

## **REFERENCE GUIDE for the Council Achievement Award Application**

The ENA Council Achievement Award recognizes ENA Councils for achieving best practices and organizational excellence in the core areas of association management including Administration/Governance, Communication/Public Relations, Education, Membership, and Advocacy/Government Affairs.

Councils that wish to apply for the Council Achievement Award must do so through the online application process. The online application is available on the [Achievement Award](#) and the [Council Achievement Award](#) webpages.

The application and review process take place on an annual cycle.

### **Eligibility Requirements**

The period covered shall be ENA's *program year*, which is **January 1, 2024**, through **December 31, 2024**.

Councils must meet the core compliance requirements to be eligible to begin the Council Achievement Award application.

Email [ComponentRelations@ena.org](mailto:ComponentRelations@ena.org) to verify if your council has met the compliance requirements before beginning the application.

### **Preliminary Steps**

Before you begin the online application, complete the following preliminary work that will assist you in completing the application:

1. Completely review both this Reference Guide and the Best Practices document.
2. Gather the data needed from reports or other leaders to respond to the questions. You may utilize the application questionnaire available as a reference if necessary.
3. If feasible, delegate other leaders to assist in retrieving needed responses.

### **Application**

The Council Achievement Award application includes questions requiring narratives that highlight your council's (includes chapters) excellence, innovation, outcomes, and accomplishments. This Reference Guide encompasses clarification of evidence that must be included in your responses.

- Narratives should be written in complete sentences and kept within the maximum word limit that is identified in the application.

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- It is recommended to develop each narrative in a word processing program such as Microsoft Word, using spell-check, the word count feature, and then cutting and pasting the text into the application.
- **If any question does not pertain to your council, enter “not applicable” in the text box, and it will be scored accordingly.**

### **De-identifying Your Responses**

To ensure a blinded review process, it is essential to omit information (*unless requested otherwise – ENA staff will then de-identify those responses prior to review by the Awards Committee*) from your application that could be used to potentially identify your council. Specifically, do not include any of the following information in your narrative responses:

- Names of all individuals – use **[name]** instead
- Name and acronym of committees, councils, chapters, local hospitals, etc. – use **[committee, council, chapter, or local hospital]** instead
- Names of cities, states – use **[city] [state]** instead
- Names or acronyms of local/regional organizations and companies – use **[organization]** or **[company]** instead
  - National organizations such as the National Library of Medicine or NIH are acceptable
- All logos
- Any other information that could be used to identify your council

If application responses are not de-identified (unless requested otherwise), there may be a delay in the review of the application, or it may not be accepted.

The contact information you enter at the beginning of the online application is maintained by ENA staff for record-keeping purposes and will not be shared with the Awards Committee. Instead, a unique numerical identifier is assigned to each application.

If you have questions about how to de-identify information you want to include in your application, please contact [AnnualAwards@ena.org](mailto:AnnualAwards@ena.org).

### **Submission Deadline and Review Process**

- The deadline to submit your online application is **Thursday, February 20, 2025, 12:00 pm (Noon) Central**.
- The application is to be completed with approval and verification by the council president.

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- Once your application is submitted, it cannot be altered.
- The primary contact noted will receive a confirmation email of receipt within three business days.
- If there are questions regarding clarification of the information you have submitted, an ENA staff member will contact the primary contact person.
- Applications are reviewed and scored by the ENA Awards Committee.
- A council's application must meet a minimum score of 80% to receive the award.
- Notification will be emailed to the primary contact person.
- Award recipients will be recognized on ENA's website, social media, in ENA publications and during the annual Emergency Nursing Conference.

### **Additional Information**

For inquiries regarding the Council Achievement Award program not covered in these guidelines, please contact [ComponentRelations@ena.org](mailto:ComponentRelations@ena.org).

### **Guidelines by Application Sections**

In the remainder of this document, each section of the award application provides background information for each question and **includes what supporting evidence is required in the response**. This information is provided to assist you in submitting a fully compliant Council Achievement Award application. Note: Successful applications demonstrate a variety of diverse responses throughout the application with measurable outcomes, sustained improvements, and innovative processes.

### **SECTION A – ADMINISTRATION/GOVERNANCE**

- 1. Describe your transition/orientation or mentoring program for newly elected officers and committee chairs other than what is offered by ENA.**

#### ***The evidence***

The response requires a description of your program or workshop. Programs/workshops must have taken place on or before December 31 (prior to the start of terms). Programs/workshops offered after December 31 will only receive partial credit.

Response must include:

1. Dates of the program/workshop
2. Who is required to attend (positions, not individual names)
3. What materials are provided (i.e., handouts, handbook)

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4. Review of roles and expectations of officers or committee chairs
5. Review of state governance documents (policies, bylaws, strategic plan, budgets, etc.)
6. Review of ENA governance documents ([ENA Council and Chapter Compliance and Operational Procedures](#), [ENA Bylaws](#)), and
7. An outline of measures taken to ensure they are learning and carrying out administrative procedures.

### **2. Provide 1-2 examples of your council's interaction with, and oversight of, all chapters and/or committees.**

#### *The evidence*

The response requires one to two examples of the directions above. Your narratives should describe:

1. the roles council leaders have with chapter and committee leadership outside of your state meetings
2. how your council ensures chapter or committee leaders are managing their chapters/committees per their responsibilities/charges related to their role while complying with ENA's mission, and
3. how your council engages chapter or committee leaders into council programs.

### **3a. Describe your process of development and/or review of the council's Strategic Plan. Include development/revision dates in your response.**

### **3b. Provide a link to your current strategic plan.**

***ENA staff will verify the strategic plan and will de-identify the response prior to review by the Awards Committee.***

#### *The evidence*

3a. Describe the process for developing and/or reviewing your strategic plan. Include:

- Development/revision dates
- How often it is reviewed
- How members are involved with providing input, and
- How updates are implemented and communicated to members.

Also, describe how ENA's Strategic Plan is incorporated in your process.

#### *Background*

Strategic plans must be well thought out and developed. Responses providing only goals and bullet

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points will not receive a score.

### **SECTION B – COMMUNICATION/PUBLIC RELATIONS**

- 1. Describe two methods your council uses to communicate with your members, two examples of what is included in the communications, and the frequency (i.e., quarterly, monthly, bimonthly, weekly, daily).**

#### *The evidence*

Response must include two methods used to communicate, two examples of what is being communicated, and the frequency of the communications.

- 2. Describe how your council interacts with the local community, media and/or raises the visibility and impacts of your council.**

#### *The evidence*

The response must describe how the council interacts with the local community, media and/or raises the visibility and impacts of your council.

#### *Background*

The description may include various outlets within your state (e.g., high schools, churches, hospitals, newspaper articles, white papers, media news releases) that are informed about legislative advocacy, injury prevention activities, state boards of nursing practice issues presentations, community service projects and events, promoting clinical practice guidelines, etc. from your council.

### **SECTION C – EDUCATION**

- 1a. Describe your council's educational (academic and/or conference) scholarship program.**

- 1b. Provide a link to the scholarship information and recipient list.**

***ENA staff will verify the scholarship information and will de-identify the response prior to review by the Awards Committee.***

#### *The evidence*

- 1a. The response must include details about your scholarship program. Include:
  1. How it is advertised
  2. Criteria/qualifications

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3. Award amounts
4. How applications are reviewed
5. How recipients are determined and notified, and
6. How and when it is presented

### ***Background***

The monies provided for scholarships are specific for enhancing one's nursing education. This program does not include funding for the General Assembly or free membership to ENA.

2. **Describe your council's collaboration efforts with other professional organizations or agencies to provide educational offerings.**  
**(e.g., American Nurses Association, National Student Nurses Association, American College of Emergency Physicians, EMS for Children State Partnership grantees)**

### ***The evidence***

The response requires a description of your council's collaboration with other professional organizations.

Responses must include:

1. names of the professional organizations
2. dates of educational offerings, and
3. what was offered.

### ***Background***

Collaboration with other professional organizations may include joint or co-sponsored educational conferences or events, and/or as an invited guest speaker for state meetings.

- 3a. **Councils must provide a minimum of 6 hours of continuing education annually per ENA Policy and Procedures.**

**Describe the process used by your council to plan educational events and choose speakers and education topics.**

- 3b. **Provide date(s) and location(s) of your continuing education sessions (these may be held virtually). ENA staff will verify the information and will de-identify the response prior to review by the Awards Committee.**

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### *The evidence*

3a. Response must include a detailed account of your planning process and how educational sessions and speakers are selected. Data from your evaluation summary, needs assessment, or peer reviews should also be referenced.

- 4. Describe the methods your council has used to work with, acknowledge, and improve corporate partnerships.**

### *The evidence*

A narrative is required describing your vendor partnerships including how they are contacted, how they are maintained and recognized, and the follow-up process.

### *Background*

Examples of vendors may include, but not limited to, Stryker, Physio Control, and Vidacare, etc. Vendors should be healthcare related and/or support the healthcare profession.

- 5. Describe and provide two examples of how your council supports TNCC/ENPC courses throughout your region.**

### *The evidence*

Descriptions of two examples are required of how your council supports TNCC and/or ENPC courses. Include details on any financial support, if the course is coordinated by the council or chapter, and how you ensure course integrity throughout the state.

- 6. Describe how your council supports evidence-based practice.**

### *The evidence*

A narrative is required that describes how your state supports evidence-based practice throughout the year. Be specific and include supporting data on outcomes or results from your support.

### *Background*

Evidence-based practice efforts may include resolutions, mentoring and educational programs, position statements, white papers, research, committees/workgroups, obtaining funding to support research, or collaboration with ENA or ENA partner organizations (e.g., ACEP).

## **SECTION D – MEMBERSHIP**

- 1. Describe one method your council uses to contact new or prospective members, AND the results/outcomes of your efforts.**

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### *The evidence*

One method must be provided, including the outcomes or results of the method.

### *Background*

Methods of outreach may include:

- an invitation to join ENA, along with a six-month follow-up to those who have not yet joined
- an invitation to attend council meetings/conferences, with recognition to attendees
- membership discounts for those who attend state educational conferences
- an incentive program to attend the state meeting, and
- member recruitment programs.

## **2. Describe one method your council uses to contact student nurses AND the results/outcomes of your efforts.**

### *The evidence*

One method, including the outcomes or results of your method must be provided.

### *Background*

Methods of outreach may include:

- invitations to attend council meetings
- sending newsletters to nursing schools
- offering special student rates at state conferences
- recognizing students at meetings/conferences
- exhibiting at the annual national student conference; speaking at schools, and
- appointing a student nurse liaison.

## **3a. Describe the strategies used to engage members and nonmembers in ENA activities.**

## **3b. Provide the results/outcomes of your efforts.**

### *The evidence*

3a. A narrative is required that describes your strategies.

3b. Provide the results/outcomes of your efforts.

### *Background*

Strategies may include:

- invitations for committee involvement



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- encouraging members to volunteer for small projects
- state/chapter booths at safety days
- Emergency Nurses Day/Nurses Day activities/events
- community meetings/conferences other than council-supported activities/events
- representation on community healthcare or EMS committees
- Legislative Day
- events/activities
- open-door invitations
- local leaders visiting facilities in their area
- delivering gifts of recognition during Emergency Nurses Week
- utilizing social media, and
- offering educational opportunities.

**4a. Describe the process and timing for contacting individuals with expired memberships.**

**4b. Provide the results/outcomes of your methods.**

### *The evidence*

4a. A narrative is required describing your process and timing, including when you contact expired members (i.e., one to two months prior to expiration).

4b. Data describing the outcomes must include how many of those with expired memberships renewed as a result of your efforts.

### *Background*

Process may include letters, postcards, email, and/or phone calls.

**5. Provide and describe two examples of your member recognition program.**

### *The evidence*

The narratives must include:

1. an explanation of the programs
2. how it is disseminated/marketed
3. award incentives/prizes
4. how the programs have impacted your membership and council (outcomes/achievements)

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### ***Background***

There are numerous forms of member recognition:

- award programs
- recognition for authoring articles in local, state, or national publications
- recognition for participation on local, state, or national committees
- certifications
- new member welcoming
- first meeting attendance recognition.

Incentives may include:

- acknowledgment via your council's website
- social media
- door prize giveaways
- ribbons
- award plaques, etc.

### **6. Describe your member mentorship program.**

#### ***The evidence***

A descriptive narrative must include:

1. your council's mentoring program
2. how you match participants (mentors and mentees)
3. the roles of the mentors and mentees
4. the terms of the assignments
5. and how many members took advantage of the program in the past year.

### ***Background***

Mentor programs create an environment that nurtures new members and provides a means for them to become more engaged with ENA and its variety of benefits and resources. Mentorship programs come in many different forms based on individual councils, including new delegate mentors/mentees for the General Assembly, member liaisons as a resource, and board liaison assignments. Member mentorship programs do not include officer or committee orientation/mentoring.

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### **SECTION E – ADVOCACY AND GOVERNMENT AFFAIRS**

- 1. Describe two specific examples how your Government Affairs chairperson communicates with members to share information and news relevant to government affairs.**

#### *The evidence*

Outline four specific communication efforts with your members. Include:

- the frequency of the communications
- an overview of what is included in the communication.

- 2. Describe how your council collaborates with other professional organizations and/or the community on public policy matters or issues related to emergency healthcare.**

#### *The evidence*

The response should include a descriptive narrative on how your council has taken the lead with forming a coalition of, or partnering/collaborating with, other affected professions, and/or conducted a forum at a council meeting that included all relevant parties.

#### *Background*

Examples of professional organizations may include ACEP, EMS for Children Advisory Council, state trauma committees, or emergency preparedness and disaster organizations.

Forms of collaboration may include:

- partnering with outside agencies to support policies or issues related to healthcare
- hosting a state “Day on the Hill”
- requesting a member of the local or state legislation to speak at meetings, and
- providing training or workshops for members on strategies for speaking or writing to a professional organization or your legislator.

- 3a. How did your council contact legislators this year, outside of ENA’s “Day on the Hill?”**

- 3b. Provide the legislator’s name(s), date(s), and location(s). ENA staff will verify the information and will de-identify the response prior to review by the Awards Committee.**

#### *The evidence*

- 3a. Choose: in person/face-to-face; phone call(s); letter(s)/email(s) or did not make any contact. If ‘did not make any contact’ is chosen, application will automatically skip to Question 6a and**

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will be scored accordingly.

3b. Provide the legislator's name(s), date(s), and location(s) of contact.

### **4. Provide a summary of discussion(s)/correspondence of policy issues discussed with legislators at the regional and/or local levels?**

#### ***The evidence***

Response must provide a summary of discussion(s)/correspondence of policy issues. Include any bills introduced to state legislatures on items such as:

- workplace violence
- workplace issues (e.g., safe staffing at the state level)
- opioid crisis
- behavioral health
- human trafficking
- nursing scope of practice
- RN title protection.

Monthly legislative reports are provided to state leaders that include background on any relevant legislation that has been introduced or had some sort of action taken by a state legislature in the past month. Discuss how these reports have assisted you with your process.

### **5. What specific policy issues have been discussed with legislators at the federal level?**

#### ***The evidence***

The response should outline specific policy issues discussed. Include any bills introduced to federal legislatures on items such as:

- workplace violence
- workplace issues (e.g., safe staffing at the federal level)
- opioid crisis
- behavioral health
- human trafficking
- nursing scope of practice
- RN title protection.

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- 6a. Describe any additional Government Affairs efforts your council has engaged in over the past year.
- 6b. Provide a list of names of bills, members of congress, meetings attended, etc. *ENA staff will verify the information and will de-identify the response prior to review by the Awards Committee.*

### *The evidence*

6a. The response should outline:

- legislation introduced, progressing forward, signed into law, or stopping
- action from your state board of nursing, or
- any other legislative/regulatory type event you have been involved with.

6b. Provide a list of names of bills, members of congress, meetings attended, etc.

7a. Has your council hosted or sent any of your members to attend/participate in a Government Affairs-related workshop (either in-person or virtual) at the regional level? This does not include ENA's "Day off the Hill." *Choose Yes or No.*

*(If 'No' is chosen, application will automatically skip to the end, and will be scored accordingly.)*

7b. If yes, list the event name(s), date(s) and location(s) **OR** provide a link to the event information or program (if available). *ENA staff will verify the information and will de-identify the response prior to review by the Awards Committee.*

7c. Describe the event(s) listed above.

### *The evidence*

7a. Choose Yes or No.

7b. Provide the event name(s), date(s) and location(s) of the workshop **OR** provide a link to the event information or program (if available).

7c. The response must describe the event, including:

- how members were invited
- how many nurses and organizations participated, and
- any reimbursement awarded.