



# President's Manual

Council and Chapter Leader Officers Handbook

*Updated September 2024*

## ENA State Council and Chapter President's Manual

<i>Introduction</i> .....	3
1. <i>Responsibilities</i> .....	4
2. <i>Planning</i> .....	6
3. <i>Compliance</i> .....	9
4. <i>Leadership</i> .....	10
5. <i>Membership</i> .....	14
6. <i>Communications</i> .....	16
7. <i>Programming</i> .....	18
8. <i>Tools and Resources</i> .....	20
9. <i>Appendix</i> .....	21

## Introduction

Congratulations and thank you for taking on this important leadership role with ENA.

As a president, you are a valuable asset in helping to lead ENA and the thousands of emergency nurses it represents as an advocate for patient safety and excellence in emergency nursing practice.

The content in this manual is intended to serve as a training resource, as well as a reference guide, throughout your term as president. As an ENA state council or chapter president, this manual:

- Outlines your duties and responsibilities.
- Provides resources and guides to aid in strategic planning.
- Serves as a checklist for tracking compliance items.
- Contains tips and ideas for leadership and volunteer development.
- Offers ideas and recommendations for member engagement and programming.
- Includes tools, templates and other resources to support you in your role.

This manual can be found in the State and Chapter Leader area on the ENA website, which also contains the latest information and news from the association. The manual will be updated regularly to reflect the most current ENA policies, procedures and strategic vision.

If you have questions or comments about this manual or any of the officer tools and resources, please direct them to:

ENA Governance  
[governance@ena.org](mailto:governance@ena.org)

## 1. Responsibilities

As the president, you are responsible for leading your organization to help further the mission of ENA in your area. Additionally, your role is to establish and maintain member satisfaction, as well as council and chapter operational health.

The president is responsible for the overall welfare of the council or chapter and its various activities. The president serves in a managerial role; ensures that meetings, educational programs and other activities are properly planned; and sees to it that the officers, board members and committees carry out their functions.

Another key element is to ensure the council or chapter complies with its bylaws; ENA Policy and Procedures for ENA State Council Compliance and Operations; and ENA Bylaws.

### State Council and Chapter President Responsibilities

#### MANAGEMENT

- Serve as chief elected officer of the council or chapter.
- Serve as president of the council or chapter's governing body.
- Exercises all responsibilities and privileges as an officer as specified in the state bylaws.
- Coordinate all council or chapter administrative activities.
- Appoint committee chairpersons and members.
- Preside over all council or chapter meetings.
- Ensures at least one business meeting and educational program or event – with a minimum of six contact hours of nursing education – are held during each fiscal year that supports the association's purposes and goals.
- Prepare a calendar and agenda for all board and general membership meetings with assistance, as needed, from the secretary.
- Plan for officer transition by developing potential new leaders and sharing key information, such as bylaws, policies, guidelines and records, with the successor.
- Arrange an orientation meeting for all newly installed officers and committee chairs to facilitate the transfer of duties and responsibilities, and to formulate the council or chapter goals for the upcoming year.
- Communicate the business, projects and activities of the board to the membership.
- Dedicated time each day to check and respond to state- or chapter-related emails and phone calls. Checking your emails regularly ensures you are not missing information about critical deadlines, reminders, updates and other pertinent information from ENA Headquarters or important local member questions or needs.
- Participate in, and stay informed of, leadership development opportunities, such as council and chapter webinars, and encourage your fellow leaders to participate as well.
- If unable to respond to ENA business on a daily basis for a short period of time due to travel or family obligations, presidents should make arrangements for another officer to respond to requests and inquiries
- Ensure officers access their Microsoft 365 accounts to use Outlook and Teams, as well as access the state Zoom account.
  - ENA provides Microsoft 365 and Outlook email accounts for each officer position – president, president-elect, secretary, treasurer and immediate past president – to support effective communication with members, partners, vendors and the public. These email addresses are designed to transition from one person to the next as new leaders are elected, thereby preventing loss of data or information during leadership transitions. State council officers are required to access and utilize their officer email accounts during their term in office. ENA will process the transition of account access annually.
  - Delegate responsibilities not otherwise handled by the chapter bylaws to the chapter officers or committees.
  - Establish and maintain member satisfaction.

## FINANCIAL

- Review monthly bank reconciliations prepared by the treasurer.
- In conjunction with the treasurer, other officers and committee chairs, prepare a recommended budget for the year and submit to the board for approval.
- Ensure required financial documents – budget, budget narrative, proof of filing IRS documents, IRS change of address form – are submitted to ENA Headquarters by the applicable deadlines. *Councils and separately incorporated chapter presidents only.*

## COMPLIANCE

- Ensure that required updates, documents and reports are submitted to the ENA Headquarters by their designated deadlines.
- Develop, maintain and enforce policies and procedures as outlined in ENA Policies and Procedures. Submit modifications or new policies and procedures to the state board for approval.
- Ensure the overall welfare of the council or chapter remains in good standing with compliance requirements.

## Outcomes

The president should provide direction and plans to:

- Sustain and increase membership base.
- Recruit new members into the organization and encourage their active participation.
- Develop leaders; recruit first-time volunteers and officers to create a strong leadership pipeline after your term is complete.
- Work with your committees and members to implement education, networking and advocacy programming regularly throughout the year.
- Create a council or chapter culture that supports the goals of ENA and the ENA Foundation.
- Ensure all officers are working in accordance with ENA policies and procedures and that your council or chapter remains in compliance.

## Qualifications

Presidents must meet and maintain the following qualifications:

- Have a current ENA membership
- Hold a current registered nurse licensure
- Be an active participant at the council or chapter level

## Term of Office

The president shall serve for a term of one calendar year, Jan. 1-Dec. 31, unless otherwise stated in the council or chapter bylaws.

\*TIP

*Reach out to the immediate past president or other past presidents to learn from their experiences. Past leaders are usually more than happy to share their advice or lessons learned.*

## 2. Planning

A formal plan and planning process will help you as a president to meet all your responsibilities and help your organization succeed.

When developing your council or chapter plan, assess your current policies, practices and programs to determine what is working well and what needs more attention. It is also a good time to evaluate whether your current plans and processes support the outline of responsibilities and outcomes listed in Section 1 of this manual. You can access sample strategic plans and the activity plan calendar on the website.

### Strategic Planning

A strategic plan is intended to last three to five years and should support a vision you are working toward to help meet member needs. The strongest strategic plans are reviewed regularly to evaluate if they still align with the goals and vision of your group. A strategic plan should include long-range and annual goals that will help achieve the vision.

If your state council or chapter has an existing strategic plan, you should:

- Review with your officers to evaluate progress to date and if the original plan needs to be updated.
- Decide if the short-term and long-term goals still reflect the council or chapter's direction.
- Evaluate whether the appropriate committees are in place to accomplish the established goals.
- Review how the council or chapter's strategic plan aligns with the ENA Strategic Plan.
- Provide opportunities for member feedback.
- Make modifications, if necessary, and review with the board.
- Communicate the plan with members so they understand the direction of the group once plans are approved and updated for the year.

If your council or chapter does not have an existing strategic plan:

- Schedule a time to meet with your officers and discuss the current strengths, weaknesses, opportunities and threats for your organization.
- Develop with your officers long-term goals that support the overall mission and vision of the organization.
- Establish with your officers the short-term or annual goals that support the long-term goals and overall strategic vision.
- Define what your measurements of success will be – monthly, quarterly and annually.
- Continue to update members and get their feedback by sending out communications or hosting open discussions.
- Ensure the president-elect or other future leaders are involved in the plan development as they will be the ones helping execute the plan in the coming years.
- Review how the newly developed strategic plan aligns with ENA's Strategic Plan.
- Create and assign committees that support the goals outlined in the plan.
- Consider how members will be able to engage in and support the efforts outlined in the plan.
- Share the final approved plan with members.
- Review the plan annually to ensure it continues to reflect the direction of your council or chapter.

## Activity Planning

In addition to the ENA Strategic Plan, the ENA Activity Plan is designed to provide council and chapter leaders with a month-to-month planning schedule of activities to accomplish. The action items in the activity plan include compliance requirements and recommended activities to keep your council and chapter strong and successful. The activity plan is a good baseline document for you to add activities and programs to help accomplish your strategic plan goals.

The activity plan will be a guide on what actions need to be taken during each month — deadlines, compliance submissions and other required actions — as well as planning steps for future events and activities. There are activities every president should coordinate with his or her officers every month.

**\*TIP**

*Delegation is essential to ensure activities are accomplished, and it also serves as a conduit toward volunteer engagement and leadership development while creating a sense of shared responsibility for accomplishing goals.*

The complete and up-to-date ENA Activity Plan can be found at on the [ENA website](#). Below is a quick reference to the key compliance and deadlines for all councils and chapters.

**JANUARY**

- 31 Annual report due to ENA Headquarters – state councils and separately incorporated chapters only
- 31 Current bylaws and policies due to the ENA Headquarters – state councils and separately incorporated chapters only. Submit compliance documents as directed by ENA.

**MAY**

- 15 Membership status deadline for determining number of delegates and alternates for General Assembly.
- 15 IRS Form 990 filing deadline for state councils and separately incorporated chapters; last day to file extension with IRS.

**SEPTEMBER**

- 15 IRS Extensions, Form 990 filing receipts and/or copies of filings must be submitted to ENA Governance to be in compliance.

**OCTOBER**

- 31 Deadline for incoming state council and chapter officers to be entered into the [State Council/Chapter Portal](#).

**DECEMBER**

- 31 Current budget – final and board approved – and budget narrative for state councils and separately incorporated chapters must be submitted.
- 31 Core committee chairpersons – government affairs, membership, QSIP, fundraising, TNCC, ENPC – must be submitted electronically.

## Evaluation

Schedule a time to conduct a progress check against your plans every quarter or at your board meetings at least twice a year. This is a good time to evaluate if goals have been achieved or if any adjustments need to be made to the plan. Discuss with the members who helped implement elements of the plan which strategies were effective and which areas may need more attention or are not worth repeating.

If changes are made to the strategic plan, be sure to provide an update to your membership. History of the changes and development of the strategic plan will also be valuable information to new officers during leadership transition.

### 3. Compliance

As stated under responsibilities, the president is accountable for ensuring the council or chapter meets overall compliance standards at all times.

The checklist below includes council and chapter compliance requirements as outlined in [ENA Policies and Procedures](#).

#### Compliance Checklist

State councils and separately incorporated chapters must follow these requirements, including having current articles of incorporation, bylaws and policies on file, as well as submitting documentation to ENA Governance.

- Ensure the official council logo provided by ENA is utilized and adheres to the ENA Brand Guidelines
- Establish direct deposit
- Secure at least three authorized signers on financial accounts and bank signatory cards
- Three-tier state councils must maintain all bank accounts in the state council's name and under its EIN number. Three-tier state councils may establish accounts for each of its chapters in one or multiple banks – or as outlined in state council policy and procedures provided all such accounts are opened and maintained in the state council's name. No chapter shall maintain a bank account in its own name separate from the state council.
- Complete and submit an annual report by Jan. 31 – state council and separately incorporated chapters only.
  - » [Link](#) to complete the annual report is emailed in January to presidents
- Submit bylaws by Jan. 31 – state council and separately incorporated chapters only
- Submit current policies by Jan. 31:
  - » [Code of Ethics Policy](#)
  - » [Social Media Policy](#)
  - » [Conflict of Interest Policy](#)
  - » [Whistleblower Protection Policy](#)
  - » [Antitrust Policy](#)
  - » [Record Retention/Destruction Policy](#)
  - » [Investment Policy](#)
  - » [Reserves Policy](#)
  - » [State Council Chapter Banking Policy – three-tier states only](#)
  - » [Chapter Creation/Dissolution Policy – three-tier states only](#)
  - » [Chapter Probation Policy – three-tier states only](#)
  - » [Federal Tax ID Number Use Policy – includes separately incorporated chapters](#)
- Submit current final board-approved budget and budget narrative by Dec. 31 – state council and separately incorporated chapters only – which includes the required provisions outlined in ENA Policies and Procedures
- File annual IRS Form 990 as outlined in ENA Policy and Procedures by May 15 IRS deadline – state council and separately incorporated chapters only
  - » IRS Extensions, Form 990 filing receipts and/or copies of filings must be submitted to ENA Governance by Sept. 15
- Enter officers – president, president-elect, immediate past president, secretary and treasurer – into the State Council-Chapter Portal by Oct. 31
- Upload required state council and separately incorporated chapter chairpersons into the State Council-Chapter Portal by Dec. 31
- Ensure all officers and committee chairpersons have a current ENA membership for the duration of their term

## Failure to meet compliance requirements

State councils and chapters that do not submit proper reporting may be subject to assessment monies being held, or possible suspension or revocation of their charter.

## 4. Leadership

ENA was founded by two leaders who saw a need in their profession to create standards and help advocate for patient safety and excellence in emergency nursing practice. They took a risk to achieve their vision and laid the foundation for ENA's indispensable role within emergency nursing. As you set out in charting your leadership path, it is good to take a step back to reflect on ENA's origins.

*In 1968, Anita M. Dorr, RN, and Judith C. Kelleher, RN, working at opposite sides of the United States, perceived a need for nurses involved in emergency health care to pool their resources to set standards and develop improved methods of effective emergency nursing practice. In addition, they wished to provide continuing education programs for emergency nurses as well as a united voice for nurses involved in emergency care.*

*By 1970, Dorr had formed the Emergency Room Nurses Organization on the East Coast and Kelleher had formed the Emergency Department Nurses Association on the West Coast. The two groups joined forces, and the association was initially incorporated as the Emergency Department Nurses Association in Rochester, New York, in December 1970. The first national association meeting was held in New York in 1971.*

*In 1985, the association's name was changed to the Emergency Nurses Association, recognizing the practice of emergency nursing as role-specific rather than site-specific.*

*Originally aimed at teaching and networking, the organization has evolved into an authority, advocate, lobbyist and voice for emergency nursing. ENA has grown to nearly 40,000 members, with members representing more than 50 countries around the world.*

### Leadership Development

You have been developing your leadership skills over many years on your journey to serve as president. But this learning does not stop the day your term begins. ENA offers many opportunities and resources throughout the year to support your leadership and growth as a leader. It is your responsibility to stay informed of these opportunities and to encourage your fellow leaders to participate as well. Most of these events are outlined in the ENA Activity Plan. ENA's goal is to provide council and chapter leaders with efficient services, communications and networking opportunities.

A few key opportunities you should know about:

- ENA Leaders Learning Library
- ENA Leadership Conference
- Day on the Hill
- ENA's annual education and networking conference
- Quarterly State and Chapter Leader webinar
- Quarterly State Pulse digital newsletter

An important aspect of your leadership development is being informed on the latest news and initiatives from ENA Headquarters. All council and chapter leaders are required to receive emails from ENA. Contact [governance@ena.org](mailto:governance@ena.org) if you need assistance to ensure you are not opted out.

**\*TIP**

*Please check your profile to confirm you have not opted out of any emails from ENA. You can update your communications preferences via your member portal*

## Your Leadership Team

You will need to partner with your members, volunteers and board to make sure your organization continues to develop and remain strong. You were selected for your role due to your excellent leadership skills. But equally important will be your ability to delegate and manage compliance actions and deadlines, execute your strategic plan, have open and frequent communication with members, and build ideas for the future.

You should consider your fellow officers among your greatest assets. Each state council and chapter has the responsibility to hold regularly scheduled elections prior to Oct. 31 each year so the new officers can be shared with ENA Headquarters by the required deadline. All officer roles and responsibilities including the president, president-elect, secretary, treasurer and immediate past president are outlined in your state council bylaws.

Serving on a board of directors involves significant responsibilities and a commitment to the organization's success. Here are key legal roles and responsibilities board members should understand and inform themselves about:

- Duty of Care: Take care of the nonprofit by ensuring prudent use of all assets, including facility, people and goodwill, and provide oversight for all activities that advance the nonprofit's effectiveness and sustainability.
- Duty of Loyalty: Make decisions in the best interest of the nonprofit corporation, not based on personal self-interest. This includes avoiding conflicts of interest, disclosing any potential conflicts to the board and not using a board position for personal gain.
- Duty of Obedience: Ensure the nonprofit complies with all applicable laws and regulations and operates in accordance with its mission and governance documents.

## COMMITTEES:

State councils and separately incorporated chapters may appoint committees as necessary to research and address its objectives, educational needs, professional practice, special interests and programs, while simultaneously serving as resource consultants. State councils and separately incorporated chapters must maintain the following core committees in support of ENA's Strategic Plan: Membership; Government Affairs; Quality, Safety and Injury Prevention; Pediatric; Trauma; and Fundraising. If not filled, the president will be automatically appointed to the position(s). Additional committees are at the discretion of the state council. Chapters are recommended to maintain the above committees, but it is not required.

In addition, each state council and chapter may wish to maintain one or more of the following committees including Student Nurse; Education; Nursing Practice; Advanced Practice Registered Nurse; Emerging Professional; Diversity, Equity and Inclusion; or Research. Chapters should also follow any committee recommendations set forth in the respective state council policies.

## Leadership Transition

Do not wait until your last official day as president to think about your successor. Involve the president-elect throughout the year and have them shadow you during key activities, such as setting the agenda for meetings or committee appointments. The president-elect should be involved in budget setting and strategic planning because they will have to execute the plans created. Even with a president-elect in place, you should be thinking about who has the potential to be the next successor. Is there a strong volunteer who should be considered for an officer role so as to start building his or her path toward a presidency? Thinking about succession planning from the start helps create continuity for your state council or chapter and a smoother transition for the new leaders.

**RECOMMENDED TRANSITION ACTIVITIES INCLUDE:**

**Shadowing/Mentoring:** Incoming officers are paired with outgoing officers for a specific period of time to learn position basics and to observe the outgoing officers. Through discussion and interaction, outgoing officers share expertise, insight and advice with the incoming officers. Through a “shadowing” process, new officers are elected and serve for an “elect” position – president-elect, for example – term with the current officer to learn processes, meet people, and transition materials.

**Retreats/Transition meetings:** Although they can take different formats, retreats or meetings provide an opportunity for incoming and outgoing officers to transition materials and discuss pertinent issues. All retreats or meetings should be planned in advance and should seek to address specific goals and objectives.

**OFFICER TRANSITION QUESTIONS**

- What do you consider to be the greatest responsibility of your office?
- What do you wish you had done, but did not?
- What did you try that did not work? Why?
- What problems or areas will require attention within the next year? Who and what resources were most helpful in getting things done?
- What key relationships need to be built?
- What should be done immediately?
- How did you work with other officers?
- How did you partner with the ENA Headquarters?
- What specific paperwork is required of the officer?

## 5. Membership

### Recruitment

Why should you be focused on recruiting new members?

There are several benefits to adding new members to your council or chapter.

- New ideas and enthusiasm support the mission and vision of ENA. Bring new information about what emergency nurses in their facility, age group or stage of life are looking for by joining or being a member of ENA.
- More hands help with implementation and planning. The council or chapter may find it can accomplish more from the planning outline with more members to support the work. Additionally, new members can turn into new volunteer leaders to help create a stronger leadership pipeline.
- Becoming part of the nearly 50,000 members across the globe also helps create a stronger presence and voice for promoting safe practice and safe care in emergency nursing.

### Five best practices in recruiting members:

#### 1. You are ENA's best cheerleader

Present yourself as a good example of ENA every day. You never know who may approach you with questions about joining or getting involved with ENA. Have an elevator pitch, or a short statement, memorized and ready to go to share so you can explain what ENA is, why it is important to you and why you joined and continue to be a member.

**\*TIP**

*Tell prospective members a personal story about how ENA has had an impact on your life or career.*

#### 2. Think like a new member

A prospective member could be new to emergency nursing, new to the area or new to the idea of joining ENA. They may know little about ENA and its initiatives. Talk to them first about their experience with emergency nursing, learn about their background, and then introduce them to ENA. A great first step is inviting them to participate in an upcoming local activity with your council or chapter.

#### 3. Don't be afraid to ask

Be aware of potential ENA members when at work, participating in educational activities or in social settings. Strike up a conversation with the new nurse in your emergency department and learn if they are an ENA member. If not, it's a great time to start sprinkling in information throughout your conversations. Then don't be afraid to ask them to join ENA. Many new members just need to be asked.

#### 4. Stay connected

If you meet a great potential member, make sure they don't get lost in the "rush." Always collect their contact information and actively invite them to participate in an ENA program, send them the link to join ENA or ask your membership chair or a staff member at ENA Headquarters to follow up and continue the conversation. A quick email or text helps prospective members to feel connected and helps them understand the value of joining a large community of their peers.

## 5. Everyone plays a role

Council and chapter officers have many responsibilities. Successful recruitment cannot be done alone by the president, membership chair or other officers. Motivate your entire membership base to take ownership and be involved with recruiting new members. Share your elevator pitch as an example to your members and make sure they all know where they can [direct a prospective member to join or learn more information](#). Take advantage of [membership recruiting materials](#) such as flyers, brochures and presentations in the ENA Brand Center.

## Membership Engagement

Member retention is as important to your organization as recruiting new members. One way to keep members is to keep them engaged with the council or chapter throughout the year. Research has shown that the more engaged an individual is with the organization, the more likely they are to continue to participate and support it. It is also important to understand why members leave and assess how your organization can better retain members after their first year and beyond.

As president you can lead several initiatives that will help increase member engagement and retention.

- Assess your state council or chapter's culture and goals to ensure they are reflective of your membership community and inclusive of a variety of member needs.
- Activities and programs should be offered in a manner that is conducive to varying member schedules. This includes holding meetings at various times or days of the week and creating opportunities for virtual engagement via webinars, virtual meetings or discussion forums.
- Evaluate whether your activities attract new members and engage long-term ones in ways that ultimately meet your members' expectations.
- Make continuing education a regular activity of the organization, going above and beyond the required continuing education hours outlined in the ENA Policy and Procedures.
- Recognize existing members for their contributions and service.
- Emphasize outreach to new members during their first year to see how their experience has been like and if they have any suggestions for improvement. This is also a great time to start the conversation toward cultivating them as a volunteer. Conducting new member outreach is a great way to involve all members of your organization.
- Review your policies and procedures on an annual basis to make sure they are still reflective of your membership's needs.

**\*TIP**

*Consider assigning mentors to new members to help them learn more about the group and how to get the most from their membership.*

## 6. Communications

### Communicating with Your Members

The State Council-Chapter Portal is a functional tool that allows council and chapter presidents, presidents-elect, secretaries, and membership chairs to download their individual membership rosters; enter and manage officers delegates and chairpersons; and access officer and committee chair rosters. A full guideline document is available in the ENA Brand Center to help you navigate and manage your membership lists.

It is recommended for councils and chapters to run membership lists every month, as the roster changes frequently. This is a great resource to use when welcoming new and rejoining members to your organization. Visit the ENA Brand Center to access template letters, logos and materials for corresponding with members.

Frequently Asked Questions on communicating with members:

1. Can we send emails to members?
  - a. Yes. Before sending emails to members, review the Email Usage and Protocol to ensure you are not violating the CAN-SPAM act. Note: each separate email in violation of the CAN-SPAM Act is subject to penalties of up to \$16,000.
  - b. Refer to the ENA Brand Center to access state and chapter logos and branded templates to utilize when corresponding with your members.
2. Am I able to pull reports by date range?
  - a. No. The membership data accessed in membership reports is “real time” – the member you may be looking for could have expired in the timeframe you indicate, therefore they would drop off the list. Use the “Expired Member Report” for that purpose.
3. Can I change or update any of the information in the member records?
  - a. No. Contact ENA Governance at [governance@ena.org](mailto:governance@ena.org) with your changes, or notify the member to make the change directly in their member portal. Expect changes to be completed within two to three business days.

### Digital Communications

Social media is more than just a way to post a picture of you and your friends at ENA events. Social media can be a powerful way to share more information about the goals and activities of your organization. You could share a media article on LinkedIn that quoted one of your members. You could post your event on Facebook to raise awareness and track attendance. You could use LinkedIn to share news about a Lantern Award recipient from your state. There are many ways to use existing social media tools along with your organization’s website to recruit and engage members.

The ENA Brand Center includes a Social Media Tips and Guidelines document that can help you get started or refine your social media efforts.

## State and Chapter Online Community

The Council and Chapter Online Community within ENA CONNECT is a private online community exclusively for all state council and chapter leaders. This provides an easy way to have discussions and share best practices with your fellow leaders from around the country as well as share files, view details for upcoming conference calls, learn about key updates, and much more.

## Brand and Style Guidelines

It is important for all councils and chapters to adhere to ENA brand and style guidelines. The ENA Brand Guidelines articulate all the core elements of the ENA brand, including state and chapter branding. Verbal and visual components working together create a unified and compelling representation of ENA. Everyone at ENA is a steward of the association's brand and it's everyone's responsibility to adhere to the guidelines. The guidelines include everything from proper logo usage, color palette, placement and typography.

Additionally, the ENA Brand Guidelines outline the rules and specifications for using the ENA logo and brand-specific elements such as fonts. It is important that all state councils and chapters follow these guidelines to ensure a consistent image and brand identity.

ENA created council and chapter logos for your use. These can be downloaded via the ENA Brand Center and should be used in branding all local materials from letterhead to your website.

ENA Headquarters may request removal of, or correction to, any materials found to be in violation of the ENA Brand Guidelines.

## 7. Programming

### Required Programming

Per ENA Policy and Procedures, all state councils and chapters are required to hold at least one annual business meeting, or as outlined in the State Council Bylaws. Each state council must provide **a minimum of six contact hours of emergency nursing education** annually either at state council meetings, conferences or events sponsored by the state council in conjunction with its chapters or other health care entities.

#### BUSINESS MEETINGS:

Business meetings should be scheduled far enough in advance to allow the greatest number of people to participate. A template agenda can be found in the ENA Brand Center. Business meetings typically include officer and committee reports. The president's report may include updates on the overall progress toward goals, including membership numbers or increased member participation. Your strategic plan should influence the items and projects that need to be discussed.

#### EDUCATIONAL PROGRAM:

While ENA Policy and Procedures requires you to offer at least six contact hours of education annually, there is flexibility on how this is delivered. The size of your membership, budget and volunteer base will influence the type of programming offered. A larger state council may choose to host an education conference that lasts a full day or multiple days. This model requires many volunteer hours to produce and execute and may not be possible for a smaller chapter.

An organization with a smaller number of members may choose to tie an educational event to one of its membership or board meetings and coordinate a one-hour speaker session. Still some organizations might choose to produce both a full conference event and offer smaller one-off educational opportunities throughout the year. These are all valuable ways to offer educational opportunities to members. Your organization should think about what will best meet member expectations.

#### \*TIP

*Review the latest ANCC Content Integrity Standards for Industry Support in Continuing Nursing Educational Activities if you plan to apply for CNE credits for education programs.*

### Programming Ideas

Building a program calendar for the year may seem intimidating when starting from scratch. Not only are the previous programs your organization hosted a great starting point, but also see what other programming is being done by other state councils, chapters or by ENA at the larger scale.

#### LOOK TO YOUR PEERS:

Consider your council and chapter president peers as one of your greatest resources as a leader. Find opportunities to visit the websites of other ENA organizations to see what programming they offer or have conversations with your fellow presidents. These conversations may spark a new idea for you and for them.

ENA Headquarters as a resource:

ENA provides a wide array of educational, networking and advocacy opportunities for its members.

#### EDUCATION:

- ENA University
- ENA's Annual Conference
- Emergency Nursing Pediatric Course
- Trauma Nursing Core Course
- Emergency Nurse Residency Program
- Triage Education
- Advanced Practice

#### NETWORKING:

- ENA Leadership Conference
- Celebrate Emergency Nurses Week
- *ENA Connection* member stories

#### ADVOCACY:

- EN411 Action Alert Network
- Day on the Hill

## 8. Tools and Resources

Many tools and resources are mentioned throughout the President's Manual and included in the appendix. A few specific items are outlined below that will be very helpful to you as president.

### STATE SPECIFIC MATERIALS

- State or chapter bylaws
- State or chapter strategic plan
- State or chapter policies and procedures
- Officer job description to ensure all responsibilities are being met
- Goals and objectives from last year
- Status reports for ongoing projects
- Previous meeting minutes, officer reports and annual reports
- Financial records and budget
- Calendar of events, including future state council or chapter meeting dates – ensure these are posted on website

### GENERAL ENA SUPPORT MATERIALS

- Council and Chapter Activity Plan that indicates month-to-month activities and critical dates
- Council and Chapter section on the ENA website
- Council and Chapter Leaders CONNECT Community
- Council and Chapter Leader webinars
- ENA Brand Center

### KEY CONTACTS

- ENA Governance – [governance@ena.org](mailto:governance@ena.org) or 847.460.2627
- Board Liaison
- Fellow council and chapter officers

### ADDITIONAL REFERENCE MATERIALS

- Current edition of *Robert's Rules of Order Newly Revised*
- *The Art of Membership: How to Attract, Retain, and Cement Member Loyalty* by Sheri Jacobs

## 9. Appendix

The following materials are referenced throughout the document and serve as an appendix to the ENA President's Manual.

Appendix:

1. [ENA Bylaws](#)
2. [ENA Policy and Procedures for ENA State Council Compliance and Operations](#)
3. [ENA Governance Policies](#)
4. [ENA Strategic Plan](#)