



ANNA
American Nephrology
Nurses Association

Policy	11.03.01
Revised	3/24
BOD Reviewed and Approved...	5/24
DEI Reviewed.....	2023-24
Substituted for	4/20
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ROLE DESCRIPTION

A. ROLE TITLE: MANAGEMENT FIRM

B. OVERALL PURPOSE AND OBJECTIVES OF ROLE

1. Understands, upholds, and supports the mission, vision, purpose, objectives, policies, procedures, and strategic plan of ANNA.
2. Plans and implements sound fiscal management in accordance with ANNA Policy and Procedure as directed by the Board of Directors (BOD).
3. Efficiently coordinates ANNA activities as directed from initial concept to final realization.
4. Provides and utilizes up-to-date, professional avenues of communication.
5. Provides direct membership services.
6. Provides support and advice as requested for the BOD, Committees, ANNA Chapter Support Team (ACST), Specialty Practice Networks (SPNs), Task Forces, representatives, and consultants.

C. COMPOSITION

1. Management (professional)
 - a. Selection Method: By Search Committee established by the BOD. Final approval of selected firm is by the BOD.
 - b. Qualifications: Must retain or contract skilled personnel as required to fulfill listed responsibilities. Other qualifications as determined by Search Committee or directed by the BOD at the time of search.
 - c. Selection Criteria: Previous effective experience with volunteer and health related organizations, ability to coordinate multiple projects, proven expertise in management, and knowledge of quality improvement concepts.

D. TENURE

By contract, negotiated and approved by the BOD, signed by the National President. Contract includes required notice and terms for breach/termination.

E. GOVERNED BY CONSTITUTION AND/OR BYLAWS

Article VIII.

F. ATTENDANCE EXPECTED AT THE FOLLOWING MEETINGS:

1. ANNA nationally sponsored educational meetings, as defined by contract.
2. BOD meetings.
3. Other meetings as approved.

G. RESPONSIBILITIES OF MANAGEMENT FIRM

1. Understands, upholds, and supports the mission, vision, purpose, objectives, policies, procedures, and strategic plan of ANNA.
 - a. Prepares and presents ideas, solutions to problems, and/or programs of organizational and professional interest to the BOD for consideration.
 - b. Assumes responsibilities for duties delegated by the National President and/or BOD.
 - c. Reviews policies and procedures pertinent to the position as assigned and proposes changes to the National Secretary.
 - d. Reviews role description as assigned and proposes changes to the National Secretary.
 - e. Submits written status reports prior to the BOD meetings and as requested.
 - f. Notifies the Board Liaison immediately of significant concerns, changes, or problems related to elected officers or appointed positions.
 - g. Maintains all ANNA policies and procedures.
 - h. Advises the BOD in the updating of the strategic plan and assists all officers and Committee Chairpersons in the implementation of action plans as requested.

2. Plans and implements sound fiscal management.
 - a. Provides bookkeeping services as requested.
 - (1) Maintains ledgers, journals, and accounts as directed in Policy & Procedure 4.01, *Management of Accounts*.
 - (2) Issues all checks and follows Policy & Procedure 4.01, *Management of Accounts*, for approvals and signatories.
 - (3) Follows specific procedure for non-budgeted items.
 - (4) Prepares financial data for preparation of annual report as requested.
 - (5) Submits account books for annual, certified, independent audit.
 - (6) Serves as a resource to the National Treasurer during the budgetary process.
 - b. Strengthens financial aspects of ANNA.
 - (1) Serves as resource for financial feasibility of projects as requested and approved.
 - (2) Coordinates assigned ANNA activities or projects in a cost-efficient fashion.
 - (3) Prepares annual corporate solicitation program. Submits to National Treasurer for approval before implementation.
 - (4) Subjects all non-conference related contracts for greater than \$10,000/year to competitive bid.
3. Efficiently coordinates all ANNA activities from initial concept to final realization.
 - a. Manages conventions.
 - (1) National Symposium, Nephrology Summit, Leadership Education And Development (LEAD) Workshop, Health Policy Workshop
 - a) Selects site as approved by BOD.
 - b) Contracts with hotel(s) and/or convention center.
 - c) Manages all aspects of conference planning and management including room assignments, signs, AV, printed materials, etc.
 - d) Plans and implements non-programming activities as approved by the BOD, including social events, committee meetings, etc.
 - e) Coordinates on-site activities.
 - f) Coordinates virtual components.
 - g) Coordinates the logistics of the nursing continuing professional development (NCPD) process, program evaluations, etc.
 - h) Accounts for cost-effectiveness and maintenance within budget limits.
 - i) For National Symposium, provides the BOD with budget and options for National Symposium activities well in advance of the National Symposium.

- b. Manages BOD meetings.
 - (1) Assists the National President-Elect and National Treasurer in selection of sites for stand-alone BOD meetings.
 - a) Contracts property.
 - b) Manages all aspects of meeting, including room assignments, signs, AV, printed materials, etc.
 - a) Plans and implements social events.
 - b) Accounts for cost-effectiveness and maintenance within budget limits.
 - c) Provides National President and National Treasurer with budget and options for activities in advance of the meeting.
 - (2) Manages all aspects of BOD meetings held in conjunction with national meetings.
 - a) Secures rooms and arranges for signs, AV, printed materials, etc.
 - b) Coordinates on-site activities.
 - c) Plans and implements social events.
 - d) Accounts for cost-effectiveness and maintenance within budget limits.
- 4. Initiates administration and planning efforts.
 - a. Implements marketing services as approved for membership recruitment and retention programs, education programs, publications, and others as appropriate.
 - b. Participates in the development of ANNA's Strategic Plan and coordinates implementation activities.
- 5. Provides management services and ANNA communication vehicles as requested and approved.
 - a. ANNA communication vehicles are defined as:
 - (1) National
 - a) Website
 - b) *Nephrology Nursing Journal*
 - c) *ANNA Update*
 - d) E-News
 - e) ANNA Connected
 - f) Social Media (Facebook, Twitter, LinkedIn, Instagram)
 - g) Executive Directory
 - h) News releases
 - i) Brochures
 - j) Annual Report
 - k) Promotional materials
 - l) Standards
 - m) Certificates
 - n) Bylaws
 - o) Ballot
 - p) Educational Meeting Programs
 - q) Supplies
 - r) ANNA Calendar
 - s) On-line materials
 - t) Other publications as approved by the BOD

- (2) Chapters
 - a) Chapter packets
 - b) Certificates
 - c) Supplies
 - d) Promotional products
 - (3) Responsibilities for management services of the communication vehicles listed above may include:
 - a) Writing
 - b) Editing
 - c) Layout
 - d) Design
 - e) Proofreading
 - f) Coordination of photography
 - g) Insurance
 - h) Copyrights
 - i) Permissions for use of third party materials
 - j) Establishing production schedules and adhering to established timelines
 - k) Maintaining working relationships with client and companies
 - (4) Monitoring social media outlets (Facebook, Twitter, LinkedIn, Instagram) and respond to customer inquiries.
 - (5) All new publications intended for sale will be submitted for competitive bid as directed by the National President.
 - (6) Interorganizational communications.
 - (7) BOD/Committee Chairperson reports, issues, comments etc.
6. Provides direct membership services.
- a. Processes applications and sends new member brochure within two (2) weeks of receiving complete application form.
 - b. Utilizes up-to-date communication technology.
 - c. Maintains and distributes membership lists.
 - d. Solicits renewals as due.
 - e. Follows up on complaints, discussing with appropriate member of the BOD.
 - f. Coordinates general communication.
 - g. Continuing education:
 - (1) Assures that accurate and current Nursing Continuing Professional Development (NCPD) contact hour records are logged for each ANNA member.
 - (2) Issues certificates for national activity.
 - (3) Maintains ANNA provider number in non-ANA (American Nurses Association) recognized states:
 - a) Recognizes which states require NCPD contact hours.
 - b) Requests and completes the needed provider application, soliciting assistance as needed.
 - c) Renews individual provider status as needed.
 - d) Maintains required state records.

- h. Chapters
 - (1) Responds to inquiries as directed.
 - (2) Distributes chapter packets as requested.
 - (3) Maintains a current file on all chapters.
 - a) Petitions and profiles
 - b) Meeting summaries and attendance records
 - c) Communications
 - (4) Copies and distributes all chapter information submitted to the assigned ACST Leader.
 - (5) Receives and fulfills chapter requests for materials.
 - (6) Distributes chapter charters and certificates.
 - (7) Refers all ANNA related process communications/inquiries to the Manager, Association Services; ACST; or Director as appropriate.
 - (8) Serves as a resource and communication center for all chapters.
 - i. Maintains central office facilities and materials for ANNA.
 - (1) Office
 - (2) Address
 - (3) Phone and facsimile
 - (4) Website
 - (5) Email
 - (6) Official records and documents
7. Provides support and advice for ANNA's Leadership.
- a. Screens correspondence; answers requests for information; forwards correspondence appropriately with comments.
 - b. Provides administrative support and services for the following as indicated or on request:
 - (1) National President.
 - (2) Independent contractors as needed for ANNA business.
 - (3) National Treasurer.
 - (4) National Secretary.
 - (5) Other BOD members, Committee Chairpersons, and ACST, as requested, with National Treasurer approval if additional cost is involved.
 - c. Participates in conference calls as requested.
 - d. Maintains inventory control and records.
 - e. Distributes internal correspondence, meeting due dates.
 - f. Supplies stationery and other ANNA materials when requested within one (1) week of request.
 - g. Advises BOD and Committee Chairpersons of interested and active persons that may be of assistance to their Committee.
 - h. Reviews all BOD and Committee reports and Mail Feedback issues, making appropriate recommendations and comments as requested.
 - i. Coordinates all Corporate Member activities, including membership and scholarship solicitation. Organizes meeting reports.
 - j. Coordinates other activities as requested:
 - (1) Utilizes the strategic plan to coordinate all activities.
 - (2) Assists Officers/Committees in preparing action plans.

8. Provides advice and support for publications and electronic media.
 - a. Promotes communication about ANNA Connected functions and website enhancements.
 - b. Supports SPN Leaders and Advisors in understanding how their Discussion Groups function within ANNA Connected.
 - c. Provides guidance to members regarding ANNA Connected:
 - (1) Redirection when members post to the wrong community within ANNA Connected.
 - (2) Ways to increase the use of ANNA Connected.
 - (3) Ways to help the membership understand the functions of ANNA Connected.
 - (4) Provides ideas about the overall use and functionality of ANNA Connected.
 - d. Works with volunteers when necessary to respond to posts on ANNA's social media pages (ANNA Connected, Facebook, Linked-In, Instagram, etc.).
 - e. Develops electronic publication and social media vision and strategies.
 - f. Reviews all policies and procedures related to publications and electronic media.
 - g. Investigates new tools and technologies in collaboration with volunteer leaders.
9. In conjunction with the BOD, engages in continuous quality improvement.
 - a. At least annually, works with the BOD to identify key indicators for improvement of products and services delivered to ANNA. These key indicators will be approved by the BOD.
 - b. Identifies measurable outcomes with time frames for achievement, subject to BOD approval.
 - c. Develops strategies to achieve outcomes.
 - d. Provides progress reports to the BOD at least twice per year during the summer and winter BOD meetings, as well as interim reports as requested.

H. LINES OF COMMUNICATION

Responsible to the National President for all day-to-day activities through the Executive Director.
Accountable to the BOD for overall activities through the Executive Director.