

2020 Strategic Plan:

- Communication:

Goal: Maintain close and frequent communication with members, potential new members, and other emergency nursing colleagues using social media and email.

Action: Develop and maintain annual newsletter, provide frequent email updates, invite members and colleagues to meetings, text/emails with members in the state as well as nationally through networking at national conference and leadership, maintain and promote active social media presence.

- Finances:

Goal: Promote fiscal responsibility for our organization, assuring the state budget is handled in an operationally efficient manner and that we behave as good stewards of our member's funds.

Action: Hold annual budget planning meeting and allow all members access to input and approval, closely monitor accounts by treasurer and board of directors, maintain a mindset of frugality and value when considering spending. Recent additions to bylaws have included sections regarding timely check cashing and expense requests to ensure an accurate and current budget is maintained.

- Education:

Goal: Provide quality education to members of the state ENA as well as to fellow nurses in the area.

Action: Offer and promote TNCC and ENPC and cultivate effective instructors for such courses, promote and provide review courses such as CEN, CPEN, CFRN, TCRN utilize video conferencing to include remote areas of the state, provide education at quarterly state meetings, promote relevant educational opportunities offered by non-ENA entities.

- Membership:

Goal: Continue sustainability of the state ENA by increasing and engaging membership.

Action: Encourage memberships by offering a discount for certification reviews and other paid educational offerings held in the state, promote professional certifications in the region, increase engagement with high quality and affordable educational offerings, keep members informed about activities and opportunities to get involved on a state and national level.

- Professional development:

Goal: Encourage professional certifications.

Action: Sponsor affordable certification review classes, assist with maintaining certifications by offering quarterly education and CEUs, maintain current calendar of events on website and Facebook page.

- Volunteerism and Philanthropy:

Goal: Foster volunteerism, service, and generosity within the state.

Action: Promote member involvement with charitable projects such as encourage donations to National ENA Foundation to assist fellow healthcare workers and other emergency nurses attendance to higher education and conferences, support bike helmet safety by purchasing helmets for children at bike safety day, to be actively involved in injury prevention events across our state, strive to sponsor scholarships at the state and national level with profits from educational offerings.

- Collaboration:

Goal: Actively seek opportunities to collaborate with other medical professionals (EMS, AACN, ACEP, other ENA councils)

Action: Participate in health system educational conferences, network both in person and via social media, actively cultivate relationships and collaborate with like-minded professional organizations.

- Government affairs:

Goal: Promote the national ENA's legislative agenda and support and advocate for issues of importance to emergency nurses and our patients.

Action: Attend local and national Day on the Hill, network with other states regarding workplace violence legislation, lobby local and state representatives seeking support, encourage action and increase visibility of actionable issues using email and social media.