



Oklahoma Nurses Association
2019 House of Delegates
Resolution – Adopted September 2019

SUBJECT: Adopting ANA’s Standard Membership Rate aka Value Pricing
INTRODUCED BY: ONA Board of Directors

Summary: The ONA Board of Directors recommends the adoption and implementation of ANA’s Standard membership rate to begin in 2020, thus creating a new joint membership option. This membership fee would be set at \$174 per year or \$15/month for those wishing to be Standard members. The \$174 would be split 50/50 between ANA and ONA. The membership benefits for Standard members would be less than for current joint members now called Premier Members.

Those members paying the current membership fee of \$284.50 are called Premier members. Premier members would have benefits not available to Standard members such as \$50 off convention membership, a free downloadable Scope and Standards book, 50% off ANA’s other foundational books and more benefits over and above current ANA/ONA benefits. Currently the split between ANA and ONA is based on a conversion factor of \$146. ANA receives \$146 per Premier member when they are paying \$284.50. The conversation factor is used to determine the amount of dues that is split between ANA and ONA when a discount to the membership rate is applied. This conversion factor is 51% in ONA’s case so when a discount to the \$284.50 is applied for newly licensed or retired, ANA gets 51% of what the member is charged. For example, if a newly licensed nurse joins ONA/ANA they pay 50% of 284.50 or 142.25, ANA gets 51% of that - 72.54 and ONA receives \$69.71 with \$6 going to the Region and MDF fund.

WHEREAS, the American Nurses Association of June 2019, institutionalized the Value Pricing Program creating a Standard annual membership fee of \$174 or \$15 per month, which will be split 50/50 with the Oklahoma Nurses Association. This is different than what is currently offered under the Premier membership rate, which in Oklahoma is \$284.50 for an annual membership; and

WHEREAS, benefits to the Premier membership have been increased to include \$50 off state convention registrations, a free downloadable Scope and Standards book, 50% off ANA’s other foundation books plus more valued at over \$500; and,

WHEREAS, the states participating have experienced 40% to 60% membership growth in the first 20 months, with ANA’s joint membership has grown 61% over the six years of the pilot; and,

WHEREAS, ANA has modeled ONA growth to be 24% during the first year, if ONA implements the Value Pricing Program; and,

WHEREAS, membership dues are one of ONA’s largest revenue sources, accounting for approximately 56% of its income; and

WHEREAS, the ONA Board of Directors at its August 24, 2019 meeting voted to join the 25 states (23 that participated in the Value Pricing Pilot) to offer a lower membership rate for nurses to join both ONA and ANA.

THEREFORE, BE IT RESOLVED, That the Oklahoma Nurses Association House of Delegates adopt ANA’s Value Pricing Program creating a Standard membership with an annual rate of \$174 or \$15 monthly to begin in March 2020. This would be in addition to the current joint membership option now referred to as Premier Members.

- Adoption of this resolution will update the dues policy of the ONA House of Delegates
- ONA staff will notify ANA of this decision by November 15 in order to start this program by March 1, 2020
- ONA Board will consider offering necessary Bylaws Changes at the 2020 House of Delegates to accommodate this change in membership offerings.