# Staff Report to the Professional Divisions Committee

Respectfully submitted

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Division Metrics

Division metrics involve data from all departments at ANS Headquarters. Because data is currently housed in multiple, distinct areas, gathering data for metrics is very labor intensive. With the new Association Management System, this is expected to be a lot easier. However, the metrics are broad and vague and may not be offering the evaluation of wellness for Divisions that they were intended to offer. I strongly recommend that metrics be re-examined to ensure what is measured has meaning and can be acted upon.

Division Budgets

A webinar training was conducted on May 29 via Webex by ANS Finance Director Staci Levy. The session was brief because it was pretty straight forward. The recorded session is available in mp4 format and the slides are available in pdf format on the PDC website in the Financial Resources section. Please provide any feedback or comments to staff so that we can improve the process for next year.

Division Welcome Emails

In April, we finally initiated the division welcome emails. The little feedback that staff has received has been very positive. It would be helpful to hear feedback from Divisions. Sending these out is somewhat labor intensive but this process will be much easier and will likely be expanded once the new Association Management System is in place next year. Are you getting replies to your emails? Are they being well received? Problems? Staff will work with the incoming chairs to update the messages before they go out in July for June new members.

Email policy

A work group of the Communications Committee is working with members of the Membership Committee to create a more comprehensive member communication program. Initially, the group is focused on evaluating email communications to members. Staff have instituted an internal policy of not more than one email per day to members, unless there are extenuating circumstances. In an effort to implement this policy a Call for Papers email calendar has been created. The calendar identifies the call for papers email going out 3 months before the deadline, and then being promoted in Notes & Deadline 2 months out and 1 month out. There will also be a “news alert” in the What’s New section of the ANS website. This will help divisions encourage papers for their topicals while not flooding members with ANS email overall. Chairs of divisions still have final authority to send an email out to their members at any time.

Topical Meeting Media

Although ANS does not have the resources to do full court press on each topical, we are able to offer some basic media relations support. Staff will generate a What’s New news alert and a general interest press release within six weeks of the topical meeting. Division officers and planning committee members are encouraged to reach out to Erik Rancatore, ANS’s Communications Manager, to provide input into the press release.

Advertising in Division communication vehicles

There have been some inquiries about possible advertising in Division newsletters and on their websites. A small work group of staff and members are exploring this issue, its viability, its implications on unrelated business income tax, and a policy to govern this activity. For now, Divisions are not authorized to accept paid advertising and are asked to direct any such inquiries to Jeff Mosses in the Advertising Department at ANS Headquarters.