**ATHNA Membership Survey-Board Summary**

Here is a summary of the October survey. We had a total of 65 respondents over 2 weeks or about 40% of current members. We sent two notices after the survey was mentioned first in the President's Message for October.

**Question #1 How long a THN?**

13 reported 25 years or more

19 reported 5 years or less

Mode was 11 years

Comment:

*"Many years. Depressingly many years..."*

**Question #2 How long an ATHNA member?**

Range- 6 months to "from the beginning"

Mode was 3 years

**Question #3 How often do you access the ATHNA website?**

Really never 12.5%

Few times each year 52.31%

Probably monthly 31.25%

At Least weekly 4.7%

Comments:

"I go when I get an email about something on the website"

"I should take more advantage of what the website offers"

"I find it hard to locate some of the things I am looking for"

**Question #4 Please rank the value of these seven ATHNA benefits:**

Belonging to a professional organization for travel health nursing- ranked #1 or #2 63%

What's News- ranked #1 or #2 37%

Courses and Conferences ranked- #1 or #2 34%

TravelBytes Blog- rated 4th (14% ranked this #1 or #2)

NED- rated 5th (14% ranked this #1 or #2)

Blog CE- rated 6th

Facebook- rated 7th

**Question #5 & #6 What can ATHNA do to encourage new memberships? Added benefits for members?**

Increase awareness of this organization, be more visible; "To gain numbers, must have exposure. Nurses are unaware that ATHNA exits." "Make ATHNA come up on more search engines."

List on the website ATHNA accomplishments to date

Reduce dues if a member belongs to another professional nursing group

Free membership

Outreach to Passport Health nurses, nurses in corporations and universities

"Maybe add a knowledge assessment for travel health nurses through ATHNA that would allow successful members the privilege to add an ATHNA designation to their signature"

Encourage members to include ATHNA membership in their signature

Put up more testimonials on website and in promotional mailings

Make website more user friendly

Advertise at ACHA and AAOHN- have tables at these meetings, give lectures

Place ads in various professional journals

Add a second NED during the year

Link ATHNA membership with ISTM membership

Add a listserve

Obtain ANA recognition and ANCC certification (multiple comments)

Respondents also mentioned affordability, usefulness, good resources, "importance of belonging to a professional organization that supports your work", "power in numbers to impact CDC, etc," linkages to other nurses doing same work, "great support for a unique and growing specialty", "only travel health association only for nurses, "ATHNA raises the standard for this specialty" , pertinent updates, CE, NEDs, "unique resource for a unique specialty with like-minded professionals", "gives travel health nurses validation and support"