



WNA Strategic Plan 2017-2020

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WNA Strategic Plan

Purpose

The WNA's 2017-2020 Strategic Plan outlines the vision, values, strategic goals, and strategic objective that will allow WNA to be a true catalyst for transforming health care and advancing the nursing profession to improve health for all in Wisconsin.

Vision

Wisconsin nurses as an effective, unified force in engaging consumers and transforming health and health care through advocacy, leadership, partnership, practice and evidenced-based targeted strategies.

Mission

Wisconsin Nurses Association advancing our profession to improve health for all.

Core Values

Service-Focused: Keeping the needs and desires of members and those we serve at the center of our decisions and actions.

Innovative: Continuously inventing and reinventing what we do and how we do it.

Data-Driven: Leveraging both qualitative and quantitative insights as a guide for making the most informed decisions.

Impactful: Leading the organization and others into the future by assessing and addressing the most significant needs and challenges of those we serve.

Effective: Focusing on operational excellence in how we work internally and externally.

Inclusive: Involving and collaborating with diverse individuals, groups, and organizations when our mission and goals are aligned in order to achieve the greatest positive impact.

Integrity: Using the "ANA Code of Ethics for Nurses" as the foundation, WNA promotes health care as a right and demonstrates ethical behavior in practice.

WNA Strategic Goals & Objectives

1. RN Profession-wide Engagement

Objective: Increase number and engagement of nurses.

2. Nurse-focused Innovation

Objective: RN-focused innovation for health care improvement.

3. Nurse-to-Consumer Relationships

Objective: Nurse-to-consumer relationships across the consumer health and health care journey.

WNA Strategic Plan Overview

Strategic Roadmap

1. RN Profession-wide Engagement
2. Nurse-focused Innovation
3. Nurse-to-Consumer Relationships



Programmatic Pillars

1. Policy
2. Research, Practice & Quality
3. Advocacy
4. Leadership
5. Education/Professional Development

WNA Strategic Plan
Goals, Objectives & Programmatic Pillars

Strategic Roadmap

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Programmatic Pillars

Policy

Research, Practice & Quality

Advocacy

Leadership

Education/Professional Development

WNA Strategic Goal 1. RN Profession-wide Engagement

Objective: Increase number and engagement of nurses.

Programmatic Pillar	Activity	Structural Unit
1.A. Policy	Task Force to evaluate the evidence supporting improvement in quality of care secondary to continuing education. Recommendation #2 of the WNA 2017 WNA Reference.	Tri-Council
1.B. Policy	Identify tools that support individual recruitment.	WNA Board
1.C. Policy	Create dialogue among all nurses regarding WNA 2019-2020 Legislative and Regulatory Agenda for Biennium	Public Policy Council
2.A. Education/ Professional Development Research/Practice & Quality	Offer fall educational program that draws all member.	Tri-Council
2.B. Practice/Education/Research	Hold more local and regional meetings and educational offerings to increase WNA visibility and engagement around the state.	Tri-Council, Public Policy and Workforce Advocacy
3.A. Advocacy	Promote the ANA/WNA Healthy Nurse initiative	Workforce Advocacy Council & Healthy Nurse MIG
3.B. Advocacy	Develop and seek passage of Workplace Violence Legislation	Public Policy & Workforce Advocacy Councils
3.C. Advocacy	Work with APRN Coalition in passage of APRN Modernization Act	Public Policy Council and APRN Forum MIG
4.A. Professional Development	Task Force to explore feasibility of WNA providing podcasts or other forms of on-line education	Tri-Council
4. B. Professional Development	Identify value of WNA Mentorship Services	WNA Board of Directors
4.C. Professional Development	Reaffirm WNA's commitment to mentoring relationships between novice and expert nurses.	WNA Board

4.D. Professional Development	Actively promote accurate blood pressure measurement as a standard of practice in WI through partnerships with interprofessional and organizational stakeholders.	WNA Grant
4.E. Professional Development	Identify tools that support individual recruitment.	WNA Board
4.F. Professional Development	Promote the use of Patient Centered Team Base Care in the primary and community care setting.	WNA Board
5.A. Leadership	Collect and report on membership data to: a. Benchmark with like SNAs b. Review members and nonmembers attending conferences c. Target non-members attending conferences d. Analyze and report results of ANA Value-Based Pricing Project	WNA Board
5.B. Leadership	Achieve a 6% Increase WNA membership by 12/31/18.	WNA Board

WNA Strategic Goal 2. Nurse-focused Innovation

Objective: RN-focused innovation for health care improvement

Programmatic Pillar	Activity	Structural Unit
1. Policy	Identify RN-focused health care system and/or population health improvement strategies that support legislative policies.	Public Policy Council
2.A. Practice/Education/Research	Encourage nurses to be more involved with WNA through lunch and learn sessions in the workplace and other face-to-face contact opportunities (e.g., present the "Beyond the 50%" blood pressure measurement training in organizations).	Tri-Council
2.B. Practice/Education/Research	WNA sponsor Fall 2018 Education Symposium focus on nursing innovation that include	Tri-Council

	primary care, prevention, etc.	
3. Advocacy	Offer innovative strategies that increase the number of nurses involved in grass-roots advocacy at the legislative level.	Public Policy Council
4. Professional Development	Foster student nurse involvement with WSNA/WNA by partnering with academic institutions	Board

WNA Strategic Goal 3. Nurse-to-Consumer Relationships

Objective: Nurse-to-consumer relationships across the consumer health and health care journey.

Programmatic Pillar	Activity	Structural Unit
1. Policy	Support legislation and regulatory policies that support patient access to safe, quality, and effective care provided by nurses.	Public Policy Council
2. Practice/Education/Research	Inform consumers on the impact and role of nurses and nursing in the delivery of safe and accessible health care.	Tri-Council
3. Advocacy	Survey nurses in rural areas to assess barriers and opportunities to improve population health outcomes.	WNA Grant
3.B. Advocacy	Build relationships with key consumer groups to support nursing practice and patient access	WNA Board
4. Practice/Education/Research	Actively promote accurate blood pressure measurement as a standard of practice in WI through partnerships with interprofessional and organizational stakeholders	WNA Grant
5. Leadership	Develop relationships with key consumer driven organizations that promote the role of the nurse.	WNA Board