



TEXAS SCHOOL NURSES ORGANIZATION

819 W. Arapaho Rd Suite 24-B #345
Richardson, TX 75080

MEMBERS SERVICES COMMITTEE'S COORDINATOR OF MEMBER SERVICES REPORT

PREPARED FOR OCTOBER 2018 EXECUTIVE COMMITTEE

LINDA HOWARD, BSN, RN, NCSN

Submit date 9-26-18

Coordinator of Member Services Purpose

To develop and implement member recruitment, recognition and retention strategies to ensure the strength and visibility of TSNO

Quarterly Activities

- Collected data and analyze state organization growth and membership trends
- Prepared Regional MIGS reports for Member Services Chair and EC as requested.
- Assisted members with membership questions and concerns
- Updated and validate NASN portal membership data
- Analyzed annual membership trends
- Provided data for Regional Membership Awards
- Provided data for New Membership Drawing for Conference Fee
- Provided MIGS to Conference Registrar for member verification

2017-2018 ANNUAL STATE ORGANIZATIONAL MEMBERSHIP DATA

2017-18 Monthly Membership Average: 2281.33

2017-18 Growth increase 0.0163

(Aug 2018 membership/August 2017) - 1 = Growth Rate; 2295/2258-1=0.016

Membership Gain: 34

Retention Rate 0.839

(Aug 2018 membership - New members)/Aug 2017 membership: 2295-400/2258=0.839)

Average # of monthly renews 183

New Members 395 *(40 of those were re-joins)*

Lowest membership month July 2018 (2235)

Highest membership month January 2018 (2301)

2017-2018 ANNUAL REGIONAL GROWTH DATA

Largest percentage membership growth

Region 2	0.21
Region 14	0.17
Region 1	0.16
Region 12	0.15
Region 19	0.13

Largest numerical membership growth

Region 11	16
Region 1	10
Region 12	9
Region 20	7

Annual Region Membership MIGS #'s and Percentage Growth

<u>Region</u>	<u>%Growth</u>	<u>August 2017</u>	<u>August 2018</u>
1	0.16	61	71
2	0.21	24	29
3	(0.23)	35	27
4	(0.003)	538	536
5	0.07	28	30
6	0.01	85	86
7	0.02	82	84
8	0.01	31	34
9	(0.33)	6	4
10	(0.02)	519	509
11	0.09	189	205
12	0.15	59	68
13	0.00	218	218
14	0.17	24	28
15	(0.37)	25	22
16	(0.28)	50	36
17	0.09	68	74
18	0.04	46	48
19	0.13	47	53
20	0.06	126	133

NATIONAL AND STATE MEMBERSHIP COMPARISONS

September 2018

TSNO (2295) comprises 13.81% of NASN's total membership (16, 616)
1 of every 7.24 NASN members is also a TSNO affiliate member

September 2017

TSNO (2,270) comprises 13.9% of NASN's total membership (16,326)
1 of every 7.19 NASN members is also a TSNO affiliate member

January 2017

TSNO (2,231) comprises 13.5% of NASN's total membership (16,489)
1 of every 7.39 NASN members is also a TSNO affiliate member

March 2016

TSNO (2,079) comprises 12.5% of NASN's total membership (16,689)
1 of every 8.02 NASN members is also a TSNO affiliate membership