



2008 Annual Report

Advancing Neuroscience Nursing



presented jointly with the American Board of Neuroscience Nurses and the Neuroscience Nursing Foundation



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American Association of Neuroscience Nurses



A Message From the President

It is with great pride that we present the 2008 American Association of Neuroscience Nursing Annual Report and the reports of our sister organizations, the American Board of Neuroscience Nurses and the Foundation of Neuroscience Nursing.

It has been a very productive year for AANN, especially with the revision of our strategic plan. Through this revised plan, we have committed ourselves to focus on education, partnerships, and member engagement with the goal of advancing neuroscience nursing in all three arenas. The highlights of the results of our efforts are contained in the pages of this report. It takes effort, commitment, and volunteer involvement to move these initiatives forward, and we are absolutely privileged to have all three.

As we all know, we face great challenges in a very turbulent environment, both in the healthcare industry and in associations like ours. In this environment, our strategic plan, a focus on members' needs, and objective, accurate business planning are critical to fulfilling our commitment to our members and customers.

On behalf of the AANN leadership, thank you for your continued support and for your commitment to the advancement of neuroscience nursing and the care of patients and their families.

A handwritten signature in black ink that reads "Kathy Baker". The signature is written in a cursive, flowing style.

Kathleen H. Baker, MBA BSN RN CCRN CNRN NE-BC
AANN President

Gateway to Knowledge



Goal Statement

AANN advances the knowledge of neuroscience nurses through access to on-demand educational resources and information

AANN continued its commitment to meet members' needs and lead the neuroscience nursing profession in education by expanding its offerings of educational material. The AANN Board of Directors made this commitment one of the major goals of the Strategic Plan approved in October 2008. This goal is in keeping with member feedback, where AANN members expressed a desire for increased online and on-demand access to information.

JNN Gains Prominence and Exposure

Celebrating 40 years of publication in 2008, the *Journal of Neuroscience Nursing (JNN)* is one of the most valuable benefits to AANN members, according to a survey of readers. *JNN's* valuable content was also recognized by Thompson Scientific, the publisher of the *Journal Citation Reports®*, which provides quantitative tools for ranking, evaluating, categorizing, and comparing journals. In 2010, *JNN* will receive its first Impact Factor (IF), joining a select group of publications known for contributions to the knowledge, theory, and science of nursing.

The greatest development for the journal came in November 2008, when AANN announced *JNN* would be published by Lippincott Williams & Wilkins (LWW), a leading international healthcare publisher, beginning in January 2009. LWW provides editorial, manuscript,

marketing, and continuing education support in an effort to increase readership and revenue. This transition grants *JNN* subscribers greater professional recognition and online access. *JNN* is available on the portal site to LWW's nursing and healthcare journals, www.nursingcenter.com. In addition to joining the prestigious company of LWW's other publications, the number of article submissions to LWW's Web-based manuscript management program has increased and is sure to advance AANN's status as a leading provider of neuroscience nursing information and education.

LWW's Web capabilities enhance member access to *JNN* content. By signing in to the Members-Only section on AANN's Web site, members can link to LWW's Web site and access issues of *JNN*. From here, members can download articles as searchable PDFs and access high-quality CE offerings. This new partnership provides all members with a discounted price for *JNN* continuing education (CE) credits.

On-Demand Access to Education Expanded

In addition to on-demand access to *JNN*, AANN developed a plan to digitally record of educational sessions from the annual educational meeting. Recordings will be available for the first time at the 2009 meeting and through the AANN online store.

In 2008, the first Webcast was planned and will be available for live attendance and download through the AANN online store in conjunction with Neuroscience Nurses Week in 2009. The topic for this first Webcast, stroke education, was chosen by members through a survey. In addition, *Synapse e-news* is received bimonthly by members and is another source of educational knowledge.

The Clinical Practice Guidelines have been a valuable resource for information on specific patient populations and for acquiring CE hours. In 2008, AANN released three guidelines, including one update. *Nursing Management of Adults with Severe Traumatic Brain Injury*, *Guide to the Care of the Hospitalized Patient with Ischemic Stroke 2nd Edition*, and *Care of the Patient with Aneurysmal Subarachnoid Hemorrhage* were made available for download on AANN's Web site.

The process for creating a new design for AANN's Web site began in 2008. At the 41st Annual Educational Meeting in 2009, a new Web site design will be unveiled to members. Designed to make navigation more intuitive and easy to use, the new Web site will allow member and nonmember visitors to find the information they need. This redesign takes into account suggestions from members about user-friendliness and accessibility. As AANN continues to develop valuable and functional information for neuroscience nurses, this new Web site design will supplement future plans to provide new and updated content.

Noteworthy Publishing

Protocols for Practice: Monitoring Technologies in Critically Ill Neuroscience Patients received an *American Journal of Nursing* Book of the Year 2008 Award. This book, which was a joint venture between AANN and the American Association of Critical-Care Nurses, was named as one of the most valuable texts of 2008 by a panel of judges from the *AJN*. In 2008, AANN also obtained ownership of the AANN Core Curriculum for Neuroscience Nursing, Fourth Edition. It is an accomplishment that the association now owns its core curriculum.

Becoming a CE Authority

AANN continues to work to provide members with opportunities for CE. In 2008, AANN began researching the process for becoming an approver for CE through the American Nurses Credentialing Center (ANCC). In 2009, AANN will begin the preliminary stages for acquiring approver status, consisting of mock reviews and creating self-study documents. ANCC accepts applications for accreditation as an approver twice a year, and AANN plans to apply in August 2009. By acquiring this next status as a CE approver, the association would increase recognition as an industry leader in education and expertise.

Neuroscience Expertise



Goal Statement

AANN is sought out for its neuroscience expertise.

AANN developed strategic partnerships with other organizations and associations to showcase the expertise of neuroscience nursing and to enhance the collaborative nature of patient care. These mutually beneficial relationships with other nursing, physician, and mission-related organizations will be developed around advocacy, clinical standards, education, research, and revenue-generating opportunities. In seeking these formalized partnerships, AANN will promote the following attributes:

- a well-established organization
- strong relationships with ABNN and NNF
- membership with WFNN
- renowned clinical expertise
- a strong journal
- easy access to membership
- Clinical Practice Guidelines
- access to researchers.

Nursing Partners

A collaborative undertaking with the American Association of Critical-Care Nurses (AACN), *Protocols for Practice: Monitoring Technologies in Critically Ill Neuroscience Patients* was recognized by a panel of judges from the *American Journal of Nursing (AJN)* as one of the most valuable texts of 2008. Edited by AANN Board member Linda R. Littlejohns, MSN RN CCRN CNRN, and AANN member Mary Kay Bader, MSN RN CCRN CNRN, it presents the latest on patient care research in a format that can be integrated into daily clinical practice. AANN leadership also continues discussions with AACN to identify potential areas of collaboration.

As a member of the Nursing Organization Alliance, comprised of more than 60 nursing membership organizations, AANN participates in forums that provide access to nursing leadership from other associations and benchmarking data. AANN leadership and staff use these crucial resources to further the growth and development of the association.

Hilaire Thompson, editor of the Clinical Practice Guidelines, has opened a dialogue with leadership from both the Association of Rehabilitation Nurses and the Oncology Nursing Society. The purpose of this dialogue is the collaborative development of clinical guidelines that will benefit patients served by professionals from each of these specialty areas.

Physician Partners

Over the years, many AANN members have been involved with the American Association of Neurological Surgery. This past year, board leaders began efforts to formalize this partnership with specific focus on expanding collaborative educational programs and legislative issues. Similar exploratory discussions have begun with the American Academy of Neurology.

Other Mission-Related Partners

AANN members are involved with many organizations that do work related to AANN's mission. In 2008, AANN strengthened its relationship with the American Heart Association/ American Stroke Association and, for the first time, will exhibit at the International Stroke Conference in 2009. AANN also entered into a partnership agreement with the National Stroke Association, through which AANN members receive a discount on the new Stroke Education Modules. Two additional educational products will be made available to AANN members through the collaboration with WE MOVE, including an online Parkinson's Disease Workbook and a video on the diagnosis and treatment of Parkinson's Disease.

In late 2008, AANN was asked to participate in the national Nursing Quality and Safety Alliance, which seeks to explore the interest and value in strengthening nursing's "policy voice" in quality and safety. An AANN representative is participating in reactor panels for this initiative, and members were involved in developing the CNS Competencies. This past year, AANN also endorsed these competencies that were finalized by the National Association of Clinical Nurse Specialists.

Membership



Goal Statement

AANN has a sustainable pool of committed and engaged volunteers.

Opportunities to Invest

AANN values the contributions members make to the association and is working to increase volunteer opportunities for members to become involved with a variety of committees and projects. In 2008, the Volunteer Opportunities page was developed as a part of the Members-Only section on AANN's Web site, allowing members to create profiles and upload curriculum vitae to a volunteer database. Committees and project leaders are able to search through this database to contact members who are interested in offering their time, skills, and experience. This new feature streamlines the process of searching for volunteers or opportunities and eliminates the antiquated, time-consuming, paper-based procedure.

Making Connections

The association has continued to provide support to chapters and chapter leaders through quarterly conference calls, networking events at the annual educational meeting, and online communication through the chapter LISTSERV. Local chapters can gain greater visibility through the newly redesigned AANN homepage, where visitors can link to a new Webpage dedicated solely to chapters. This new feature will raise awareness of the chapters and make the individual chapter Web sites more accessible. AANN chapters—organized by region, state, or metropolitan area—meet locally for continuing education (CE), networking, and community service.

As a result of a request from the chapters regarding the difficulty in finding providers of CE, AANN is working toward acquiring approver status from the American Nurses Credentialing Center (ANCC). AANN began researching this new objective in 2008 and plans to achieve approver status in August 2009.

One request by chapters in 2008 was for AANN to provide a listing of AANN-approved speakers who have presented at past annual educational meetings. AANN developed the Requested Speakers Bureau for chapters to search speakers who received positive evaluations by topic and location.

Welcoming New Members

Two initiatives were launched to welcome new AANN members and to help them establish a connection with their association. Every month, board members send a written note as a means of introduction and to make a personal connection with the new member. The second touch point is an invitation to participate on a New Member Virtual Reception group telephone call, led by the president-elect. New members are introduced to AANN's governance structure, history, mission/vision, member benefits, CNRN criteria, upcoming meetings, and CE offerings. This informal call offers new members the opportunity to ask questions and interact with fellow members. Calls are held every quarter to accommodate incoming new members and schedules.

Diversity of Practice

Members participate in 10 special focus groups (SFGs) with colleagues in the same clinical area or patient populations. SFGs range in size from 100–400 participants, with Stroke being the largest and most active. SFGs are coordinated by facilitators, who convene for quarterly conference calls to network and share successes or challenges. At the 2009 Annual Educational Meeting, facilitators will meet face-to-face for the first time, in addition to attending individual SFG sessions. The SFG LISTSERVs continue to be popular avenues for trading best practices, sharing resources, and finding answers to the unique challenges neuroscience nurses face.

Finances

A ANN's financial position remained stable in 2008, though experiencing a decrease in investment income for the year, as was the case with most associations. The figures on this page represent AANN's financial activities for 2008, ending in December, as prepared by an independent auditor.

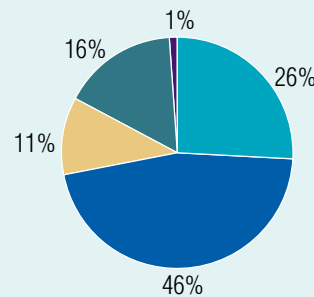
The overall operating revenue for 2008 was \$1,669,935, while expenses totaled \$1,696,113. Within the four main categories of revenue and expenses, growth in meeting attendance and membership, along with contraction of spending, contributed positively to AANN's financial strength. In particular, attendance at

the annual educational meeting boosted revenue in an otherwise discouraging economic environment. 2008 ended with a decline in AANN net assets—due primarily to the loss in long-term investments as a result of the volatile market—as well as capital investments in Web site and new product development. Moving forward, JNN's transition to a new publisher provides a more cost-effective way to produce the journal, an increase of on-demand educational products available for purchase online, and other virtual educational offerings are expected to deliver greater revenue in 2009.

Revenue

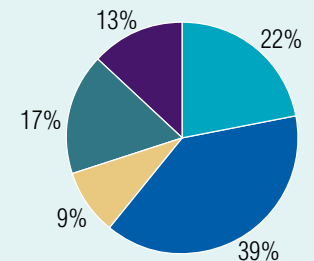
Membership	\$443,041
Annual Conference	\$764,003
Educational Products	\$184,581
JNN Publication	\$271,154
Interest Income	\$12,659
Total	\$1,675,438

Note. Revenue figures include operating costs.

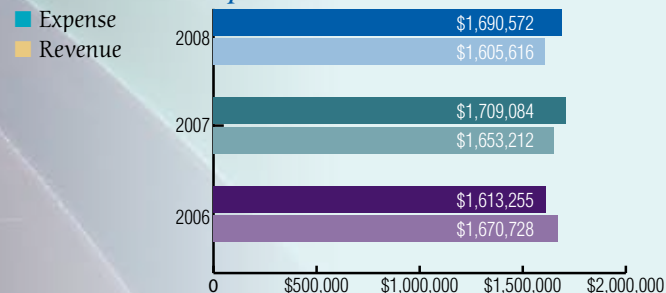


Expenses

Membership	\$370,824
Annual Conference	\$663,775
Educational Products	\$146,672
JNN Publication	\$281,547
Board/Committees	\$227,754
Total	\$1,690,572

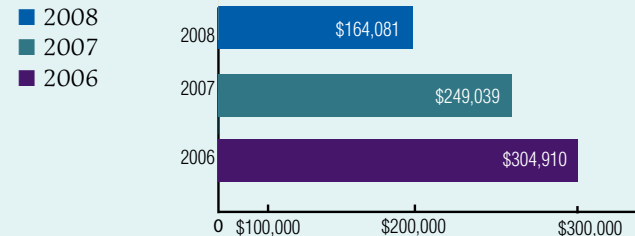


Revenue and Expenses



Note. Revenue figures include operating costs and investment loss.

Net Assets



About AANN

Mission and Vision Statements, Core Values

Mission

The American Association of Neuroscience Nurses (AANN) is committed to the advancement of neuroscience nursing as a specialty through the development and support of nurses to promote excellence in patient care.

Vision

The American Association of Neuroscience Nurses (AANN), as the leading authority in neuroscience nursing, inspires passion in nurses and creates the future for the specialty.

Core Values

Excellence. We depend on exceptional people to assure that we provide the best services to our members. We set high standards and support each other as we strive to achieve our goals. We invest in each other and value the individual differences that make us strong.

Innovation. We embrace change, creativity, continuous learning and personal growth. We improve the services we provide, anticipating future trends and creating a strategic direction to ensure future growth and continued viability.

Collaboration. We build enduring internal and external relationships, joining with colleagues across organizational boundaries to improve the services we provide. We encourage and reward both individual and team achievements. We put the common good ahead of narrow interests.

Integrity. We engage in actions that follow our words and beliefs. We act with integrity in all we do by being respectful, honest, truthful, transparent and accountable; being stewards of resources; demonstrating ethical conduct; and building trust as individuals and an association.

Visionary. We have a clear, distinctive and specific vision of the future. We foresee opportunities, manage uncertainty and propose a course of action that is innovative and forward thinking. We think “out of the box” and see the “big picture.” We are professionals by nature.

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American Board of Neuroscience Nursing



A Message From the President

With fewer than 20% of American nurses having board certification, the Certified Neuroscience Registered Nurse (CNRN) program remains a valuable distinction for neuroscience nurses, both members and nonmembers. Today, more than 3,200 nurses hold the CNRN credential, and more nurses continue to register for the exam. Nearly 500 CNRN exams were administered in 2008, with more than 50% of exam takers opting for computer-based testing.

In 2008, ABNN made advances in further establishing the CNRN program as a valuable and esteemed distinction in the world of neuroscience nursing. ABNN focused on many key issues important to CNRNs, including improving the recertification process, evaluating the option of an online certification, involving the recertification process with other certification organizations, and preparing for the upcoming Role Delineation Study, which will take place in 2010. New additions to the Web site were developed to make information more readily available and user-friendly and will be implemented in 2009.

One of the most significant developments in 2008 was ABNN's re-evaluation of recertification categories for CNRNs. In an effort to keep pace with an ever-changing industry, guided by the recommendations of the American Board of Nursing Specialties and other member organizations, a thorough review of the recertification criteria was undertaken to align the recertification categories with current continuing education and the increasingly diverse roles neuroscience nurses hold in clinical practice. As a result, a newly revised application will be available in 2009 that encompasses all key responsibilities pertaining to the application and dissemination of neuroscience nursing knowledge. This work is seen as a first step toward transition to an online process of recertification.

The 12-member Test Development Committee has been instrumental in leading the effort to improve the leadership opportunities within ABNN, in addition to managing the day-to-day operations of the test database. Opportunities were expanded with the formation of the Re-Referencing Committee, charged with the task of reviewing and updating references for exam items and thus expanding the questions available for testing.

This past year, ABNN celebrated the achievements of CNRNs through recognition of Certified Nurses Day. Developed by the American Nurses Credentialing Center (ANCC), Certified Nurses Day is an annual celebration of the contributions of board-certified nurses to the advancement of nursing professionalism, higher standards, and better outcomes. In 2009, through support from the board of trustees, ABNN will support a petition seeking federal recognition for this day. ABNN also endorsed the core, entry-level clinical nurse specialists (CNS) competencies that were finalized by the National Association of Clinical Nurse Specialists.

Angela R. Starkweather, PhD ANCP RN CCRN CNRN
ABNN President

About ABNN

The American Board of Neuroscience Nursing (ABNN) is the independent, not-for-profit corporation established to design, implement, and evaluate a certification program for professional nurses involved in the specialty practice of neuroscience nursing.

ABNN is solely responsible for the development, administration, and evaluation of the certification program. Neuroscience nursing is the diagnosis and treatment of actual or potential patient and family responses to nervous system function and dysfunction across the healthcare continuum. The mission of ABNN is to promote the practice and the contributions made by neuroscience nurses to the health of the nation through the certification of registered nurses.

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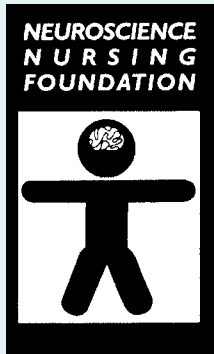
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Neuroscience Nursing Foundation



A Message From the President

The NNF is the only foundation in the world dedicated solely to serving the needs of the neuroscience nurse. To fully accomplish its mission and to better serve its constituency, the NNF instituted a management-model change in June 2008 and hired a stand-alone executive director to oversee the expansion of its services. Incorporated in the process were changes to the NNF bylaws that officially separated the Foundation from its founding organization, AANN, as a charitable not-for-profit.

A Tradition of Support

Since 1993, NNF has provided over \$325,000 in research grants, scholarships, travel grants, and recertification grants to more than 200 AANN members. In 2008, through the funding support of the Integra Foundation and a restricted \$5,000 grant from the ABNN, the NNF was able to expand support of the CNRN recertification grants five-fold. The Integra Foundation continued its strong and dedicated support to neuroscience nurses by funding a \$10,000 research grant and ten \$1,000 travel grants to the AANN 40th Annual Educational Meeting in Nashville, TN.

With the strong support of 32 AANN chapters, the Foundation was able to raise more than \$3,000 from the Silent Auction at the AANN annual educational meeting—a record. Coupled with the outstanding showing at the Silent Auction, NNF instituted an additional fundraiser, the NeuroBoogie. Participants learned a bit of line dancing while raising an additional \$3,000 in unrestricted funds to support the Foundation's mission. NeuroBoogie was so successful that it will become a yearly part of the NNF presence at the AANN annual educational meeting and will be part of the fun program at the 2009 World Federation of Neuroscience Nurses 10th Quadrennial Congress in Toronto, Canada.

A Spirit of Collaboration

Supported by a \$10,000 grant from UCB Pharma, NNF was able to fund the 8th Annual NNF Special Lecture at the AANN 40th Annual Educational Meeting, where Dr. Pamela H. Mitchell and Mary Kay Bader presented “Research Into Practice: ICP Dynamics and Beyond.” As part of NNF's commitment to support AANN and ABNN, \$15,000 in funding was sought from and granted by Teva Neurosciences, Inc., to conduct a summit meeting in the first part of 2009 to address means to conjointly advance each of the three organizations' missions.

In an effort to build further alliances, NNF will be a cosponsor of the 10th Quadrennial Congress of the WFNN in 2009 and an organizing partner of the World Parkinson's Congress in 2010 in Glasgow, Scotland.

The Foundation for You

Currently 3% of AANN members donate to NNF. We know we can do better than that. Our goal in 2009 is to raise \$20,000+ from AANN members to support NNF and its programs. It will make a clear statement to the nursing community and NNF's potential donors that AANN members support the Foundation—the only foundation devoted exclusively to the advancement of the specialty. We encourage members to please donate today—and donate generously.

Tess L. Sierzant, MS RN APRN BC CNRN
NNF Chair

About NNF

The Neuroscience Nursing Foundation was established in 1993 by the American Association of Neuroscience Nurses (AANN) in order to ensure the highest quality of care for people with neuroscience disorders, educate the general public about the care of neuroscience patients, and promote the unique specialty of neuroscience nursing. Since its establishment, the Foundation has provided education and research opportunities for registered nurses furthering their careers in the neurosciences. The Foundation is committed to raising funds to support professional growth in neuroscience nursing.

Funds raised by the Foundation provide undergraduate and graduate scholarships as well as research grants. Undergraduate (baccalaureate) nursing programs emphasize decision-making, leadership, public health, research, and health promotion, and thus prepare professional nurses to practice in a wide variety of settings and with diverse populations. Advanced practice nurses (nurses with graduate degrees), provide highly specialized service in tertiary-care institutions, and outreach and community programs. Doctoral and postdoctoral nursing programs prepare intellectual leaders who are skilled in the techniques of research and advanced nursing theory. Both advanced practice and doctoral nursing programs are linked to one of the most interesting components of the nursing profession—nursing research. The Foundation recognizes the stability and leadership provided by the nursing profession at all levels and is committed to providing support to individual nurses to pursue their goals.

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behalf of CANN, City of Toronto,
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