



# Listening to Members

by **Katherine Camacho Carr, CNM, PhD, FACNM**  
ACNM President

The ACNM Board of Directors, staff department directors, and Kerri Schuiling, CNM, ACNM Senior Staff Researcher, assisted by our restructuring consultant, Jim Dalton, have conducted some additional analysis of the Values Proposition Survey (VPS). As you may recall, the VPS contained 31 value statements related to ACNM products and services, as well as open-ended questions. The survey was sent out via email or postal mail to all members. We received a 13 percent response rate. The purpose of the VPS was to identify the ACNM services and products that members value, as well as to identify areas where our performance is not what it should be. Additional analysis helps to learn what ACNM members saw as the highest priorities and where we have the largest gaps. In other words, the VPS helps us listen to members and identify a gap between what members perceive as a priority from ACNM and how ACNM is performing. The top areas identified in the VPS represent areas for the board and staff to continue to focus on. The top priorities identified by respondents include the following:

- Representation of the profession to fed-

eral agencies and members of Congress to work towards policy changes through advocacy, lobbying, and the Midwives-PAC.

- Representation of the profession to state legislators and regulatory bodies that govern midwifery to remove barriers and expand access to midwifery services.
- Public relations and public advocacy. ACNM should play a leading public advocacy role promoting and defending women's options around the culture of birth and support CNMs/CMs and the profession with public relations activities that promote accurate understanding and expand demand for midwifery services.
- Advocacy for the profession of midwifery to organizations and agencies that regulate medical education and policy. This survey is an important first step in obtaining information from members on improving ACNM services, using resources wisely, and meeting member needs effectively. It fits perfectly with our restructuring efforts and bylaws revision. (see Proposed Bylaws article on page 22). The board and staff have formed four subcommittees to examine the four

areas that are the highest priority and have the largest gaps. We will be asking ourselves and others a number of questions: Why is there a gap between importance and performance? What is the gap about? What does a review of the additional data tell us? What are some "gap closing" proposals? We will be bringing ideas and strategies to the Annual Meeting in Chicago. We want your criticism, feedback, assistance, and direction. Why do you think a gap exists and what do you want us to do about it? We will have several venues at the Annual Meeting to continue to listen to members, including a poster presentation, a listening post where board members will be available, an open forum discussion, and the "Tea with the VP." After receiving your feedback, the board will take appropriate action to focus on these priority services and products.

We will be periodically checking in with members and will provide ways to continue this conversation. The Board of Directors and ACNM staff will continue to listen to you, as you are the strength and the future of our organization. **Q**

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**Members are welcome to attend any open session of a Board of Directors meeting.**

#### **2007 Meetings:**

June 1-2, Chicago, Illinois  
September 27-30, Washington, DC area  
November 30-December 2,  
Teleconference

## *Open Forums at the Annual Meeting*

Meet with members of the Board of Directors during the Open Forum from 2-3 pm Sunday, May 27 at the Annual Meeting. The Open Forum will be conducted as an "open mike" and members are welcome to bring their own topics of discussion.