



Proudly serving nurse associations in Arkansas, Kansas, Missouri, and Nebraska!

Full-time Staff Includes:

- CEO
- Finance Director
- Professionals Development Director
- Communications & Graphic Design Manager
- Administrative Coordinator

Part-Time Staff:

- Events Planner Assistant

Independent Contractors:

- Nurse Peer Review Leader & Lead Nurse Planner
- Nurse Planner & Nurse Peer Reviewer

Here is a snapshot of your services:

❖ Division CEO Services

- Personnel Management
- Association Compliance (i.e. insurance)
- Assist SNAs with Policy and Procedures
- Attend SNA Board Meetings
- Mentor to SNA State Director
- Scheduled Weekly Calls with State Director
- Monthly Leadership Team Meetings
- Monthly Membership Team Meetings
- Implementing Standards of Excellence
- Board Orientation Assistance
- New Employee Orientation
- Consultation on contracts
- Maintain Employee Benefit Programs
- Order supplies/items for each SNA to leverage better pricing
- Manage/Review vendor contracts
 - Office Supplies
 - Promo Items for Exhibiting
 - Hotel Contracts
 - Association Insurances
 - Monitor lease agreements



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- ❖ Financial Management Services
 - Accounts Payable
 - Accounts Receivable
 - Budget Preparation for SNAs
 - Manages Merchant Services Accounts for each SNA
 - Monthly Bank Reconciliation
 - Monthly Financial Statements & Reports to SNAs
 - Monitoring of Cash Accounts
 - Filing of Payroll Taxes
 - Processing Payroll

- ❖ Additional Human Resources
 - Administrative Coordinator
 - Prepares all Membership Reports
 - Update Database
 - Phone Calls to Canceled or Grace Period Members
 - Grace Period Postcards
 - Update Email Postcards
 - New Member Packets/Email/Surveys
 - Assists with event registrations and event prep as needed
 - Manages the phones and daily mail

- ❖ Communications & Graphic Design Manager
 - Communication/Marketing Support
 - Website Management
 - WordPress
 - SalsaLabs
 - Social Media Support
 - Press Advisory/Releases
 - Promotion Development
 - Document Development
 - Monthly Newsletter Development
 - For KS and MO the Nurse Magazine
 - Recommend Promo Items for Exhibiting
 - Explore non-dues revenue opportunities
 - Email Management

- ❖ Additional Communications Support:
 - Call Center capabilities and attendant form 8:30-4:30 daily
 - Lighting the Way weekly Newsletter including state specific news items to members

- ❖ Information Services:
 - IT Management Services
 - Combined Phone System
 - Web and Email Services
 - Website Platform Management

- ❖ Group Purchasing/Contract
 - Enterprise Rental Car
 - Group Insurance (D&O, General Liability, Professional Liability, Work Comp, etc.)
 - Office Supplies Contract (Staples & Quill)
 - Salsa CRM & Advocacy Engagement Software
 - Constant Contact
 - Association Voting
 - Single payment for ANCC Fees for Approver/Provider

- ❖ Professional Development and Continuing Education (CE)
 - Accredited Approver and Provider Unit
 - Centralized CE Staff (for operational efficiency and financial savings)
 - Professional Development Director
 - Lead Nurse Planner
 - Nurse Peer Review Leader
 - Event Planner Assistant

Employee Costs:

Salaries
 Taxes
 Benefits
 Retirement 401K

Operational Cost:

Computer Expense (Hardware purchases, Internet Services, Software Purchases/Updates)
 Communication Expense (Telephone, Conference Call Service, Cell Phone Reimbursement
 Insurance Expense (D&O, General Liability, & Professional Liability)
 Office Expense (Business Meals, Leased Office Equipment, Postage, Printing, Supplies,
 Professional Development)
 Professional Fees (Accounting/CPA/Audit Services and Benefit administrative fees)
 Service Charge/fees (Bank fees and credit card fees)
 Travel Expenses (air fare, car rentals, lodging, meals, mileage, and transportation)
 Board Expense
 Building Occupancy Expense

As a SNA within the MSD you pay only a portion of these expenses (as noted below) in order to have access additional staff and back office support for your SNA. This allows your State Director to be working on membership and advocacy in your state.

- ARNA 19%
- KSNA 20%
- MONA 42%
- NNA 19%