# Annual Report

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Introduction

The end of 2019 could never have prepared us for the start of 2020. This has been a challenging and interesting year. As school nurses, we found ourselves removed from our offices within the schools and had to reinvent the way we work with our students—whether virtually, in the classroom, or in a hybrid world. We have become contract tracers, infectious disease experts, mental health advocates and staunch advocates for the health and safety of our schools and our communities. Our students are the heart and soul of what drives us in our mission, and our daily work as school nurses, and they have driven us to lead the way this year.

In this Annual Report, you will read about how school nurses and NASN are leading the way, from the number of students we cared for to the influence of the NASN brand as we spoke on behalf of school nurses in multiple media outlets on the COVID-19 pandemic. We also share the programs that are working to provide school nurses with knowledge and professional development to excel in their communities and schools.

These pages are full of important, successful stories that make us proud to lead our 17,000-strong group of school nurse members. None of this exciting work would be possible without the amazing volunteers, board members, supporters, partners, grantors and staff that NASN works with on a daily basis. We would like to personally thank each and every one for their contributions over the past year.

School nurses are leaning into our Framework for 21st Century School Nursing Practice™ and rising to the occasion that 2020 has presented. As schools move forward in their new normal, it’s critical that school nurses are at the table to advocate and plan for a safer return to schools – for the health and safety of our students.

In gratitude for all you do,

Laurie Combe, MN, RN, NCSN
NASN President

Donna J. Mazyck, MS, RN, NCSN
NASN Executive Director
Racism, a public health crisis, threatens the health, educational attainment, and well-being of children and adolescents. School systems hold a profound formative influence in the lives of students. NASN’s position brief, “Eliminate Racism to Optimize Student Health and Learning,” states our position that systematic racism must be eliminated from the United States, and provides tangible action items to begin cultivating this change in schools and school systems.
COVID-19 Response

As the world responded to the Coronavirus Disease 2019 (COVID-19) pandemic, NASN and its members stepped into action to provide resources, guidance, and technical support to address the pandemic and provide for the health and safety of students and staff. As schools around the country shut down, NASN’s monitored the Centers for Disease Control and Prevention (CDC) response, and working with CDC and other school health leaders created guidance on:

- Teaching Children and Families Regarding COVID-19
- The Role of the School Nurse in Return to School Planning
- Guidance for School Principals and Superintendents Regarding the Virus and How Their Schools Can Prepare
- Considerations for School Nurses Providing Virtual Care
- Guidance for School Nurses to Safely Send and Receive Resources Between School and Home

Stats from NASN’s survey taken before school closings.

- 23% of School nurses had access to N95 masks
- 96% School nurses had access to hand sanitizer
- 98% School nurses had access to hand soap
- 33% School nurses had access to goggles
- 20% School nurses had access to face shields
- 78% School nurses had access to surgical masks

In unprecedented times, SchoolNurseNet, our online members’ only community, was a dynamic hub of conversation, and real-time sharing of resources and information. NASN’s survey on how school nurses were responding to the COVID-19 pandemic provided critical information on the activities that school nurses were conducting; and how prepared schools were for the future.
The Value of the NASN Brand

Influence of our Brand

17,000 members

50,000 digest newsletter subscribers

1 million social media impressions

5 million page views of NASN.org & SchoolNurseNet
SchoolNurseNet Community

5,832 new discussion threads
14,601 replies to all in discussion threads
7,566 private replies to discussion
3,899 discussion contributors

15% increase over 2019
19% increase over 2019
19% increase over 2019
18% increase over 2019

Impact of Our Learning

64,526 CNE hours awarded
93% satisfaction rating

Benefits of Membership

65+ hours of CNE available free to members
SchoolNurseNet members only on-line community
Special interest group membership
Free access to Danatech online diabetes technology resource
VSP Global® Sight for Students® vouchers
Professional liability insurance
Discounts on AAP publications
Eligibility for scholarships to pursue further education
The National School Health Data Set: Every Student Counts!

NASN’s data initiative the National School Health Data Set: Every Student Counts! (ESCl) encourages a robust national school health data set to:

- Influence local, state and national school health policy
- Identify best practices in school health, and
- Provide a better understanding of child health.

By providing a unified way to collect and report out on data related to chronic conditions; the disposition of school health office visits; and the make-up of school health services, the data set will lead to policies that better support the needs of students, increase evidence-based school nursing practice and yield better health outcomes. In addition to developing uniform data points and increasing data collection infrastructure, this past year NASN added five hours of online learning focused on increasing school nurse capacity in data collection and use.
School Nurse Day

NASN put together a toolkit for school nurses to help spread the word about School Nurse Day. The theme for 2020 was School Nurses: Supporting Students in Times of Crisis. The toolkit included social media posts, images, and information to help celebrate the contributions from school nurses.

The materials NASN created were used extensively on social media along with the hashtag #SND2020.

Our Impact

Social Media Growth During Week of School Nurse Day:

559 New Followers

Engagement With School Nurse Day Posts:

28,705

Social Media Reach:

377,600

Since 1972, National School Nurse Day has been set aside to recognize school nurses.

National School Nurse Day was established to foster a better understanding of the role of school nurses in the educational setting.

National School Nurse Day is celebrated on the Wednesday within National Nurse Week, which is May 6th - May 12th each year.

School Nurse Day 2020 was May 6, 2020.
Advocacy

NASN’s advocacy efforts empower school nurses and our state affiliates to become agents for positive change in their schools and their communities. To equip our school nurses in lifting their voices, NASN launched the Advocacy in Action Series, highlighting school nurses sharing their stories on how to get started in advocacy.

NASN Petition for 10K More School Nurses

As schools reopen, it is imperative that school nurses – frontline healthcare providers – are present so that students can be healthy, safe and ready to learn at school. NASN launched a petition to fund an additional 10,000 school nurses for the 2020-21 school year, to bring attention to the critical need for adequate school health representation as the country reopens its schools.
Virtual Hill Day

School nurses are front line healthcare providers, serving as the bridge between the healthcare and education systems. School nurses serve as public health sentinels for schools as well as the communities. For many children living in or near poverty, the school nurse may be the only healthcare professional they access regularly. School nurses are essential in infectious disease surveillance, identification and intervention for student physical and mental health concerns, health screenings, school located vaccinations and immunization compliance efforts.

NASN’s Virtual Hill Day created momentum and showed support for legislators to help children be safe, healthy and ready to learn. School nurses tweeted and emailed members of Congress and Senators using sample messages NASN created. NASN also shared videos of Advocacy in Action.
Raising Our Voice

NASN took advantage of the focus on schools and school health to use the national media to advance the story of the impact of school nurses. Advice and insights from NASN’s national spokespersons regarding addressing the pandemic and the nationwide shortage of school nurses were featured in numerous features in print, digital, broadcast and radio, including those on National Public Radio, NBC News, Politico, USA Today, the Washington Post, The New York Times, Bloomberg Government, Dallas Morning News, Teen Vogue, Transportation News, and Education Week.

Our Impact

85 news stories quoting NASN leadership
Networking, Training, and Professional Development

NASN provides a variety of resources, technical assistance, webinars, e-learning courses, step-by-step toolkits as well as national trainings to help school nurses advance in their learning and to advance the profession of school nursing.

Focus on the Framework

To advance school nursing and support best practices, NASN launched a series of articles in the NASN School Nurse, each focusing on a specific principle of the Framework for 21st Century School Nursing Practice™. The first article, “Moving Upstream from the Individual to the Community: Addressing Social Determinants of Health”, was published in May, and addressed Community/Public Health and presents a case study on asthma and air quality issues comparing the more traditional individual approaches to health (labeled downstream and midstream) with population-level approaches (labeled upstream).
Virtual NASN2020 has prepared me for the upcoming new school year.

**4.45 out of 5**
agree or strongly agree

NASN should host more live virtual educational events in the future.

**4.52 out of 5**
agree or strongly agree

Likely to recommend NASN’s annual conference to their colleagues:

**4.55 out of 5**
said yes

**NASN2020**

In light of the COVID pandemic, NASN’s annual conference took place in a virtual platform. More than 1,600 school nurses attended Virtual NASN2020, NASN’s first online conference. Learners had access to four full days of learning, plus an online poster session, exhibit hall, and bonus education sessions. Speakers completely revamped their presentations to work in a virtual space, and Interactivity and engagement took place through expanded question and answer sessions and vigorous chat discussions during each session. Our exhibitors received more than 47,000 page views to their virtual exhibit hall “booths.”
eLearning

In recent years, NASN has enhanced its commitment to online learning, and its eLearning Center now includes over 65 hours of high quality, evidence-based learning opportunities including 20 new hours added this year. New titles added this year include:

- Enhancing Your Virtual Footprint: The School Nurses’ Professional Health Office Website;
- What’s New In Diabetes Technology and How to Manage Care in Schools;
- Speaking with Educators: Using Data to Address their Priorities.
- Motivational Interviewing for School Nurses

Journals

The Journal of School Nursing

The current impact factor for The Journal of School Nursing (JOSN), as reported in June, 2019 is 1.768, an increase over an impact factor of 1.446 from June 2018. This ranking places JOSN in the top 25% of Nursing Journals as ranked by SCIE & SSCI indexes. In addition to impact factor, internet access is carefully monitored on the JOSN website. While the impact factor represents citations in manuscripts, access can represent contact with clinicians and the community of colleagues in school health. JOSN also hosts a School Nurse Chat podcast, highlighting a specific article each issue, which is resulting in an increase in article access and views.

NASN School Nurse

The NASN School Nurse continues its mission of advancing the practice of school nursing through the publishing of evidence-based, clinical resource articles, and actively seeks manuscripts addressing emerging issues, innovation in school health, and organizational resources of interest to our members. The March 2020 issue podcast featured authors from three countries (Australia, Canada, and the U.S.) -- the journal’s first international podcast. In addition, NASN School Nurse launched a series of articles dedicated to each principle of the NASN’s Framework for 21st Century School Nursing Practice”; as well as a series on “The Use of Technology in Managing Diabetes in Youth”.

Funders and Sponsors

NASN employs a balanced, strategic approach to seeking mission-matched external funding to increase our impact on school nurses and student health.

In fiscal year 2019-20, NASN received $1.55 million in external funding, a slight increase over the previous year’s 10-year high of $1.52 million.

Source of Grant Funds

- Federal Government: 61%
- Charitable Foundation: 33%
- Industry Sponsor: 6%
Major Grants

CDC 1601 Grant

The overarching goal of NASN’s project, Collaboration to Support Students with Chronic Health Conditions, is to improve chronic health condition management in schools across the nation. This year’s program deliverables included:

- Online and face-to-face professional development events
- An online toolkit, based on the outcomes of the white paper *Translating Strategies into Actions to Improve Care Coordination for Students with Chronic Health Conditions*
- Collaboration with the Alliance for a Healthier Generation to draft a resource for out-of-school time personnel; SHAPE America to draft a resource for PE teachers; and the Alliance for a Healthier Generation to develop supplemental language for school wellness policies to address management of chronic health conditions.

CDC Active Surveillance

NASN’s contract with the CDC to create a school nurse-led active surveillance process is focused on three key areas:

- A national data collection platform, which was tested in 2019 and is scheduled to be released in fall 2020.
- A pilot of the process in districts in Florida, Massachusetts, Michigan, and Utah.
- A focus on building school nurse capacity in data collection and use through online learning, articles on how to use data, and empowering NASN state data coordinators to provide or coordinate training in their states through webinars or conferences.
Moses Taylor Foundation

The Moses Taylor Foundation (MTF) contracted with NASN to conduct a school health needs assessment for the 11 counties* in Northeast Pennsylvania served by the foundation. To deliver on this RFP, NASN took a population-based approach to the assessment including:

- A thorough literature review, review of state laws, and analysis of existing data.
- An online survey school nurses, pupil services directors, and school nurse supervisors.
- Two face-to-face interactive meetings with school nurses, sharing preliminary results and doing a brainswarming activity to address solutions to barriers.
- Stakeholder interviews with educators, community health and others to learn their perspective and understanding of school health.

The data and information gathered was used to conduct a gap analysis, and the end result was a report summarizing findings, identifying recommendations and offering suggestions to narrow the gap.
Aetna Foundation Vanquishing Vaping Grant

Aetna Foundation has provided NASN with a two-year grant, designed to improve school nurses’ capacity to effectively advocate for e-cigarette provisions in tobacco-free/smoke-free school policies, knowledgeably advise their school administration in evidence based policies, advise school administration on evidence-based strategies for the implementation of these policies, serve as well-equipped agents of primary prevention and better conduct early intervention and cessation initiatives. NASN’s deliverables include ongoing education and awareness building, online learning modules and a toolkit.
## Financials

### Revenue Comparison
Fiscal Years Ending 2020 and 2019

<table>
<thead>
<tr>
<th>Ordinary Income</th>
<th>Apr '19- Mar '20</th>
<th>Apr '18- Mar '19</th>
<th>$ Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Membership Dues</td>
<td>$1,539,685</td>
<td>$1,495,027</td>
<td>$44,658.12</td>
<td>3%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>$1,703,596</td>
<td>$1,332,456</td>
<td>$371,140.58</td>
<td>22%</td>
</tr>
<tr>
<td>Grants &amp; Gifts</td>
<td>$625,304</td>
<td>$653,405</td>
<td>-$28,101.77</td>
<td>-5%</td>
</tr>
<tr>
<td>Investments</td>
<td>$154,627</td>
<td>$188,584</td>
<td>-$33,956.70</td>
<td>-22%</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$66,451</td>
<td>$74,225</td>
<td>-$7,773.87</td>
<td>-12%</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$4,089,663</strong></td>
<td><strong>$3,743,697</strong></td>
<td><strong>$345,966.36</strong></td>
<td><strong>8%</strong></td>
</tr>
</tbody>
</table>

### Expense Comparison
Fiscal Years Ending 2020 and 2019

<table>
<thead>
<tr>
<th>Ordinary Expenses</th>
<th>Apr '19- Mar '20</th>
<th>Apr '18- Mar '19</th>
<th>$ Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>$453,762.02</td>
<td>$490,342.7</td>
<td>-$36,581</td>
<td>-8%</td>
</tr>
<tr>
<td>Membership Expense</td>
<td>$395,281.61</td>
<td>$435,874.28</td>
<td>-$40,593</td>
<td>-10%</td>
</tr>
<tr>
<td>Educational Services</td>
<td>$1,905,883.73</td>
<td>$1,936,799</td>
<td>-$30,916</td>
<td>-2%</td>
</tr>
<tr>
<td>Expense</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governance</td>
<td>$241,118.3</td>
<td>$220,830</td>
<td>$20,289</td>
<td>8%</td>
</tr>
<tr>
<td>Grants &amp; Restricted</td>
<td>$1,015,803</td>
<td>$732,063</td>
<td>$283,740</td>
<td>28%</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$4,011,849</strong></td>
<td><strong>$3,815,909</strong></td>
<td><strong>$195,940</strong></td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>
### Statement Of Financial Position
March 31, 2020 and Prior Year Comparison

<table>
<thead>
<tr>
<th>Assets</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and Equivalents</td>
<td>$268,568</td>
<td>$51,504</td>
</tr>
<tr>
<td>Investment-Endowment</td>
<td>$1,302,005</td>
<td>$1,409,088</td>
</tr>
<tr>
<td>Investment - Unrestricted</td>
<td>$1,801,260</td>
<td>$2,029,847</td>
</tr>
<tr>
<td>Inventories</td>
<td>$30,247</td>
<td>$35,849</td>
</tr>
<tr>
<td>Accounts Receivable</td>
<td>$202,523</td>
<td>$292,899</td>
</tr>
<tr>
<td>Prepaid Expenses</td>
<td>$140,681</td>
<td>$102,826</td>
</tr>
<tr>
<td>Capital Equipment- Net</td>
<td>$22,972</td>
<td>$35,059</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$3,768,256</strong></td>
<td><strong>$3,957,072</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Liabilities</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts Payable</td>
<td>$169,129</td>
<td>$182,257</td>
</tr>
<tr>
<td>Accrued Payroll</td>
<td>$121,441</td>
<td>$99,203</td>
</tr>
<tr>
<td>Deferred Revenue</td>
<td>$1,127,064</td>
<td>$1,039,375</td>
</tr>
<tr>
<td>Deferred Rent</td>
<td>$54,648</td>
<td>$66,913</td>
</tr>
<tr>
<td>Long-Term Liabilities</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$3,768,256</strong></td>
<td><strong>$3,957,072</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Net Assets</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Without Donor Restrictions</td>
<td>$1,480,362</td>
<td>$1,787,685</td>
</tr>
<tr>
<td>Without Donor Restrictions</td>
<td>$815,612</td>
<td>$781,639</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td><strong>$2,295,974</strong></td>
<td><strong>$2,569,324</strong></td>
</tr>
<tr>
<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$3,768,256</strong></td>
<td><strong>$3,957,072</strong></td>
</tr>
</tbody>
</table>
About Us

The NASN vision is that all students are healthy, safe and ready to learn.

The NASN mission is to optimize student health and learning by advancing the practice of school nursing.

Core Values

Child Well-being    Diversity, Equity & Inclusion
Ethics            Excellence
Innovation        Integrity
Leadership       Scholarship

Contact Us

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