

CalENA Membership Report

May 2011

Ellie Encapera, RN Chair

These are the most current totals for our 12 active Chapters and overall totals for our California State Council as of April 25, 2011. I will also be tracking the overall total number of new and renewing members per month for your added information. These totals are downloaded from the national website. The California Chapter Locator by Counties can be found on the Cal ENA website www.calena.us so that you can see the counties areas that our chapters are based upon.

When someone joins ENA for the first time and does not indicate a chapter preference, they are assigned to a chapter based on their mailing address and zipcode location. The national office assigns all new members to local chapters by their mailing address zipcode. IF you wish to belong to another chapter, outside your assigned area, you must do so by requesting another chapter and updating your membership information at the national website www.ena.org

For timely communication and optimal membership services all members should always keep their membership, email & mailing addresses current **with ENA's National office.** Only the individual member can update or change their personal information, email address and chapter preference with the national office. This data then filters down to state and local listings.

Chapter # and Name	11/10	12/10	1/11	2/11	3/11	4/11
(223) East Bay	321	321	323	328	341	351
(224) Greater LA	541	535	554	569	574	599
(225) Mid-Valley	289	272	276	285	292	309
(226) Orange Coast	264	257	265	266	270	270
(228) San Diego	409	394	405	411	420	413
(230) San Francisco	249	246	254	269	267	265
(232) Loma Prieta	239	234	241	249	252	262
(253) Sacramento	414	419	434	441	448	476
(362) Inland Empire	319	320	332	335	341	327
(378) Channel Islands	137	130	132	136	142	154
(379) Superior	153	158	160	163	159	156
(442) Kern County	53	52	51	53	56	56
State Membership	3389	3339	3427	3505	3562	3639

New members = 258	January-December 2010	Expiring members = 1435 (may or may not renew)
New members = 13	January 2011	Expiring members = 94
New members = 24	February 2011	Expiring members = 115
New members = 34	March 2011	Expiring members = 113
New members = 80	April 2011	Expiring members = 119

If you personally sponsor a new member, take them to a local or state event and introduce them to the benefits of being an ENA member. Tap into their special professional talents and encourage them to share their expertise as an involved and contributing member.

Our state recruitment campaign awards 50 pre paid, RN level memberships to each chapter and challenges them to identify and engage interested nursing colleagues to join their professional organization. Our 2011 Membership Campaign concludes on April 30th. When all applications are returned, more may be requested.

Join us at the start of each Cal ENA State Council meeting for our Chapter Representatives Sharing Session to discuss pressing matters, meetings, event, chapter and membership issues. We focus on what works best, share successes and failures and enhance our association process.

Join the ENA Connection on line at www.ena.org providing members with information, professional development, networking opportunities and on-line shopping. The “members only” section is great so check it out and sign up today!

Membership packets are a great tool to recruit or welcome new members. Request information on how to obtain ENA membership applications, benefit brochures and more, **FREE from the national office** for your recruitment needs. Market ENA at your educational events and meetings.

Goals/Objectives for 2011 include:

1. Track monthly rosters for state council and active local chapters.
2. Provide roster-tracking education to foster recruitment and retention by individual chapters. Instruct chapter representatives in the creation and maintenance of a chapter database for monthly editing and label generation.
3. Participate in the chapter and state leadership orientation each fall with a membership component.
4. Focus on recruitment and retention efforts for Cal ENA through guidance and resource to any and all members; join the cooperative team of information resources as a new state committee that meets with the chapter representatives prior to each state council meeting.
5. Challenge each chapter to appoint a **Chapter Membership Coordinator** to track local members, manage local new and renewing members and enhance communication among members.
6. Coordinate Cal ENA Pre-paid Membership Awards statewide from January 1 through April 30, 2011.
7. Set goal of 4000 state members in 2011.
8. Conduct the Cal ENA delegate selection process for the 2011 National General Assembly; Louise Hummel is coordinating the CA delegation this year.
9. Prepare mailing labels for approved buyers upon request.