

2019 CNA Membership Assembly Information Report

Subject: CNA Dues

Introduced by: Colorado Nurses Association Board of Directors

Report:

As some of our members are aware, ANA initiated a Membership Dues Value Pricing Pilot (VPP) in 2013. Volunteer states participated in the trial. After significant financial analysis,

CNA opted not to participate in the trial at that time. The pilot continued through 2018. The 2019 ANA Membership Assembly approved an ANA Dues Policy change that allows all states to determine if they would like to offer the new Standard Membership Rate, previously known as Value Pricing. States that pursue Standard Membership Pricing are required to:

- Set dues at the \$174.00 annual price point, which would be split 50-50 with ANA-\$87.00 to ANA and \$87.00 to CNA
- Implement a Premier Membership Program for those members who remain at the full joint membership rate; Premier Members would receive Premier Benefits which are still to be determined.
- Eliminate ANA Only and State Only Membership Options
- Offer no discounts for students, retired, disabled, etc.
- Participate for a minimum of three years, even if there is a significant loss of revenue for the state.

The premise of Value Pricing is that states will have a significant increase in membership by offering reduced dues. Premier Membership provides the critical foundation that allows incremental revenue from new Standard Members. The anticipated growth in membership from rapidly growing numbers of Standard Members is expected to be greater than the revenue lost from higher paying Premier Members who are leaving, resulting in an increase in total revenue over time.

The CNA Bylaws require that CNA dues be established by a majority vote of the membership. Following the decision by ANA in June to make Standard and Premier Membership available to all states, the CNA Board of Directors and staff spent many hours considering whether or not this was right for Colorado and whether or not to present this to our members for vote. It was ultimately determined that we should not ask for a membership vote on dues at this time. This decision by the board was based on the following factors:

- Financial modeling specific to CNA projecting a significant loss in revenue over 5 years. If membership growth continues at 8% historical level CNA would have \$247,850 less in revenue over 5 years and would need 614 new members. If membership growth continues at 4% YTD levels, CNA would have \$76,690 less in

revenue over 5 years and would need 1137 new members. The board believed it would be fiscally irresponsible to risk the loss in revenue.

- Concern that if CNA received only \$87.00 per Standard Member, we would not be able to distribute \$12.00 per member to the DNA's/SIG's as we do now, leaving them to develop new ways of funding their activities.
- Lack of clarity from ANA about Premier Membership Benefits, which are expected to be released October 1. States were instructed not to release any information about possible benefits.
- ANA requirements for three-year participation even if we were to lose significant revenue.
- Inability to offer our current discounts to new graduates, students, part time nurses and retired nurses for Standard Membership.

Therefore, CNA Dues will remain at the current level of \$311.00 per year. Dues will continue to be divided as follows:

CNA	\$153.00
ANA	\$146.00
DNA/SIG	\$12.00

Current CNA Members will automatically become Premier Members. ANA will communicate Premier Member Benefits sometime after October 1. Should new information become available that would make offering Standard Membership as well as Premier Membership more tenable for CNA, the Board will bring a proposal to the membership for a vote.