



# TEXAS SCHOOL NURSES ORGANIZATION

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

## **COORDINATOR OF MEMBER SERVICES: NOVEMBER 2016**

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LINDA HOWARD, BSN, RN, NCSN

### **Purpose**

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

### **Quarterly Activities**

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- Collected data and analyze state organization growth and membership trends  
Prepared Regional MIGS reports for Member Services Chair as requested.
- Assisted President in preparation of printed materials for conference invitation mail out.
- Provided membership promotional materials and pamphlets to regional presidents as requested.
- Served on TSNOs ESSA committee.
- Presented Framework of 21<sup>st</sup> Century School Nurse Practice at Region 8 School Nurse Conference September 2016.

**ANNUAL REPORT OF ORGANIZATIONAL MEMBERSHIP DATA  
2015-16**

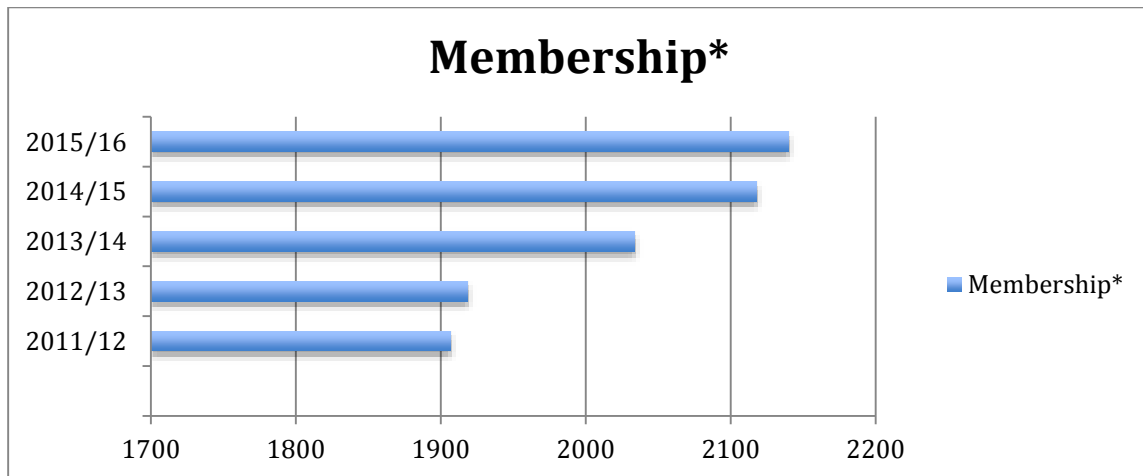
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**Average 2015-16 Membership:**                    **2141**    (**2118** /2014-15)  
**Net Membership Gain:**                            **22**  
**Lapse rate:**                                            **39%**    (**50.16%** /2014-15)  
**New First-Time TSNO Members:**            **302**

<b>2015-16</b>	<b>Membership</b>	<b>New</b>	<b>Due to Renew</b>	<b>#Lapse</b>	<b>Lapse Rate</b>
Sep-15	2123	39	230	81	0.35
Oct-15	2125	35	268	63	0.24
Nov-15	2163	37	140	52	0.37
Dec-15	2146	12	70	33	0.47
Jan-16	2112	15	98	50	0.51
Feb-16	2145	30	140	49	0.35
Mar-16	2079	25	187	34	0.18
Apr-16	2153	16	122	60	0.49
May-16	2165	25	102	53	0.52
Jun-16	2186	13	85	41	0.49
Jul-16	2150	16	123	42	0.34
Aug-16	2143	39	141	45	0.32
	<b>2140.83</b>	<b>302</b>			<b>0.39</b>

**2011-2016 Membership Trend**

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## REGIONAL DATA

### 2015-16 Regions: Greatest Growth Percentage

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Region 14	25% growth increase (6)
Region 18	16.7% growth increase (8)
Region 7	15% growth increase (11)
Region 15	14% growth increase (3)

### 2015-16 Regions: Greatest Numerical Growth:

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Region 10 (gained 31)
Region 4 (gained 23)
Region 13 (gained 23)
Region 7 (gained 11)

### Region Membership Comparison

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Region	Sept 2015	Sept 2016
1	53	57
2	38	32
3	23	23
4	516	539
5	25	25
6	76	66
7	75	86
8	31	33
9	7	6
10	499	530
11	178	180
12	59	57
13	218	241
14	18	24
15	18	21
16	46	45
17	60	60
18	40	48
19	44	47
20	104	111