

Welcome Message



Dear DNA Member,

Thank you for your interest in volunteering with the Dermatology Nurses' Association. We are excited that you are considering joining our volunteer team. So much of what DNA does is heavily dependent on our volunteers. Your decision to volunteer speaks volumes of your commitment to DNA and the Dermatology Nursing profession. We are confident that volunteering with DNA will provide all that you have envisioned and will inspire you to seek other volunteer opportunities as they become available.

This Volunteer/Mentor Manual will serve as a guide as you become more acclimated with your position and DNA. You are encouraged to review the manual as it will serve as a valuable resource during your volunteer term. If you have any questions or suggestions as to how we might better improve our Volunteer Management Program, please know that we are here to assist you, and your input is always welcomed.

Volunteerism is at the heart of DNA. Presently, there are more than 100 volunteers who contribute to the association in different capacities, from the Board of Directors, committees, task forces, and other volunteer opportunities. Any great organization works to ensure that its lifeline receives boundless attention. Without it, the organization would not exist.

DNA has done a great job of engaging volunteers who are committed and have a love for the organization. A testament to this is the fact that many DNA volunteers have a long history of involvement with the organization. As great a job as DNA is doing, there is always room to do better. Like any other organization, DNA continually monitors processes to ensure effectiveness and efficiency.

The mission of the DNA's volunteer program is to encourage DNA members in volunteerism with the express focus of contributing to the continued growth of the organization. In addition, a core focus of the program will be to ensure a rewarding experience for volunteers. The volunteer experience should include the opportunity for personal and professional growth, development of leadership skills, networking, recognition, and a sense of accomplishment and fun.

Volunteering in DNA is valuable for individuals, offering them the opportunity to learn and experience new things. A position as a committee chair allows one to tap into leadership potential and develop it into a skill that transfers into the work environment. Serving as a member of the DNA Board allows

one the opportunity to take an active role in the business of running the association, learning about finance, fund development and policy development.

DNA's volunteer/mentorship program focuses on the following to ensure that the experience is rewarding to the volunteer: recruitment/marketing, communication, and administrative processes.

Recruitment/Marketing: An ability to recruit new volunteers guarantees the growth of the organization. Strategies used for this portion of our volunteer program will include use of our FOCUS newsletter, Email blasts, Chapters, DNA website, JDNA, and other DNA social media outlets including Facebook, Twitter, and LinkedIn. We will utilize these venues to announce volunteer opportunities as well as to recognize our volunteers. We also acknowledge volunteers during the DNA Annual Business Meeting held during Convention.

Communication: Communication is key. Once interest has been generated, express follow up is necessary to engage the volunteer and maintain their attention. Immediate follow up speaks to the professionalism of the organization. Once engaged, communication will continue with the volunteer's mentors and staff to ensure they are provided with the necessary tools and information to make their volunteer role successful and rewarding.

Administrative Processes: The DNA has administrative processes in place to provide guidelines to all volunteers in their roles.

VOLUNTEERING

Reasons

General Reasons People Volunteer

1. They were asked
2. They want to do something good

Professional Reasons

- To gain leadership skills
- To network among their professional community
- To consider a job change
- To use a skill set not applied in their day job
- To build their resume
- To donate their professional skills
- To impact the direction of their profession and the community it serves
- To give back to a professional who has served them well

Personal Reasons

- To demonstrate commitment to an organization's mission
- Because it is hard to say no when asked by a friend or colleague
- To do something different from their job
- To have an impact
- For satisfaction in being part of something bigger than oneself
- Because of personal experience with the problem, illness, or cause

Specific Motivating Reasons:

- **Achievement-motivated.** They are committed to accomplishing goals, welcome a new challenge, and look for opportunities to test out new skills and improve performance. They often: strive for excellence; are calculated risk takers, may be restless, are innovative, will do what they say, are task oriented, work well by themselves, love challenges, or like to solve problems.
- **Affiliation-motivated.** They value relationships, enjoy working with others, and seek out opportunities to be helpful and supportive. They often: are happy in situations with a strong social component, enjoy mutual friendships, want to be liked and accepted, strive for warm friendly relationships, and appreciate interaction on a personal level.
- **Influence-motivated.** They seek to influence people and events so that change is realized. They often: are comfortable in leadership roles, are decision makers, view themselves as capable, are independent workers, have the need to impact and influence others, like to give advice, are verbally fluent and outspoken, and are confident and charismatic and inspire confidence in others.

Source: The Small Association's Guide to Developing a High-Performing Volunteer Program, yourmembership by communitybrands.

VOLUNTEERING

Bill of Rights & Responsibilities

A volunteer's rights

1. The right to feel safe

One of the benefits of volunteering is that we can decide to intentionally leave our comfort zones in order to experience new and challenging situations, environments, or roles. However, there is a big difference between feeling off-center or uncomfortable and feeling at risk or unsafe. As a volunteer, you have the right to be apprised of any potential risks as well as have precautionary measures and safety procedures in place to ensure your physical and emotional well-being.

2. The right to information about your volunteer role or project

Whether it's questions about the application process (why do I need to have a background check? when will I find out if I've been accepted?) or the volunteer role or project itself (who will I be working with? how will my efforts make a difference?), you have the right to know the who, what, when, why, and how of your volunteer position.

3. The right to feel valued

Volunteering, whether for two hours or two years, is a significant commitment that you choose to make. In return, you have the right to feel that your time and contribution is valued, regardless of the time invested or task performed. Similarly, you have the right to feel that an organization or volunteer effort is using your skills and talents well and that the work you do has meaning and makes a difference.

4. The right to negotiate your volunteer role

Find yourself in a volunteer position that just isn't working for you? You have the right to talk to your volunteer manager or supervisor to discuss ways you might be able to shift your role or take on a different project or position.

5. The right to leave

And if you still can't find a good fit, you have the right to leave. A decision to leave should not be made hastily. If you still feel unsatisfied after talking to and working with your volunteer mentor(s) or organization staff about your volunteer experience, you have the right to end your commitment and leave. Sometimes a negative volunteer experience may be unique to individual circumstances. Therefore, it is best practice to avoid bad-mouthing the organization in the community. Not only might your negative experience have been unique to your circumstances, but publicly bashing them can both hurt the organization's reputation and ability to work towards their mission as well as perhaps unintentionally burn some bridges of your own as you seek to volunteer—or even work—somewhere else.

A volunteer's responsibilities

1. The responsibility to communicate your needs

Feel like your work isn't meaningful? Not what you thought you'd signed up for? Or just bored and ready for something else? Talk to your volunteer manager or supervisor, providing specifics about your dissatisfaction and at least a few suggestions of ways to make it better. If you don't let them know that you're not getting from the experience what you'd hoped, they can't work with you to improve things.

Similarly, don't hesitate to let them know if you feel you need additional tools, training, or support; if they can't provide it directly, they should at least be able to point you in the right direction.

2. The responsibility to follow through on your obligations

There's a pervasive myth that volunteers are unreliable. While, of course, this isn't true across the board, there are plenty of flaky volunteers who reinforce such negative perceptions. Help improve the reputation of volunteers worldwide by doing what you say you'll do. Whether it's honoring the volunteer role and schedule you'd agreed to, providing ample notice if you're unable to perform your tasks or responsibilities, saying no or stepping away from volunteering when necessary, or simply serving as a good representative of the organization in the community.

3. The responsibility to not promise what you can't deliver

While related to #2, this one is worth singling out as it's fairly easy to unintentionally promise too much when one is excited about making a difference. This is especially important to avoid if you are working with a vulnerable population like children. An example: say you've promised to take a young person whom you're mentoring to a concert. You then forget or get busy and are unable to go. By not following through with your promise, not only can you potentially hurt the reputation of the organization and undermine its work but, more importantly, you could unintentionally do harm by giving the young person a reason not to trust you—or possibly even others.

4. The responsibility to honor the organization's investment in you

Another pervasive myth about volunteering is that volunteers are free. In fact, organizations invest quite a bit in their volunteers via staff time, tools, training, and so on. This is why it's important to research your volunteer position first to determine if it's a good fit for you, and once you're in the role, always first try negotiating your volunteer role if you're unsatisfied, rather than just suddenly leaving.

5. The responsibility to take care of yourself

Last but most certainly not least, you have the responsibility to make sure that you aren't overextending yourself, burning out, or causing yourself physical, mental, or emotional harm by taking on roles that aren't a good fit or that you aren't prepared for. Some stress and burnout may be inevitable depending on the project. For example, anyone volunteering in a hospice is likely to have some difficult moment. You can significantly limit stress and burnout by:

- Seeking out support. Talk to your volunteer manager and fellow volunteers.
- Taking a break, either as you're volunteering or stepping away from volunteering altogether for a while.
- Injecting some fun into your service portfolio, even if it's just a one-day gig on the side.
- Having realistic expectations about what can be accomplished and when.

WHO WE ARE:

Mission and Core Purpose



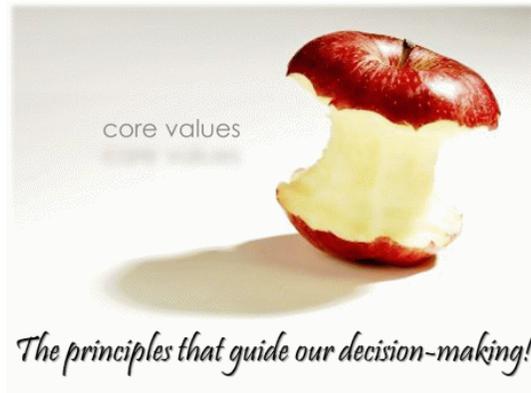
Mission

The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise.

Core Purpose

The core purpose of the Dermatology Nurses' Association is to promote excellence in dermatologic care.

Core Organizational Values



Core Organizational Values

- **Integrity:** Evidenced by transparent decisions, honest actions and ethical behavior consistent with an abiding respect for the dignity and value of individuals.
- **Credibility:** Evidenced by earned respect for empowering education, excellence in advocacy and quality resources that support growth and development of the individual and the profession.
- **Visionary Leadership:** Evidenced by innovative programs and services continually focused on advancing the interests and meeting the needs of our patients and profession in a changing world.
- **Collaboration:** Evidenced by an inclusive culture that appreciates the value of diverse perspectives, the power of common vision, and the satisfaction of equalitarian relationships among peers, mentors and friends.

WHO WE ARE:

Vision & Vivid Description of a Desired Future



Vision

DNA will be the global authority for knowledge and expertise in dermatology care.

Vivid Description of a Desired Future

DNA is at the hub of a vibrant global network of dermatology care providers. Health care professionals from around the world access DNA's knowledge and expertise in dermatology through a wide variety of high-quality educational resources including a premiere journal, international conferences and cutting-edge technology. DNA members serve as content experts, educators, mentors and advisors in collaborative health initiatives to assure inclusion of the dermatology nurse perspective.

Because DNA is consistently quoted in reputable media, patients and consumers look to DNA for accurate and up-to-date information about skin health and disease prevention measures. DNA's influence on governments assures that there is equitable access to dermatology care.

Key Drivers of Change



DNA recognizes the following as key drivers of change affecting the DNA:

- Change in composition of membership and meeting their needs
- Lack of funding across all spectrums
- Technology, internet, social media connections and the ability to adapt as quickly as technology allows and people expect
- How DNA aligns itself with other organizations
- Need for a voice in legislation and regulation
- Value of a DNA membership in the practice
 - Relationship of the credential to reimbursement and regulations
 - Member-perceived value
 - Employer-perceived value
- Competition
- Meaningful engagement
 - Mentorship
 - Volunteers

WHO WE ARE: *DNA's Definition of Engagement*



DNA's Definition of Engagement

Meaningful engagement at DNA is the investment of knowledge and expertise, resources, time, and participation of stakeholders to provide mutually beneficial long-term growth and collaborative relationships that enhance the profession of dermatology.

In order to sustain DNA engagement, our stakeholders are inclusive and diverse. They include:

- DNA Board of Directors
- DNA Committees
- All DNA members
- Corporate sponsors
- Affiliations/Coalitions/Partners
- Patients/Caregivers
- Communities
- Member employers
- Potential members

WHO WE ARE: DNA's 2020-2022 Strategic Plan Goals & Objectives



- 1) **Public Awareness and Advocacy.** DNA will be recognized and resourced for their knowledge, expertise, and advocacy in dermatology, nurse practice, and healthcare.
- 2) **Education.** DNA will be recognized as the leading educator for dermatology nursing worldwide.
- 3) **Professionalism.** DNA certifications and certificate programs will be recognized as the highest quality. Scopes and standards of practice in dermatological nursing will be based on dermatology outcome-based research.
- 4) **DNA Programs and Services.** DNA members and the dermatological community will have access to premier programs and services at all levels of practice.
- 5) **Financial Sustainability.** DNA will remain financially solvent.
- 6) **Technological Advancement.** DNA will expand our technology networks to increase meaningful engagement.
- 7) **Engagement.** As an inclusive organization of interdisciplinary professionals committed to advancing dermatology care, DNA will foster active participation and mentorships for its members and community in a volunteer-driven environment.
- 8) **Governance and Structure.** DNA will have an effective, balanced structure and governance.

WHO WE ARE:

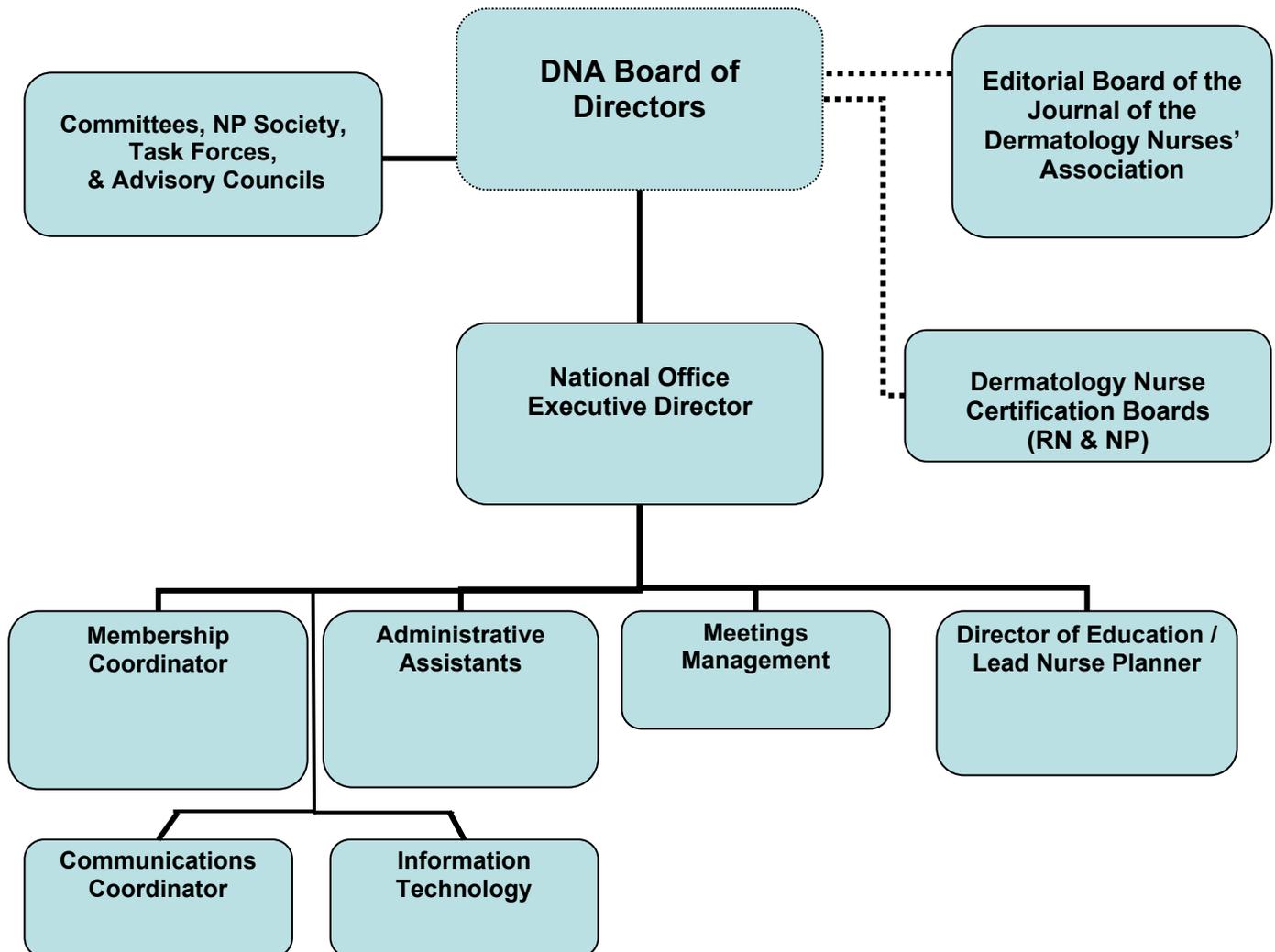
Organization History



In 1978, an informal meeting was held to discuss concerns and questions and to seek avenues for further education for dermatologic nursing. Attendance at this meeting increased the following year and finally led to the first educational program in 1980. In 1981 nurses from all areas of dermatologic practice met to explore the possibility of forming a professional association of nurses working in the dermatology field. The first official Annual Convention of DNA was held in 1982. In 1983 the first elected slate of officers was installed. The first issue of DNA's first journal, *Dermatology Nursing*, was published in 1989. The newsletter, DNA *FOCUS*, a highly informative quarterly publication, has continued to develop in response to the members' needs. The Nurse Practitioner Society of the DNA was established in 2005-06 to meet the needs of DNA's growing NP membership. In 2007 DNA celebrated its 25th anniversary. In 2009, DNA launched a new official journal, *the Journal of the Dermatology Nurses' Association (JDNA)*. In 2015 a new management model was implemented. In 2017 DNA held its 35th Annual Convention and implemented a new online CE platform. In 2018 an NP Online Review Course for the certification exam and Grand Rounds were launched in the CE Center. In 2019 DNA coordinated and participated in the Nurse Scientific Day and led a half-day Leadership Summit at World Congress in Milan, Italy.

WHO WE ARE:

Dermatology Nurses' Association Organizational Chart



WHO WE ARE: 2020-2021 Board of Directors

PRESIDENT: **Kathy Gross, MSN, RN, DNC**
of Tempe, AZ

PRESIDENT-ELECT: **Angie Hamilton, FNP-C, DCNP**
of Paris, IL

**IMMEDIATE PAST
PRESIDENT:** **Jane Glaze, BSN, RN, DNC**
of Madison, WI

TREASURER: **Robin Inabinet, RN-BC**
of Clemmons, NC

SECRETARY: **Michelle Bell, BSN, RN, DNC**
Of Peru, NY

DIRECTORS: **Olanda Hathaway, MSN, FNP-BC, DCNP**
of Frederick, MD

Kelley Jimenez, BSN, RN, DNC
of Beaverton, OR

Nancy Smail, RN
of Buffalo, NY

WHO WE ARE:

National Office & Staff Information

DNA National Office
435 N. Bennett Street
Southern Pines, NC 28387
Phone: 800-454-4DNA (4362)
Fax: 910-246-2361
Email: dna@dnanurse.org
Website: www.dnanurse.org

STAFF

Executive Director

Linda Markham

lmarkham@dnanurse.org

Membership Coordinator

Kara Briggs

kbriggs@dnanurse.org

Membership Director

Janet Price

jprice@dnanurse.org

Director of Education

Janet Crawford, MSN, APRN-CNS, BC, DNC

jcrawford@dnanurse.org

Communications Coordinator

Emily Potter

epotter@dnanurse.org

WHO WE ARE: ***Membership Profile***

DNA has 1,700+ members with 18 local chapters. Of our total membership, approximately

- 47 percent are Registered Nurses
- 10 percent are Medical Assistants or other office staff
- 40 percent are Nurse Practitioners
- 1 percent are Licensed Practical Nurses & Licensed Vocational Nurses
- 1.5 percent are student members
- .5 percent are corporations and associations



GETTING STARTED: *Volunteer Opportunities*



There are numerous volunteer opportunities within DNA. Some pertain to specific programs and events and other opportunities are available to you, as your schedule allows. If you are interested in volunteering in one of the following roles or in an area that is not provided in the list below, please fill out the *Committee and Volunteer Opportunity Form* (found on pages 21-22).

Types of volunteer opportunities in the DNA:

Governance: Leadership level, high-time-commitment positions.

Standing Committees: Members help run the organization and also require a high commitment of time.

Taskforce or Ad-hoc committees: May meet for a short time or occur only on occasion.

Micro-volunteering: Low-commitment opportunities to help the organization.

Committees

Annual Convention Planning*

Education Advisory

Environmental Scanning

Financial Oversight

Health Policy & Advocacy

Membership

Recognition (Awards & Scholarships)

NP Society*

Elected Positions

Board of Directors**

Nominating**

JDNA

Author

Reviewer

Task Forces

Phototherapy Task Force

Other Task Forces as needed

Other Opportunities

Annual Convention Speaker

Annual Convention Moderator

DNA *FOCUS* Contributor

Pilot tester for Education content

* This committee is selected by appointment. By indicating your interest, your name will be made available as a potential candidate for appointment.

** This committee is selected via the DNA national election. By indicating your interest, your name will be made available as a potential nominee for the committee.

GETTING STARTED:

Skills Inventory for Volunteers

A. General Skills - Skill, expertise and knowledge levels

The competencies in this area relate to knowledge of the federal-provincial regulatory framework, the principles and application of evidence-based medicine and the skills to communicate complex issues across a broad constituency for the purpose of decision-making.

- In-depth, broad understanding of processes and issues
- Knowledge of initiatives and issues related to health policy & advocacy
- Experience representing DNA perspective on committees and decision-making bodies
- Open channels of communications within group process
- Success in incorporating DNA viewpoint in policy decision environment

B. Aspiration and alignment

The competencies in this core area relate to social justice and socially responsible principles, including improving life in the community and the world. They enable leaders to achieve the noblest aspirations of the sector – social justice, equity, freedom, human rights, opportunity, safety, and removal of poverty and discrimination – while sustaining its leadership in community-based, inclusive and visionary work.

- Ability to be brief and concise during discussion
- Guide development of and commitment to a vision
- Able to lead organization through a structured decision-making process to resolve ethical issues and value-oriented issues and dilemmas
- Able to optimize external relations
- Able to sustain a culture of learning
- Sustain a culture within the organization where innovative ideas are nurtured and individuals are inspired to find creative solutions to complex problems
- Lead diverse marketing and PR processes

C. Relationships – Relationship building skills

The competencies in this core area relate to developing the capacity at all levels to work effectively with people to achieve a shared vision, to build effective interpersonal relationships, engage and empower others, and to enable the best of what is possible through human interaction.

- Showing appropriate knowledge and credibility
- Getting others involved
- Creating agreement
- Ensuring fair, democratic process

- Knowledge of Best practices in public participation
- Demonstrate government relations/political acumen or savvy
- Successfully represent, as a public persona the interests, ideas and view of the DNA
- Excel at appropriate, timely and effective oral and written communication
- Optimize the use of all communication technologies
- Build organization and community by developing shared strategies among diverse talents cultures and assets

D. Complexity

The competencies in this core area relate to leading a broad-based coalition of voluntary organizations in a complex, interdependent world where the organizational, political, social and institutional environment is undergoing unprecedented change and turbulence.

- Demonstrate awareness of the environment, assessing contextual systems and structures, economic systems and structures
- Trusting others
- Demonstrate interdependent perspective in a complex system
- Sustain a culture that celebrates creative decisions and innovative strategies
- Excel at both cooperation and competition
- Create conditions that encourage people and systems to change and adapt

E. Beliefs and values

The competencies in this core area relate to individual beliefs and values that influence individual, organizational and sectoral actions. These competencies are a strong basis for the voluntary sector and often set it apart from other sectors.

- Understands and demonstrates a belief in social responsibility and inspires others to be socially responsible
- Understands the sustainability of self-sufficiency and incorporates these principles into their personal and professional activities
- Builds the capacity of individuals and organizations
- Has ethical and principled behavior
- Believes in and implements inclusion and diversity appropriately
- Uses passion and compassion appropriately
- Has courage and uses it well



COMMITTEE AND VOLUNTEER OPPORTUNITY FORM

Dear DNA Colleague:

Thank you for your willingness to share your knowledge with us. We greatly value volunteers like you! Please indicate if you would like to volunteer to serve on one or more of the following DNA committees/task forces, or assist with the other opportunities listed here:

- | | |
|---|---|
| <input type="checkbox"/> Board of Directors** | <input type="checkbox"/> Membership |
| <input type="checkbox"/> Annual Convention Speaker | <input type="checkbox"/> Health Policy & Advocacy |
| <input type="checkbox"/> Annual Convention Planning* | <input type="checkbox"/> Nominating** |
| <input type="checkbox"/> DNA <i>FOCUS</i> Contributor | <input type="checkbox"/> Environmental Scanning |
| <input type="checkbox"/> Nurse Practitioner Society | <input type="checkbox"/> JDNA Author |
| <input type="checkbox"/> Research Taskforce | <input type="checkbox"/> JDNA Reviewer |
| <input type="checkbox"/> Awards/Scholarships | <input type="checkbox"/> JDNA Editorial Board |
| <input type="checkbox"/> Pilot Tester | <input type="checkbox"/> Education Advisory Council |
| <input type="checkbox"/> Webinar Speaker | <input type="checkbox"/> Financial Oversight |

Send me more information about the committee(s) selected above.

We will contact you to request any further needed information.

Thank you for your interest in serving the DNA!

Name: _____ Credentials: _____

(Please print clearly)

Preferred Mailing Address:

Telephone: (work) _____

home) _____ (cell) _____

Preferred Email:

1. List any special skills, interests or hobbies:

2. Have you volunteered with the DNA before? Yes____ No____

3. Please identify former DNA volunteer positions and your role:

Position

Role

4. Have you held any other volunteer positions? Yes_____ No_____

5. What position did you hold and what were your duties/role?

Position

Role

_____	_____
_____	_____
_____	_____

6. How did you hear about the DNA volunteer program?

7. Why did you decide to apply for a volunteer position and what do you hope/expect the volunteer position will offer you?

8. How much time do you feel you are able to commit to a DNA Volunteer position? (This may be changed at any time)

** This committee is selected by appointment. By indicating your interest, your name will be made available as a potential candidate for appointment to the committee.*

*** This committee is selected via the DNA national election. By indicating your interest, your name will be made available as a potential nominee for the committee.*

Dermatology Nurses' Association |435 N. Bennett Street
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Phone: 800-454-4362 | Fax: 910-246-2361 | Email: dna@dnanurse.org
www.dnanurse.org

Code of Ethics

For DNA Board and Committee Members

Rationale: To provide guidance and direction for effective and ethical governance for the DNA Board of Directors and Committee Members

Code: Volunteers are committed to observing and promoting the highest standards of ethical conduct in the performance of their responsibilities for DNA. Volunteers shall be required to certify that they have accepted this code as a minimum guideline for ethical conduct. Each volunteer shall:

Accountability

- Faithfully abide by the articles of incorporation, bylaws, and policies of the organization.
- Exercise reasonable care, good faith, and due diligence in governing and managing affairs (*Principles of Duty of Care, Loyalty and Obedience*).
- Comply with the terms of the DNA Conflict of Interest Policy Statement.
- Remain accountable for prudent fiscal management to DNA members, and the board, and where applicable, to the government and funding bodies.

Professional Excellence – Integrity

- Maintain a professional level of courtesy, respect, and objectivity in all DNA related matters and activities.
- Strive to uphold those practices and assist other members of the board in upholding the highest standards of conduct.

Personal Gain – Self-Dealing

- Exercise the powers invested for the good of all members of DNA rather than for personal benefit.

Equal Opportunity – Diversity – Inclusivity

- Support the right of all members to access benefits and services without discrimination on the basis of culture, geography, political, religious, or socio-economic considerations.
- Support the right of all members to access benefits and services without discrimination on the basis of the organization's volunteer or staff make-up in respect to gender, sexual orientation, national origin, race, religion, age, political affiliation, or disability, in accordance with all applicable legal and regulatory requirements.

Confidential Information

- Respect the confidentiality of DNA's sensitive information known to board/committee members.

Collaboration and Cooperation

- Respect the diversity of opinions as expressed or acted upon by the organization board, committees, volunteers, and membership, and formally register dissent as appropriate.
- Promote collaboration, cooperation, and partnership among association members.

Approved (Date) _____

Signature: _____

(PLEASE PRINT YOUR NAME) _____

The DNA National Office Staff will annually distribute the Code of Ethics Policy to all individuals nominated and selected as Board members and/or committee members for review and signature. Each signatory's affirmation will be maintained in the DNA's office and a copy will be made available to the signatory upon request.

Conflict of Interest Policy For Elected and Appointed Officials

POLICY:

All volunteer officials of the Dermatology Nurses' Association (DNA), including all Board, committee, task force, and other volunteer members, shall exercise their respective powers and duties in the best interests of the DNA. These officials shall not use their position to advance any private interest or any interest with an individual or entity with which the officials have a significant relationship. All volunteers shall disclose detailed information regarding any interest they maintain with sponsoring organizations or companies that could be construed to potentially affect their independent and unbiased judgment relating to their duties as volunteers within the DNA. This includes any employment or consulting relationships with pharmaceutical or other industry, or organizations that directly or indirectly compete with the mission and/or initiatives of the DNA for example other dermatology related organizations, or publications.

Elected and appointed officials shall not:

1. Engage in improper disclosure of confidential information gained as elected or appointed officials.
2. Use or attempt to use their official positions and titles to secure special privileges, exemptions, or personal profit.
3. Allow other employment or interests to impair their independence of judgment in the performance of their duties as an elected or appointed official of the DNA.
4. Allow other employment or interest to interfere with the ethical performance of their duties.
5. Accept compensation from any source if such acceptance tends to influence their official DNA duties.
6. Hold a contracted position with DNA, nor shall a member of the official's immediate family hold a contracted position with DNA. A contracted individual is ineligible to participate on the DNA Board unless the person resigns from the contracted position.

Volunteers shall "abstain with cause" from part or all of any discussions or votes that may arise involving the disclosed affiliation.

Volunteers are allowed to present at any DNA nationally sponsored event, except for the following restrictions: 1) the presentation may not be a promotion for any company; and/or 2) the presentation does not interfere with board business. Board members are ineligible for awards through the DNA awards program while they are in office.

PROCEDURE:

1. A copy of this policy shall be given to candidates prior to assuming their elected or appointed positions.
2. Annually, the DNA National Office shall distribute the *Conflict-of-Interest Disclosure Declaration* (below) to all elected and appointed officials within 30 days of the DNA annual convention.
3. Volunteers shall submit the signed *Conflict-of-Interest Disclosure Declaration* to the National Office within 14 days of receipt of the form.
4. Staff shall prepare a report of all disclosed conflicts for review by the Board.
5. DNA Board will review the report, identify potential conflicts, and consider the appropriate resolution in consultation with the individual in question.
6. All resolution options will be explored, up to and including removal from the position should that become necessary.

Dermatology Nurses' Association Conflict of Interest Disclosure Declaration

As a volunteer of the Dermatology Nurses' Association, I hereby acknowledge that I occupy a position of trust and that I am expected to act at all times in good faith, and without bias or favor to outside interests. Whenever my outside interests or other responsibilities potentially conflict with my duty to the Association, I will disclose these potential conflicts and will act in such a manner as to avoid even the appearance of using my position to advance any other interest or any individual or entity with which I have a significant relationship over the DNA's interest. In particular, I will not act in a way inconsistent with the purposes and interest of the Association.

I hereby certify that, to the best of my knowledge, no aspect of my current personal or professional circumstances places me in the position of having other interests that are in conflict with the interest of the Dermatology Nurses' Association or any of my obligations as an elected or appointed official of the Association, other than as disclosed on this form.

I am aware that if I am a member of the Board of Directors, I am ineligible for awards through the DNA awards program while I am in office.

NAME: (please print or type): _____

Signature: _____ Date: _____

DNA Title/Position: _____

I have a potential conflict of interest in the following circumstances:

ORGANIZATION	RESPONSIBILITY OR POTENTIAL CONFLICT
<i>Examples:</i> 1. <i>Pharmaceutical Company</i> 2. <i>Competing Professional Organization / Foundation/ Political Action Committee</i> 3. <i>Competing Journal</i>	<i>Examples:</i> 1. <i>Shareholder (not including mutual funds), speakers' bureau, advisory board</i> 2. <i>Board member, staff, program / education chair or fundraiser</i> 3. <i>Editorial board member / manuscript reviewer</i>

NAME: (please print or type): _____

Signature: _____ Date: _____

DNA Title/Position: _____



Committee Commitment Form

I have read and fully understand the description for the _____.
(enter committee/task force/etc. name)

As a member of the _____, I will be
(enter committee/task force/etc. name)

available for my volunteer assignments and meetings. I will make every

effort to be active and contribute to assigned projects. Any information or project that I

contribute to is the sole property of the Dermatology Nurses' Association and I have no legal right

to claim ownership or authorship of such material. I understand that if I am not able to fulfill my

obligations, that I may resign or may be asked to resign from the volunteer positions.

Signature

Date

GETTING STARTED:

Value of Committees

VOLUNTEER ORGANIZATION: REASONS FOR COMMITTEES

It is essential to understand why DNA and other voluntary organizations use group decision-making committees as a way to run their organizations.

1. Committees allow for varied opinions and viewpoints.

The DNA promotes diversity within our organization, including our committees. The committee should consist of a representation of a cross-section of the organization's membership or supporters to assure that there are ample opportunities for diverse aspects of the group to be represented.

2. The committee structure helps share the workload.

Committees are the structure through which the DNA leadership is able to delegate some of the organization's work. More work can be done when a system of effective committees is taking on part of the workload.

3. Committee involvement gives people a sense of ownership.

Becoming involved is invaluable in creating a group of dedicated and committed leaders. People who are involved in the decision-making towards helping the organization reach its goals through committee work are have a stronger sense of ownership and accomplishment in carrying out tasks and projects to fruition.

4. Committees provide a training ground for future leaders.

Getting members involved in committees facilitates the development of future DNA leadership. It allows newer committee members to achieve their leadership potential. Committee work provides the opportunity for professional growth, self-development, and the advancement of skills through the guidance and mentorship of experienced committee leaders.

5. Committees foster better use of the organization's human resources and help make better decisions by combining the expertise of the committee members.

The committee structure allows a diverse group of individuals to collaboratively work together for the greater good of the DNA organization. Rather than hoping an individual member has all the characteristics, experience, skills, and knowledge necessary to make good decisions in a particular area, the committee structure enhances the chances that those elements exist collectively within the committee.

GETTING STARTED:

Volunteer Guidelines

DEFINITION OF A VOLUNTEER

A volunteer is anyone who, without compensation or expectation of compensation beyond reimbursement of expenses, performs a task at the direction of or on behalf of the DNA.

A volunteer must be accepted, registered and oriented to the position prior to assuming the volunteer role.

HUMAN RIGHTS

All staff and volunteers are free to pursue their roles without being hindered by discrimination or harassment based on race, age, color, ancestry, place of origin, mental or physical disability, political beliefs, gender, sexual orientation, marital status, and family status.

VOLUNTEER COMMITMENT

Volunteers are expected to:

- Perform their duties to the best of their ability
- Meet time and duty commitments
- Adhere to DNA policies and procedures
- Keep information confidential

Orientation to your volunteer role will include items in this manual:

- An overview of the organization
- A who's who of the organization
- A general overview of the types of volunteer jobs performed in the organization
- An overview of policies, rules, and procedures

A committee can be one of the most productive tools of an association. Their contribution and participation will help to determine the organization's success or failure. The findings of a committee have a direct impact on the decisions made by the Board of Directors.

The primary function of a committee is to contribute to the efficient operation of the organization. They are concerned with the communication of information and with assisting the leadership in the decision-making process by providing needed information.

COMMITTEE MEETING STRUCTURE

1. Call the meeting to order **on time**.
2. Roll call.

3. Approval of minutes from previous meeting.
4. Agenda items discussion and resolution.
5. New business.
6. Adjourn the meeting **on time**.

COMMITTEE CHAIRS

The success a committee chair achieves will largely depend on their ability to preside and guide the committee to a definite goal. The following are guidelines that will assist committee chairs with running productive meetings:

- Start the meeting on time and work with a predefined agenda that has been sent to the committee in advance.
- Periodically review the committee's charge/strategic plan relative to the objectives of the association.
- Speak clearly and make sure each individual taking the floor speaks clearly.
- Ensure adequate minutes are kept of each meeting and distributed appropriately.
- Guide, mediate, probe, and stimulate discussions. Let others thrash out ideas; committees are NOT formed to validate the thinking of the chair or any individual. The committee belongs to the association.
- Encourage a clash of ideas, but not of personalities. Good decisions are made when all sides of an issue are examined. Emotional discussion is good, but emotional reaction to a person is bad. When emotions are high, return the floor to a neutral person, seek a factual answer, or take a break.
- Keep discussions on track; periodically restate the issue and the goal of the discussion.
- Monitor participation; control talkative members and draw out silent members. Deal with dysfunctional behaviors. Don't let a person who is blocking constructive discussion ruin the meeting.
- Use well-placed questions, seek points of information and clarification, and periodically summarize to keep the discussion focused.
- Keep the group focused on the central question and moving toward a decision. Call on the least senior members first to express their views; discussions tend to "close down" after senior members express strong views.
- Seek consensus, but unanimity is not required. Sometimes an idea is compromised by trying to get every last person to agree.
- Close the meeting by noting achievements. Check at the end of the meeting to see if members feel that all relevant subjects have been adequately covered.

COMMITTEE CHAIR RESPONSIBILITIES

- With the staff liaison, develop a plan to allow the committee to effectively and efficiently discharge its responsibilities for the year; plan agendas in order to accomplish the committee's goals as related to the DNA Strategic Plan.
- With staff liaison, ensure that leadership and appropriate staff are fully informed of committee activities.
- Work with staff to ensure that the work of the committee is carried out between meetings. Maintain records and relevant information on committee work to interact knowledgeably with committee members and staff.

- Report to the committee on decisions of the Board of Directors or other committees that may affect the committee's work or activities.
- Guide the committees in proposing products and services that will further the goals and objectives of the association as appropriate.
- Evaluate the committee efforts and communicate accomplishments to the committee and leadership.
- For specific committee charges, keep the work focused and aligned with the DNA Strategic Plan. Prior to the fall of each year, the committee is expected to make recommendations regarding future work of the committee, including any cost factors. Facts supporting the recommendation should be included in order for the leadership to make an informed decision.
- Committees may not commit to expenditure of funds and may not express opinions or represent positions in the name of the Association, unless specifically authorized by the Board of Directors. In proposing a program or activity that may involve expenditure of funds, committees must submit a program description and budget for approval by the Board of Directors.
- Keep committee members well informed.

QUALITIES OF THE EFFECTIVE COMMITTEE CHAIR

- **Communications skills:** Demonstrates ability to communicate with committee members, staff, and other groups. Demonstrates willingness to listen.
- **Participation:** Demonstrates active participation and interest in the association. Has knowledge of subject in which the committee is involved. Thinks in terms of association goals.
- **Leadership:** Commands attention and inspires others. Demonstrates ability to create a positive work atmosphere. Controls without dominating. Understands how the committee fits into the larger work of the association.
- **Administrative skills:** Demonstrates willingness to take the initiative. Demonstrates ability and willingness to carry out responsibilities. Supports orderly procedures for conducting work. Understands the role of the staff.

GETTING STARTED:

Tips for a Good Committee Meeting

1. Be Prepared.
2. Communicate (Chairperson) with staff and other committee members, as appropriate, to develop an agenda for each meeting with specific timelines for each item.
3. Keep the meeting under 90 minutes, preferably 60 minutes.
4. Detail the agenda of what action is required: the acceptance of previous minutes; a review of material or data; an analysis/refinement of material or data, and/or a recommendation for action.
5. Anticipate information needs BEFORE the meeting and gather the same from staff or other sources as may be appropriate.
6. Staff to send the agenda and information relevant to the agenda to the Committee members one week before the meeting.
7. Ensure that the meeting environment supports full engagement.
8. Start the meeting ON TIME, even if all members are not present.
9. Start the meeting by acknowledging everyone's presence and by reviewing the agenda.
10. Move the meeting through the agenda according to the timeline, while ensuring full participation and the open exchange of diverse viewpoints.
11. Review the results at the end of discussion of each agenda item. Actions to be taken (by whom and by when) and/or approved recommendations.
12. Ensure that complete meeting minutes are taken.
13. Distribute minutes of each meeting to Committee members; Board of Directors; staff; and others as determined by the Board or Committee, within 1-2 weeks of the meeting.

Source: Board Consultant Institute II



Mission Statement/Core Purpose

The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise. The core purpose of the DNA is to promote excellence in dermatologic care.

DNA MEETING GROUND RULES

1. Stay focused & stick to the agenda item and time frame
2. Start and end on time; be flexible according to need
3. No side conversations
4. Respect everyone's opinion and past experiences, even if you don't agree
5. Wait to be recognized by Chair before speaking
6. Be open-minded and visionary
7. Be prepared & complete assignments for meetings
8. Summarize key issues and assign responsibility prior to moving to next topic
9. Be an active listener and participant
10. Work as a team and support each other
11. Stand united behind Board decisions
12. Board business remains in the board room
13. Turn off cell phones

Guidelines for Mentoring a New Committee Member

- A. Each new committee member will have a mentor. A committee member who is interested in mentoring a particular newly elected member may volunteer by discussion with the Committee Chair. The Committee Chair may also appoint a mentor. In this case, discussion will be held with the potential mentor to assure interest and available time. Every effort will be made to obtain a mentor who is willing and has the necessary time for this commitment.

- B. The mentor will introduce self/role to new member, preferably prior to start of their first meeting. It is preferable for the mentor to introduce new member to the committee and staff at the start of the first session.

- C. New committee members with past experience on the DNA committees will need to be updated regarding policy and procedural changes for the specific committee.

- D. New committee members with no past experience will need:
 - 1. General orientation to the committee and how meetings are conducted.
 - 2. Orientation to DNA staff roles related to the committee.
 - 3. Responsibilities of board liaison to specific committees and task forces.
 - 4. Orientation to the agenda item form and how to properly complete or modify a submission to the Board of Directors.

PLEASE SEE SECTION ON MENTORING for more detailed information

Coaching and Mentoring

Both are needed in the volunteer orientation.

	COACHING	MENTORING
Goals are:	Performance Driven	Development Driven
Timelines are:	Short-term	Long-term
Focus is:	Task-oriented	Relationship-oriented
Drivers:	Coach sets agenda	Mentee sets agenda
Relationships are:	Professional	Blend personal & professional

Source: Do Your Members Need Mentoring, Coaching, or Both? Paul G. Schempp. ASAE resources. March 13, 2020.

DNA Ambassadors

What is an Ambassador?

A person who represents, speaks for, or advertises a particular organization, group of people, activity, or brand.

A DNA Ambassador helps to promote relations and to identify important trends and opportunities. This can be with potential or current members and corporate sponsors.

What are the qualities of a DNA Ambassador?

- Knowledge of and an appreciation for the DNA
- Established presence within the DNA
- High level of professionalism
- Natural leadership skills
- Passion for building and growing relationships
- Ability to gather feedback and provide innovative insights

Ambassador Talking Points

(important facts to share and will vary depending on your audience)

- *DNA Mission Statement:* The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise.
- *DNA's Core Purpose* is: To promote excellence in dermatological care.
- *Scopes & Standards of Practice:* Updated to define the roles of nurses within the dermatology setting to provide evidence-based outcomes for patients. This coincides with the already published Competencies for Nurse Practitioners.
- Our *growing Membership* is made up of NPs, RNs, LPNs, MAs, PAs, MDs, and Office staff that work in a variety of dermatology practice settings.
- Highlight *Membership benefits (to both potential and current members and corporate sponsors):*
 - Publications of our bimonthly journal, the JDNA; weekly e-Newsletter; quarterly FOCUS newsletter; our basic dermatology Core Curriculum 2nd and 3rd editions
 - Education in a variety of platforms to meet everyone's needs and a discount as a member to purchase these items (Convention, online CE Center, JDNA CE articles, traveling Phototherapy workshops). DNA is accredited through the ANCC as a provider, and applies to the AANP for credits of Convention presentations
 - Certification for both NPs and RNs to establish a professional knowledge base
 - NP Society to meet the professional needs of the Nurse Practitioner
 - Website that houses all of the up-to-date DNA information
 - Awards & Scholarships program recognizing and providing support
 - Career Center to post or find that perfect employment opportunity
 - Committees to focus on member needs
 - Local chapters to focus on local member needs

- Communication and Networking with peers
 - Volunteer opportunities
 - Advocacy efforts in support of the profession and our patients
 - Discounts or free access to programs
 - DNA Products available for purchase online including pins, SunAWARE bookmarks, t-shirts, Core Curriculum 2nd and 3rd editions
 - DNA Membership in collaborating organizations including: American Association of Nurse Practitioners, American Nurses Association, Coalition of Skin Diseases, International League of Dermatological Societies, National Council on Skin Cancer Prevention, Nursing Community, and One Voice Against Cancer
- **Highlight *Corporate sponsor opportunities (to potential and current corporate sponsors)*:**
- Advertising in our publications including our bimonthly journal, the JDNA; weekly e- Newsletter; quarterly FOCUS newsletter; as purchased e-Blasts to our members through the DNA, and our website.
 - Convention opportunities to reach our professional attendees with exhibit space, product theaters, and other sponsorship opportunities.
 - Education and program sponsorship outside of convention offerings.
 - Corporate opportunities allow the DNA support of our member services, supplements dues revenue, and allows the DNA to continue in its mission to build resources for DNA members and advance the profession.

Important items to remember as you perform the role as a DNA Ambassador

- When representing the DNA, it is important to remember that you are speaking for the DNA and not as a representative of your employer, of a particular group within the organization, or for any personal needs. You should represent the organization as a whole unless otherwise directed to do so by the DNA.
- If you do not have the knowledge to answer a particular question, please refer to the appropriate person in the organization to follow-up with an answer.
- Collect contact information, including name, email address, telephone number, and place of employment. Address is optional if available.
- For potential corporate members or sponsors, provide the appropriate DNA staff their contact information in order to provide them with the most accurate and up-to-date information of opportunities available.
- For potential members, provide the appropriate DNA staff their contact information in order to follow-up and answer any further questions.

For Corporate sponsors: please refer to Linda Markham, Executive Director @ lmarkham@dnanurse.org

For Membership candidates: please refer to Janet Price, Membership Coordinator @ jprice@dnanurse.org

You can also provide the DNA phone number 910-246-2356

DNA Ambassadors Report

Name _____ Event _____

Date of Event _____

Cost of event:

Registration _____ Hotel/night _____ Travel _____

Location _____ How was the location? _____

Checklist:

Copy of Agenda List of Vendors List of Attendees

Review of Venue overall: (Hotel, restaurants/food, service, cleanliness, comfort, convenience, surrounding area.)

Review of Program/Presentations: (Overall assessment, Identify outstanding/new/unusual topics or presentations)

Review of Speakers: (Overall assessment and identify outstanding speakers)

Key Contacts and their information:

Follow-ups needed:

Convention ideas:

Potential Sponsors:

Potential Members:

Special Notes:

Board Liaison Responsibilities

PURPOSE/DEFINITION

The DNA Board of Directors, in carrying out its policy and program responsibilities effectively, must maintain strong and active interaction and communication with other groups within the Association. The primary role of the Board Liaison is to facilitate communication between the Board of Directors and the committees served.

OBJECTIVES The objectives of the liaisons are:

- To improve communication between the Board of Directors and other groups within the Association.
- To facilitate the work of the committee or other groups.
- To enable early identification of problems or concerns raised in these groups and support effective discussion/action to resolve issues raised.
- To enable early identification of developments or opportunities where Board of Directors involvement/action would advance success within the DNA.

LIAISON ASSIGNMENTS

The President makes all the liaison assignments for their term as President. Board members are assigned as liaisons to standing committees, advisory committees, special committees, task forces, ad hoc working groups, and Chapter Councils.

BOARD LIAISON RESPONSIBILITIES

- Provide a channel for committee communication with the Board
 - To carry information, questions, or feedback between the two bodies at the request of those groups.
 - To consider and inquire whether discussions that occur during meetings should be raised with the other group, even when the Board of Directors or committee has not suggested a formal communication take place.
 - When sharing information, to be clear whether they are making a formal, requested communication from the other group or simply offering their personal observations and experience of the meetings they have attended.
 - Join the committee's listserv or Basecamp (the liaison only fulfills a communications role).
 - Advise committees about when it is appropriate to present an agenda item and reports or specific recommendations for Board consideration.
 - Review all proposed agenda items for the Board of Directors and obtain appropriate background information from committees prior to the Board of Directors meeting.
 - When necessary, prepare an additional agenda item for the Board of Directors in consultation with the President, Executive Director and

Committee Chair. Review previous Board actions or policies that are applicable to the agenda item. Advise the Board on options or possible actions that it might take to handle the report expeditiously, and try to answer, in advance if possible, questions that might be raised by the Board of Directors when it considers the committee's agenda item.

- Present agenda items at Board meetings and lead the discussion.
- Report back to the committee promptly via the Board Reporting Form, generally within one week, the discussion and any action taken by the Board. Telephone communication may also be necessary.
- Be alert to potential problems, e.g., committee inactivity in execution of its goals or specific assignments from the Board, etc. Notify the President and/or Executive Director as needed.
- Remind Committee Chairs of their responsibility to submit reports for Board Meetings.
- Pass along files or information that the new board liaison needs
- Participate in committee activities in an advisory capacity
 - Clarify your role as Board liaison to the committee.
 - Monitor the committee's adherence to its charge and provide guidance as needed.
 - Obtain from the committee chair a list of proposed activities contemplated for the coming year that coincide with its charge and the current Strategic Plan.
 - Work with the Board of Directors and Staff to recommend changes to the committee charge to ensure that it remains up-to-date and of value.
 - Attend the assigned committee's meetings on a regular basis. Attend committee meetings during Annual Convention.

CALENDAR AND DEADLINES

Be aware of the calendar and deadlines.

COMMUNICATION PROCESS

- A standard procedure will be in place to determine during a meeting whether there is anything they would like the Board liaison to communicate to the other group on their behalf, and how they would like that communication to take place including a timeline.
- The communication assigned to the Board liaison, the timeline, and the method of communication will be recorded in the minutes of the Board or Committee.
- A Board liaison may at any time request designated time on the Board's or committee's agenda in order to achieve adequate consideration of an issue or question.

This policy should not be construed as preventing any committee member from approaching Board members or attending Board meetings under their own auspices.

Staff Liaison Responsibilities

PURPOSE/DEFINITION

The DNA Staff, in carrying out DNA's policy and program responsibilities effectively, must maintain strong and active interaction and communication with other groups within the Association. The primary role of the Staff Liaison is to facilitate communication between the Board of Directors and the committees served.

OBJECTIVES

The objectives of the liaisons are:

- To improve communication between the Board of Directors and other groups within the Association.
- To facilitate the work of the committee or other groups.
- To enable early identification of problems or concerns raised in these groups and support effective discussion/action to resolve issues raised.
- To enable early identification of developments or opportunities where Board of Directors involvement/action would advance success within the DNA.

LIAISON ASSIGNMENTS

The Executive Director makes all the liaison assignments to the Board of Directors, standing committees, advisory councils, special committees, task forces, ad hoc working groups, and Chapter Councils, and any other volunteer within the DNA.

STAFF LIAISON RESPONSIBILITIES

- Ensure thorough orientations for each new committee Chair, and assistant Chair in providing orientation for new and continuing committee members each year.
- Work with the Chair to develop a plan of work that will allow the committee to effectively and efficiently discharge its responsibilities for the year.
- Work with the Chair to develop agendas and conduct effective meetings of the committee.
- Provides administrative support, including but not limited to, planning and execution of all committee meetings.
- Drafts minutes of committee meetings for review and approval by the committee Chair for distribution to the committee and the Board of Directors.
- Work with the committee Chair, other committee members, and Association staff to ensure that the work of the committee is carried forth between committee meetings.
- Facilitate communication of committee activities, including requests for action and/or proposed policies to the Executive Director and the Board of Directors.
- Report to the committee on decisions of the Board of Directors, Executive Director, or other association committees which impact the committee's activities.
- Where appropriate, assist the committee in proposing products and services that will further the goals and objectives of the Association.

- Be a valuable resource to the committee, not simply a recording secretary.
- Be thoroughly familiar with all aspects of the committee's work, including scope of work, subjects under discussion, and Association policies related to the committee's work.
- Answer questions, offer suggestions and raise questions.

CALENDAR AND DEADLINES

Be aware of the calendar and deadlines.

COMMUNICATION PROCESS

- A standard procedure will be in place to determine during a meeting whether there is anything they would like the Board liaison to communicate to the other group on their behalf, and how they would like that communication to take place including a timeline.
- The communication assigned to the Board liaison, the timeline, and the method of communication will be recorded in the minutes of the Board or Committee.
- A Board liaison may at any time request designated time on the Board's or committee's agenda in order to achieve adequate consideration of an issue or question.

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