

2013 WNA Reference Proposal #2

Subject: WNA Mission Statement, Vision Statement, Core Values, and Goals for 2014-2015

Introduced by: WNA Board of Directors

WNA Core Issues: Workplace Health, Rights & Safety, Appropriate Staffing/Nurse Shortage, Continued Competencies, Patient Safety/Advocacy

Summary

Background

2012 Reference Report # 3, "Examination of WNA's Governance Structure", was adopted by the WNA Membership at the October 18, 2012 Annual Meeting. The WNA Board of Directors appointed a Task Force to address the recommendations found in Report # 3. The Task Force recommendations were accepted by the WNA Board at their June 2013 meeting. The recommendations called for Bylaw changes and a Reference Report to be presented to the WNA Membership at the October 18, 2013 Annual Meeting.

Proposal

The Wisconsin Nurses Association's membership approves the Goals of the Association every two years. This year, the recommended goals for 2014-15 are also accompanied by a new Vision Statement, a new Mission Statement, and a revision of WNA's Core Values. These changes reflect WNA's contract with our members and with our stakeholders stating clearly that we will work together to help nurses provide the best care for the patients we serve within the ever evolving Wisconsin health care system.

WNA's Vision Statement, Mission Statement, and Core Values are revised to better reflect consistency with that of the American Nurses Association (ANA) and to provide WNA with a clearer direction as we do our work. The following changes are recommended along with the rationale for change:

WNA Vision Statement

Current	Proposed
WNA empowers and unites all registered nurses to advance the profession.	Nursing is the unifying force advancing quality health for all.

Rationale: Encompassed in the new Vision Statement "*is the unifying of the profession*" in order to attain the real goal – that of advancing quality health care for Wisconsin.

WNA Mission Statement

Current	Proposed
Wisconsin Nurses Association is nurses caring for nurses and nursing, by preserving, supporting, and advancing the profession of nursing.	Nurses advancing our profession to improve health for Wisconsin.

Rationale: The changes reflect the same message as our current Mission and mirror ANA's new Mission Statement

WNA Purposes

Current	Proposed
The purposes of WNA shall be to: <ol style="list-style-type: none">1. Foster high standards of nursing2. Stimulate and promote the professional development of nurses and advance their welfare3. Work for the improvement of health standards and the availability of health care services for all people4. Advocate for workplace standards that foster safe patient care and support the profession	The purposes of WNA shall be to: <ol style="list-style-type: none">1. Foster high standards of nursing2. Stimulate and promote the professional development of nurses and advance their welfare3. Work for the improvement of health standard and the availability of health care services for all people4. Advocate for workplace standards that foster safe patient care and support the profession

Rationale: no change, reflects WNA Bylaws approved in 2012.

WNA Values

Current	Proposed
<p>The core values of WNA are:</p> <ul style="list-style-type: none"> - <u>Leadership</u> – WNA protects and advances professional nursing’s role in the development of health policy at the local, state, and national levels, develops nurse leaders, recruits talented, committed individuals of diverse background and provides healthcare consumer advocacy. - <u>Standard of Excellence</u> – The WNA member will perceive that value of membership that includes quality services, products, and information that is timely and relevant. - <u>Integrity</u> – WNA promotes and encourages its members to support and promote ANA’s “Code of Ethics for Nurses”. - <u>Stewardship</u> – WNA leadership and staff will be prudent stewards of resources entrusted by the members. - <u>Knowledge</u> – WNA will promote the development and application of knowledge to care for culturally diverse patient populations in all health care settings and the use of evidence-based practice. - <u>Response to Change</u> – WNA will anticipate changes in health care and will initiate plans that will promote the value of professional nursing’s contributions to a quality and meaningful health care system. - <u>The Right to Health Care</u> – WNA will promote health care as a fundamental human right 	<p>The core values of WNA are:</p> <ul style="list-style-type: none"> - <u>Respect</u> – WNA values members and encourages them to voice their concerns, opinions and suggestions in discussions about health policy at local, state and national levels via in-person meetings, online meetings and webinars and in ways that will be available in the future. Because members entrust their resources to WNA, WNA leadership and staff is prudent in handling those resources and keeps members apprised of how the resources are used. - <u>Integrity</u> – WNA promotes and encourages its members to support and promote ANA’s “Code of Ethics for Nurses” and to promote health care as a fundamental human right. - <u>Unity</u> – WNA is a united voice for nurses as changes in health care occur. WNA shares the value of nurses’ contributions and their beliefs to create a quality and meaningful health care system. - <u>Diversity</u> – WNA celebrates the cultural, ethnic, racial and gender differences of nurses as well as the talent and commitment of members of diverse backgrounds and encourages involvement of all nurses in WNA and ANA. - <u>Excellence</u> – WNA members perceive the value of membership which includes quality services, products, and information that is timely and relevant. WNA promotes the development and application of knowledge to care for culturally diverse patient populations in all health care settings and the use of evidence-based practice.

Rationale: WNA’s Governance Task Force and the Board reviewed the current values and compared them with ANA’s. There was support for adopting ANA’s values as they better reflect our collective position as an organization. Some of WNA’s current values are still in the proposed column, others are subsumed under a different category. The addition of diversity was an important value to be included.

WNA Goals

Current	Proposed
Adopt the following goals for 2011-2013: I. Collectively and collaboratively advocate for access to comprehensive quality health care services for all people. II. Assure that the registered nurse is an essential provider in all practice settings through education, research, workplace advocacy, legislation, and regulation. III. Promote the existence of the Wisconsin Nurses Association as a multipurpose organization that will continue to be strong and effective at the local, state, and national levels.	Adopt the following goals for 2013-2015: I. Collectively and collaboratively advocate for access to comprehensive quality health care services for all people. II. Assure that the registered nurse is an essential provider in all practice settings through education, research, workplace advocacy, legislation, and regulation. III. Promote the existence of the Wisconsin Nurses Association as a multipurpose organization that will continue to be strong and effective at the local, state, and national levels. IV. Create and implement a high growth membership organization.

Rationale: The first three goals remain the same. Goal IV is added to focus on membership growth so that we can demonstrate our strength in representing all nurses and the profession of nursing in Wisconsin.

Recommendation: That the Wisconsin Nurses Association

Adopt the 2014-2015 Vision and Mission Statement, Values, and Goals.

Implementation Strategy

Topic	Activity	Cost Estimation
Adopt the 2014-2015 Vision and Mission Statement, Values, and Goals.	1. Board of Directors strategic planning 2. Implementation of strategic plan via WNA Board, Structural units, Task Forces, consultants and WNA Staff 3. Monitor and report progress to the membership and key stakeholders	\$456,000.00