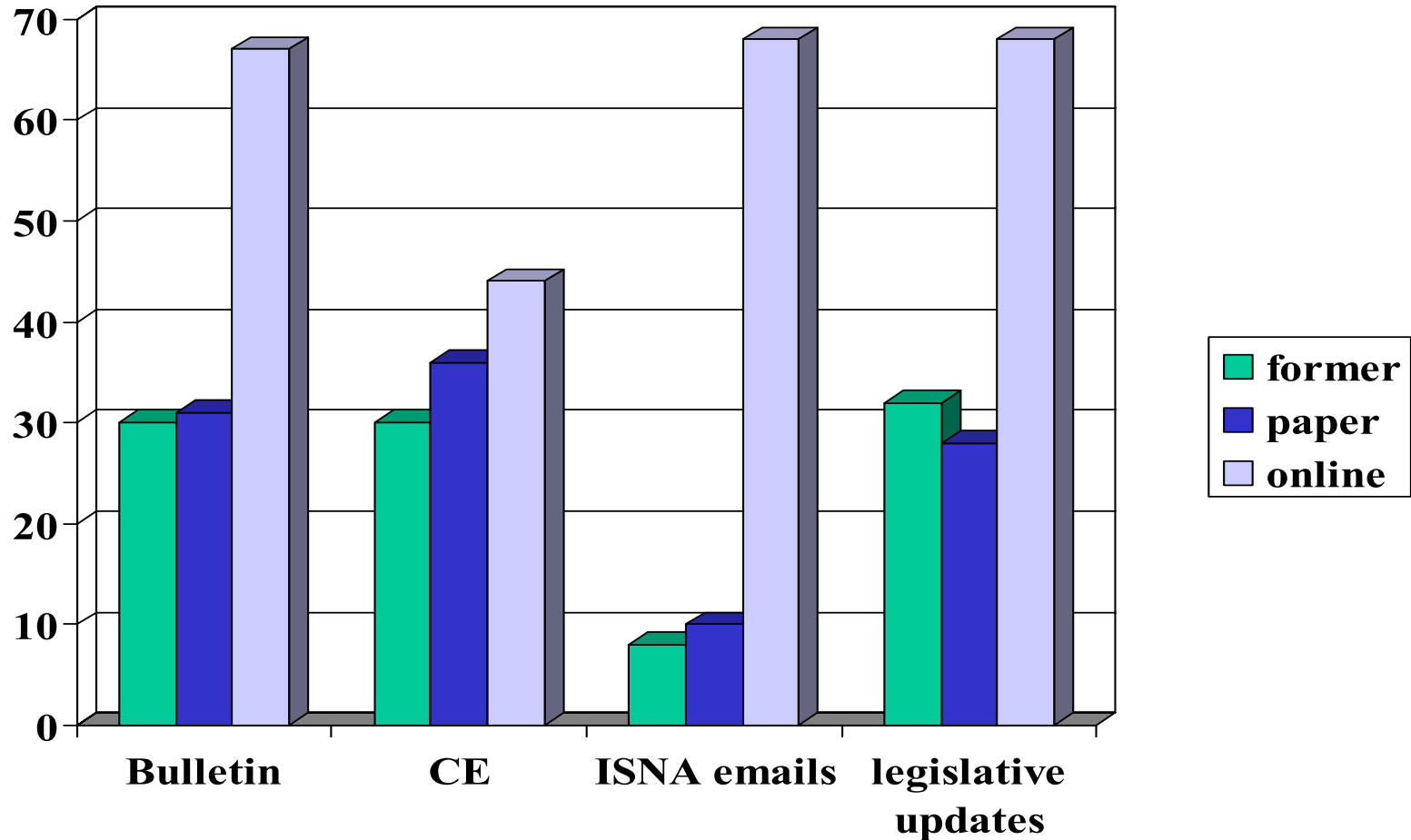
If yes, prompt reply



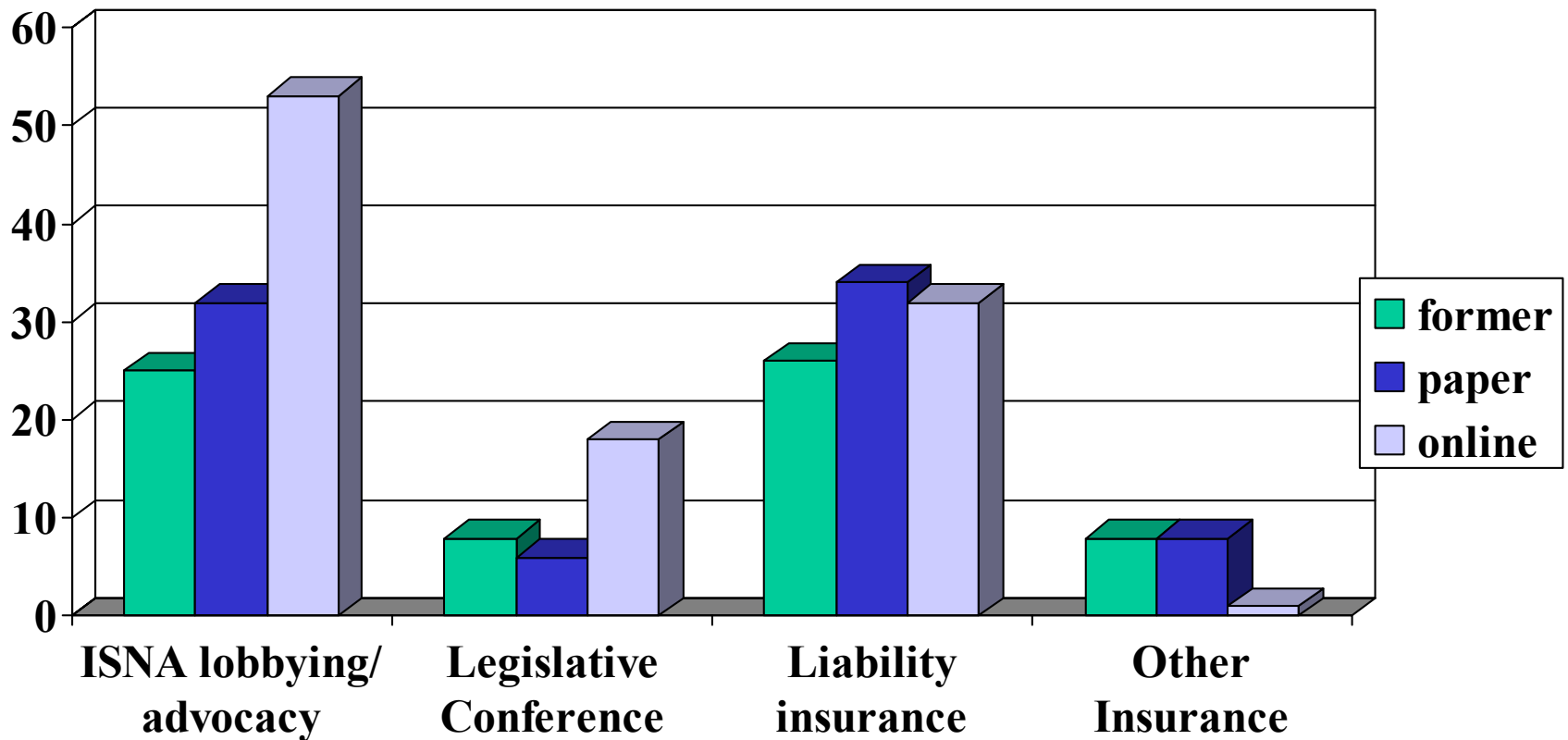
Services/programs that are important by %



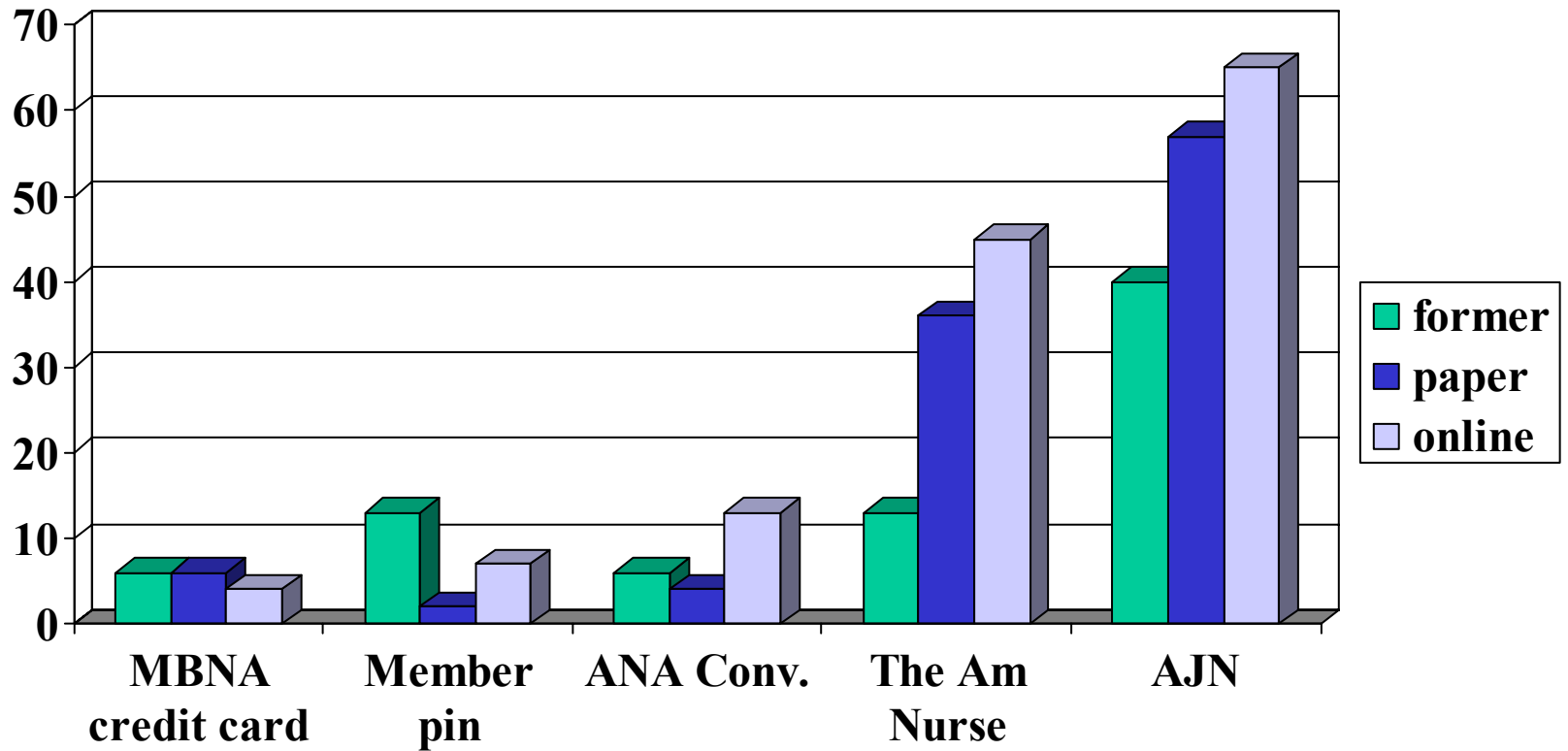
Services/programs that are important by %



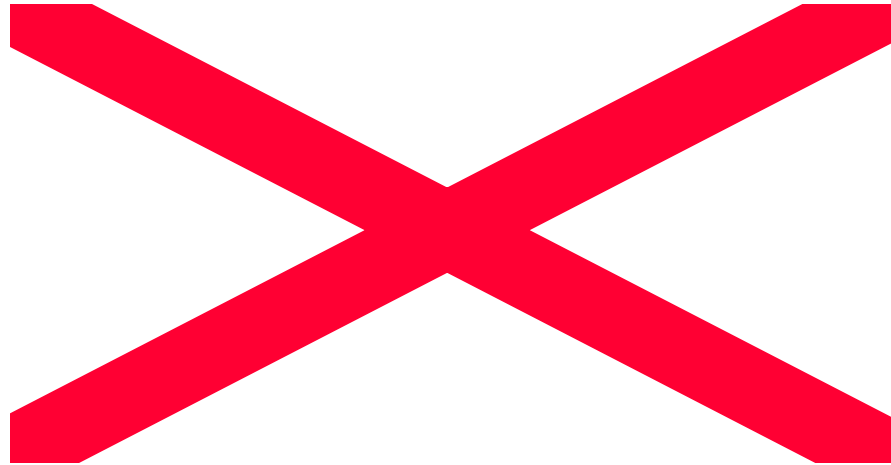
Services/programs that are important by %



Services/programs that are important by %



Services/programs that are important by %



Top 7 ISNA services/programs - current members

• PAPER SURVEY

- Networking 57%
- AJN 57%
- Approval of CE 36%
- The AM Nurse 36%
- Liability Ins. 34%
- ISNA Advocacy 32%
- ISNA Bulletin 31%

• ONLINE SURVEY

- ISNA email 68%
- Legis. Updates 68%
- ISNA Bulletin 67%
- AJN 65%
- Networking 59%
- ISNA website 51%
- Approval of CE 44%

Top 7 services – former members

- AJN 40%
- Legislative updates 32%
- ISNA Bulletin 30%
- Approval of CE 30%
- Networking 30%
- Liability Insurance 26%
- ANA lobbying 26%

7 least important services - members

- **PAPER**

- ISNA Pin 2%
- ANA listserves 3%
- ANA Convention 4%
- Legislative Conf. 6%
- MBNA Card 6%
- ANA web site 7%
- Other Insurance 8%

- **ONLINE**

- Other insurance 1%
- MBNA card 4%
- ISNA Pin 7%
- ANA Convention 13%
- Legislative Conf. 18%
- Meeting of Memb 18%
- Region meetings 24%

7 least important – former members

- Meeting of Members 4%
- ISNA web site 6%
- MBNA Card 6%
- ANA listserve 6%
- ISNA listserve 8%
- Other Insurance 8%
- Region Meetings 8%

#1 Issue facing nursing - members

- Staffing
- Shortage - patient safety and quality of care
- Working conditions – not enough personnel
- Overtime – mandatory and voluntary
- Stress – Burnout
- Pay scale – benefits
- Aging workforce

#1 Issue facing nursing - members

- **EDUCATION**
- Faculty shortages – incentives to teach
- Variable entry requirements
- “Dumbing” down of BS degree
- Cost of higher education
- Mandatory CE
- Inexperience of new graduates

#1 Issue facing nursing - members

- **PROFESSIONAL ISSUES**
- Membership and pride in the profession
- Lack of diversity
- Nurses not acting as professionals
- Nurses not concerned about professional issues
- **OTHER**
- Universal health insurance
- Future of NPs/erosion of practice

#1 Issue – former members

- Essentially the same as current members

Additional info/services – former and current members

- CE programs: psych, critical care, CV – around the state, on Saturday
- APN issues/legal focus “I am NP. ISNA has nothing for me.”
- Government relations: more info on elected nurses, what our lobbyists are doing – how to direct them
- Communications: how to bridge the gap for those without computers
- Other: job market, wages, leadership training

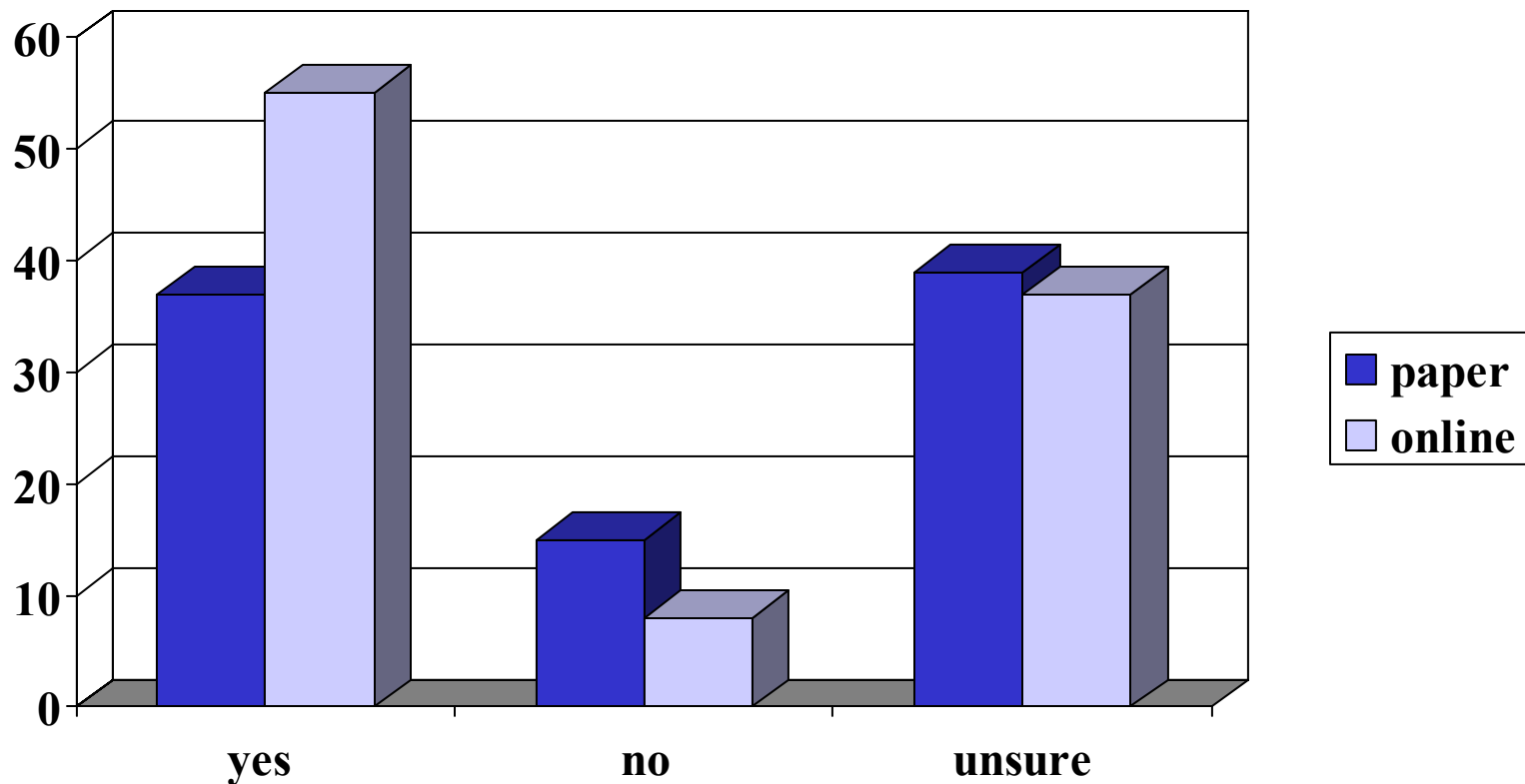
Former members – what would it take to rejoin

- Decrease Dues
- Nothing/don't plan to rejoin
- Send me a bill, payment plan, email reminder and renew online

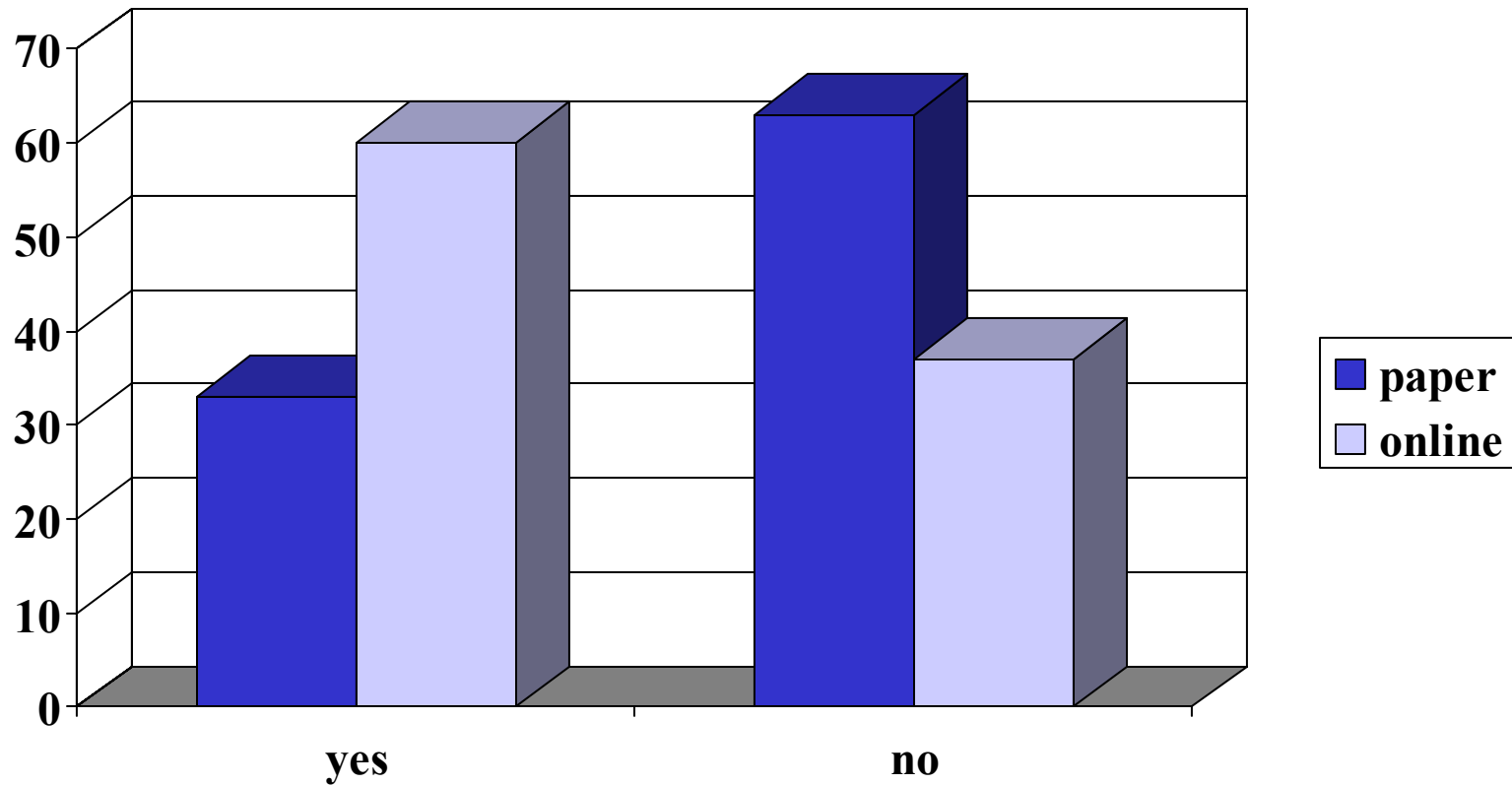
Former – reason for not renewing

- Too expensive/belong to several others
- Not working as RN, retired, working in another state
- Was told ISNA did not support NPs
- Oversight, didn't get reminders
- ANA presidential endorsements

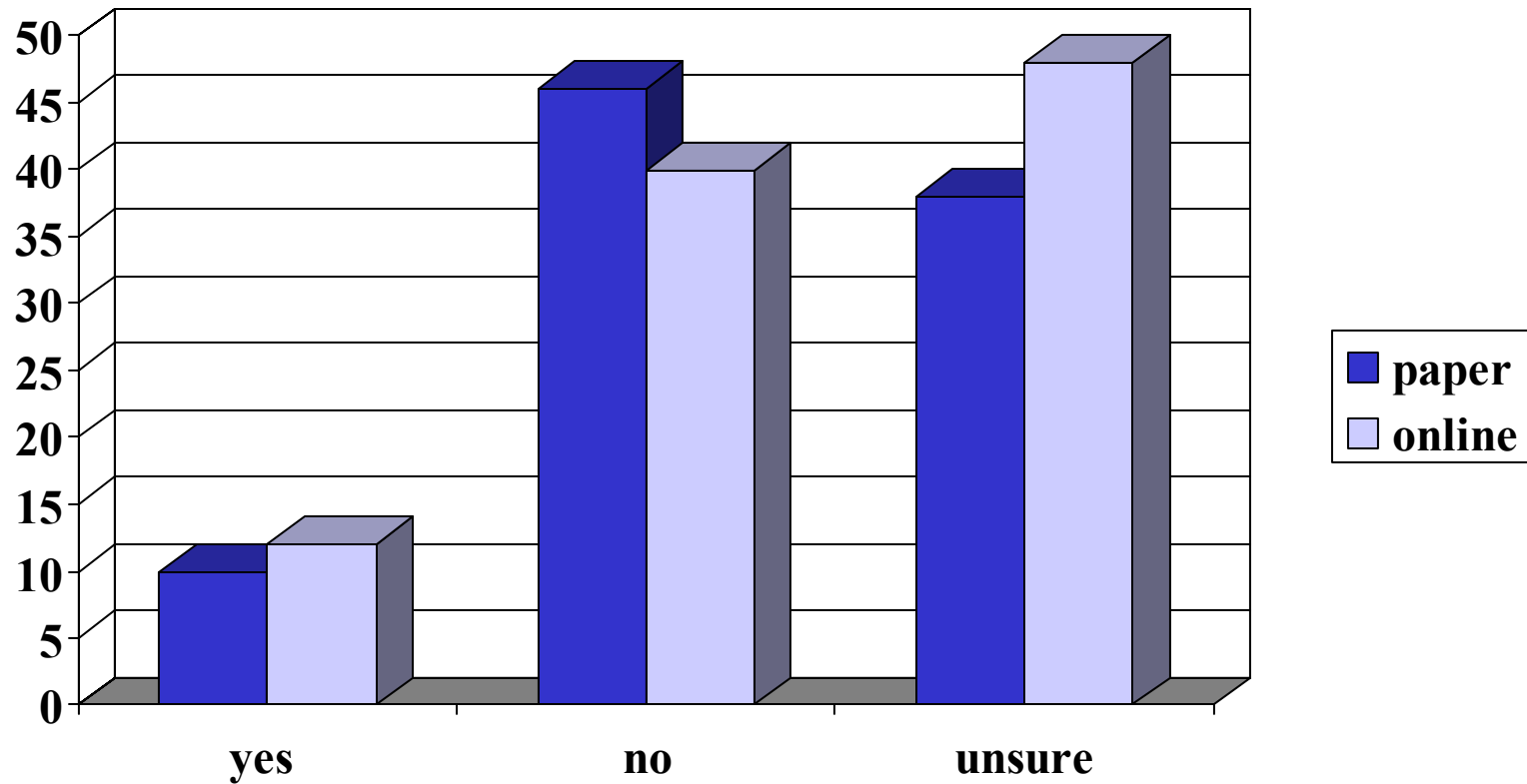
Would you attend ½ day meeting on professional issues - members?



Have you invited someone to join ISNA?



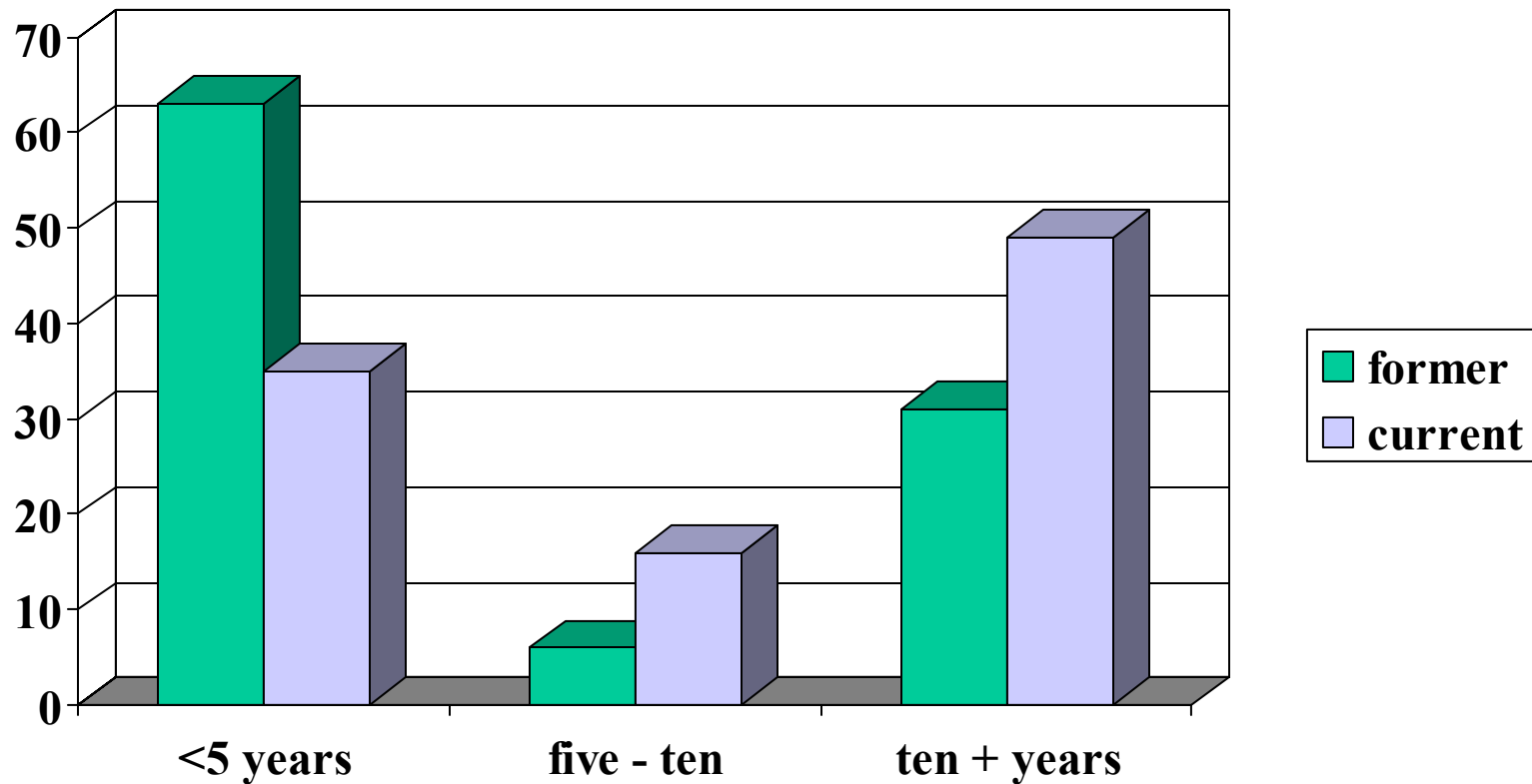
Did they join?



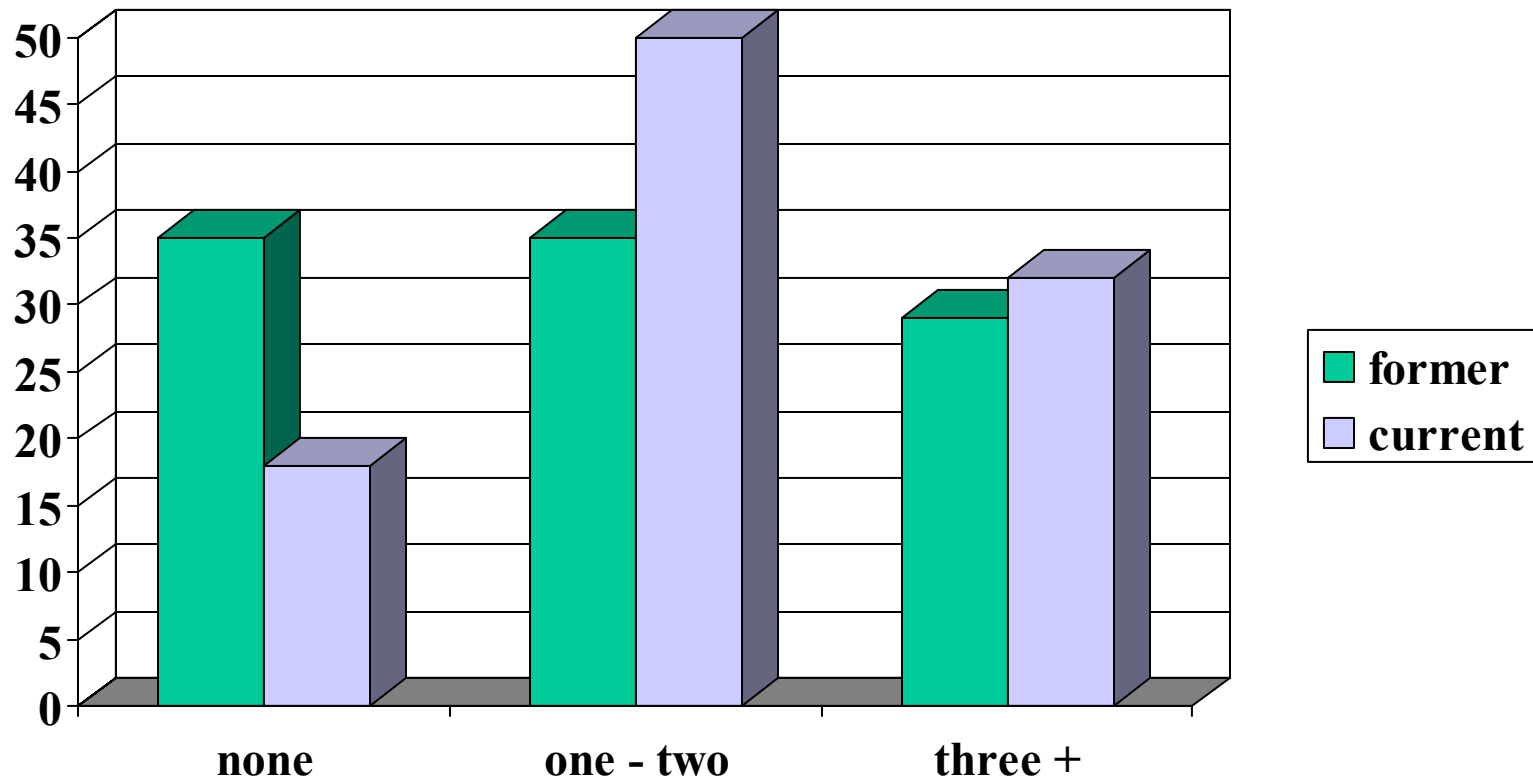
Demographics – online only

- Did not include on paper survey to keep the survey to one page, one side
- Remember, only 18 former members completed the survey online.

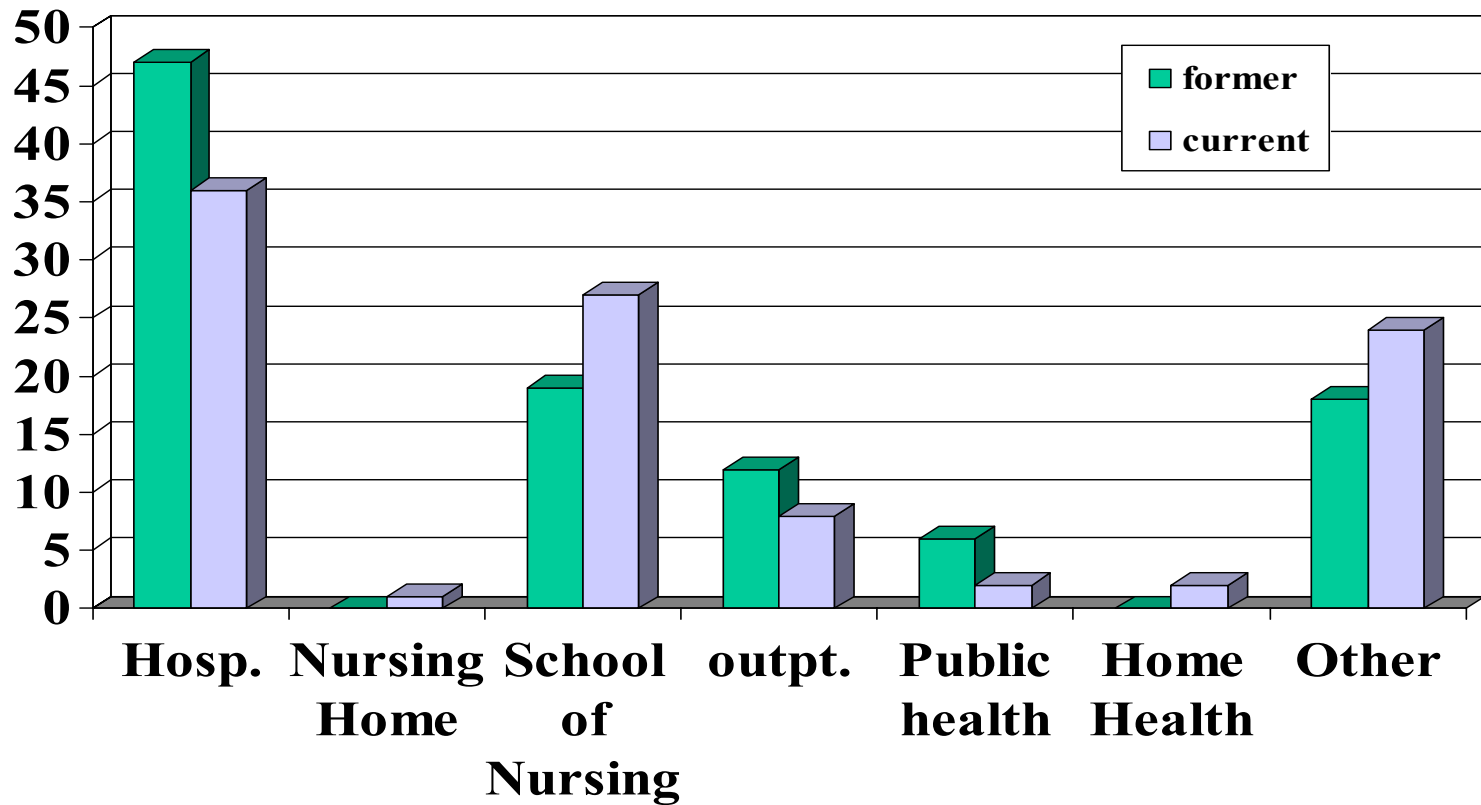
How long have you been a member?



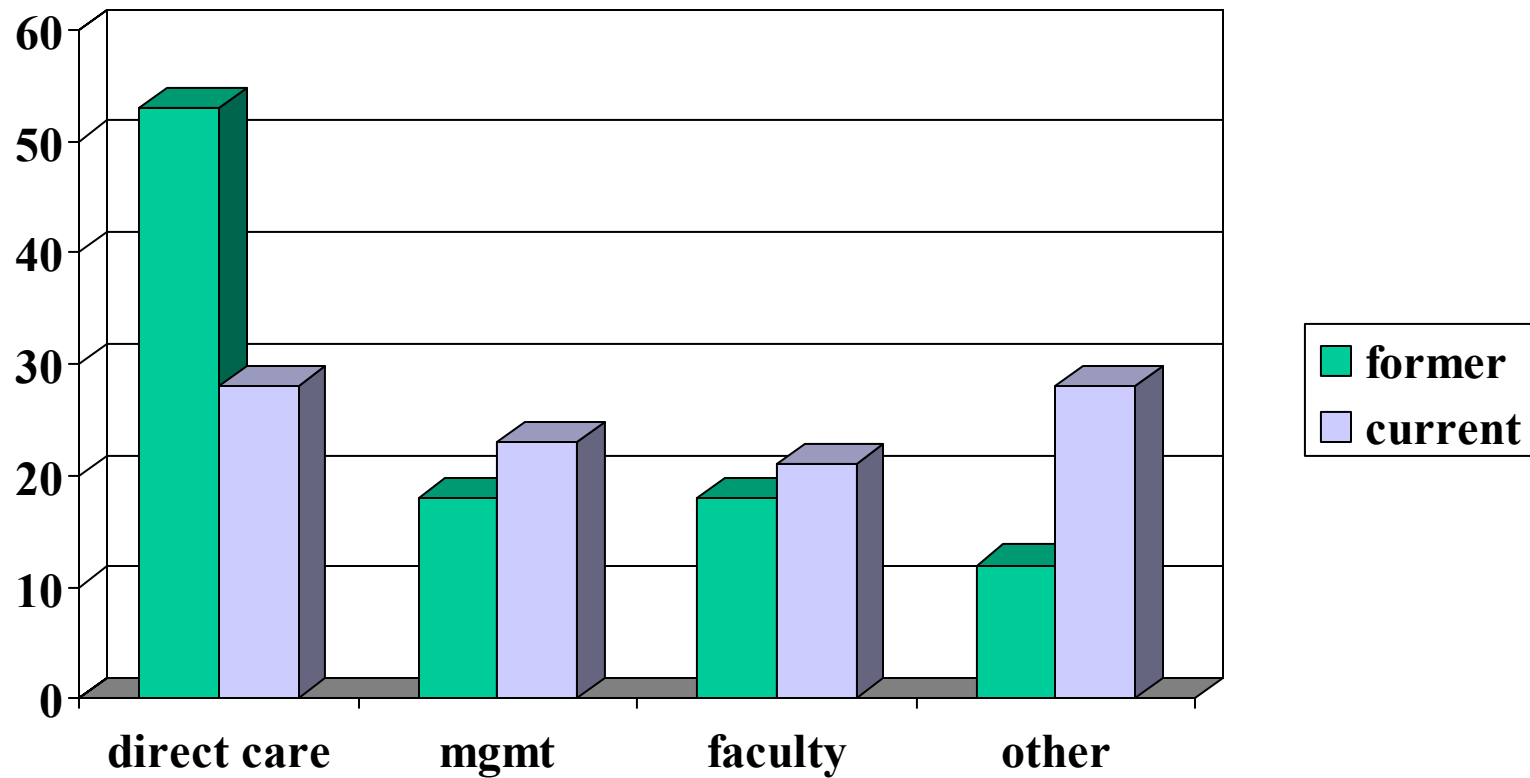
% with membership in other nursing organizations



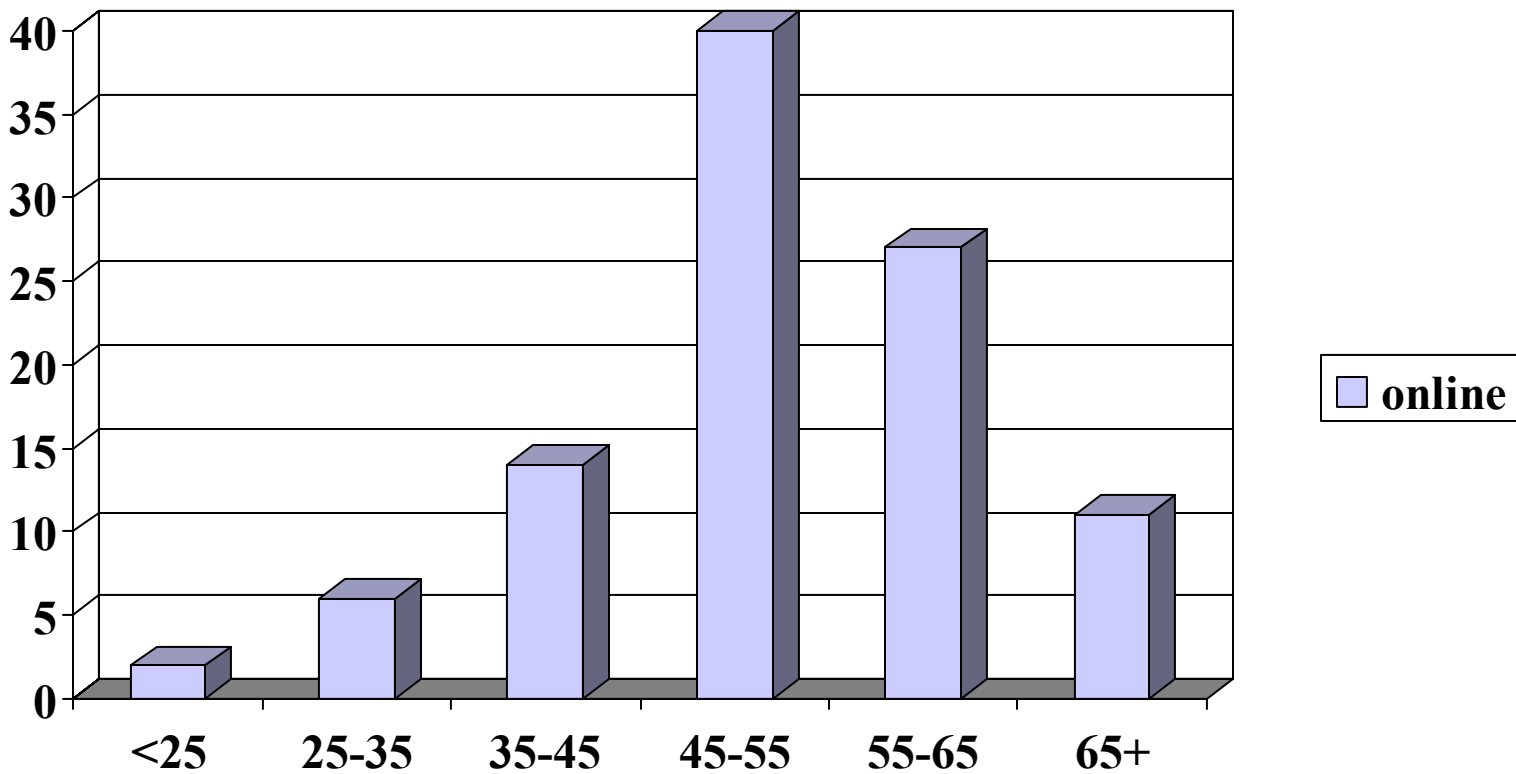
Primary Employment setting by %



Primary position - %



Age (current members only) by %



WHAT NEXT?

- This information was presented at the annual meeting of the members on September 18, 2004.
- Mr. Wilford Butler, CAE, consultant, solicited feedback from the members. He will prepare recommendations and after review by the Task Force, approval by the Board, staff and the Board will implement.
- STAY TUNED