

ABNS Success Markers and Activities 2010 Organizational Update

Success Marker I

ABNS is the authoritative resource and voice for issues of specialty nursing certification.

- Increase awareness of ABNS to stakeholder groups.

Measures

- 1) ABNS is cited in the media and in the literature on nursing specialty certification.
- 2) ABNS is invited to participate in events that address certification- related issues.
- 3) The ABNS website is accessed as a source of information on nursing specialty certification.
- 4) ABNS Board Members and CEO are accessed as sources of information on nursing specialty certification.

Organizational Update

- ABNS was cited in a number of media including: Nursing Spectrum, the ICE Newsletter, Credentialing News and AJN Career Guide.
- ABNS contracted with Seachrist & Associates to develop a marketing and branding plan.
- A new logo was developed and guidelines for logo use distributed to members.
- ABNS launched a completely updated website with a fresh, new look.

Success Marker II

ABNS provides benefits that delight its members.

- Offer forums for certification information sharing and networking.
- Communicate best practices in nursing certification processes.

Measures

- 1) Member satisfaction surveys demonstrate ratings of satisfied or very satisfied with ABNS membership and products/services.
- 2) Assembly meeting evaluations indicate positive ratings for meeting structure and content.
- 3) Members indicate usefulness of information obtained from ABNS.

Organizational Update

- ABNS hosted a March 2009 Assembly meeting and Certification University; program evaluation was distributed to members.
- ABNS and CCI co-hosted an International Nursing Certification Research Summit that engaged 74 participants; program evaluation was distributed to attendees.
- Through LinkedIn, ABNS provided a platform for group discussions on topics of interest to members. The topics and answers were summarized on a regular basis and distributed to the members. ABNS will move from LinkedIn to Groupsite listserv in 2010 to respond to the inconsistencies in service with LinkedIn.

- An ABNS Member Organizational Profile survey was completed in 2009 and results distributed to member organizations.
- Provided mentors for first time Assembly attendees.
- Honored and recognized special accomplishments in the field of nursing certification.
- In conjunction with the Program Committee, planned the Certification Assembly meeting for Spring 2010. Booked speakers and applied for CNE approval.

Success Marker III

ABNS ensures organizational vitality with sustainability.

- Foster member retention and actively seek new members.
- Support member organizations by increasing awareness of certification among stakeholders.

Measures

- 1) ABNS demonstrates organizational growth (members, attendance, sponsorships, etc.)
- 2) ABNS engages appropriate staff and volunteers to accomplish activities.

Organizational Update

- ABNS updated and revised the Policies and Procedures to reflect the changes with the ABSNC and other updates.
- The Board approved policy changes to formalize the Committees. Committee members will serve two year terms and committees may accomplish their work through calls and email, as well as face to face meetings.
- Updated list of non-member prospects. Key messages are under development.
- AONE joined as a full member.
- Connections were made with the Certified Corrections Nurses, Forensic Nurses and Transplant Nurses and they have been encouraged to attend our March meeting as auditors and to join ABNS.
- Launched a quarterly member e-newsletter to keep members apprised of activities and announcements.

Success Marker IV

ABNS promotes accreditation and recognition of quality specialty nursing certification programs.

- Create autonomy between ABNS and Accreditation Council functions.
- Recognize and support the Accreditation Council.

Measures

- 1) Document successful completion of separation of AC from ABNS.
- 2) Enumerate activities that support accreditation.

Organizational Update

Success Marker V

ABNS promotes research activities to advance knowledge regarding specialty nursing certification.

- Establish a national nursing certification research agenda.
- Encourage and facilitate the conduct and dissemination of research on nursing certification and continued competency.

Measures

- 1) Document research being conducted on nursing certification and competency assessment.
- 2) Document support for research being conducted on nursing certification and competency assessment.

Organizational Update

- With support from the Canadian Nurses Association, we have updated the certification bibliography to include all 2009 certification-related documents. The updated bib is available on the ABNS website.
- The ABNS Research Committee established a partnership with NDNQI to provide information on nursing certification data collection and reporting.
- ABNS partnered with CCI to co-host the International Nursing Certification Research Summit. To prepare for the Summit, a planning group met in March 2009 to validate the research themes. In October 2009 the Summit was held in Baltimore, MD. Facilitated by InnovationLabs, over 70 participants achieved consensus on a research agenda for specialty care nursing certification.
- A website on all the Summit activities was made available at www.innovationlabs.com/research.
- All member organizations were asked to have their Boards approve the research agenda.
- Ongoing work on the research priorities has been delegated to the ABNS Research Committee.
- ABNS Deputy Director participated in an Interagency Collaborative on Nursing Statistics (ICONS) conference call.

Success Marker VI

ABNS demonstrates the value of specialty nursing certification.

- Explore partnerships with organizations, funders, and public and private agencies to increase the visibility of nursing certification.
- Strengthen positive perceptions of certification among a variety of stakeholders.

Measures

- 1) Stakeholders/partners invite ABNS to participate in events that address certification and related issues.
- 2) Stakeholders/partners access ABNS for information on nursing specialty certification.
- 3) Information on nursing certification is portrayed from a positive perspective.

Organizational Update

- ABNS Deputy Director participated on ICE Research Committee Task Force on the Value of Certification.
- ABNS Deputy Director spoke on a panel presentation at the ICE meeting on the Value of Certification.
- ABNS Executive Director participated in meetings on APRN issues:
 - NCSBN APRN Roundtable
 - National CNS Competency Initiative
 - APRN Work Group/LACE