



**Wisconsin  
Nurses  
Association  
Strategic Plan  
2020-2023**

## **Introduction and Purpose**

The Wisconsin Nurses Association (WNA) 2020-2023 Strategic Plan outlines the vision, values, strategic goals, and strategic objectives 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.

The WNA Board of Directors is please to present the 2020-2023 Wisconsin Nurses Association Strategic Plan. As the premier organization representing the interests of Wisconsin's 90,000 registered nurses, WNA advances the nursing profession by fostering high standards of nursing practice, promoting a safe and ethical work environment, bolstering the health and wellness of nurses, and advocating on health care issues that affect nurses and the public. WNA is at the forefront of improving the quality of health care for all.

This Strategic Plan supports numerous opportunities for Registered Nurses to engage with and within WNA. The plan also supports the importance of demonstrating the value of nurse-to-consumer relationships. WNA's programmatic pillars; policy/legislative, nursing practice, education and research, workforce advocacy, and leadership, will provide the structure for approaching and reporting on the progress of the strategic plan.

The WNA Board thanks you in advance for reviewing this plan. Comments can be posted on WNA's networking platform, *Wisconsin NursesConnect*. Progress reports will be posted and included in every issue of *The Wisconsin Nurse*.

Sincerely,

### **The 2020 WNA Board of Directors**

Pamela Macari Sanberg, President

Beth Markham, Vice President

Tanya Brueggen, Treasurer

Megan LeClair-Netzel, Secretary

Julie Olson, Director-at-Large

Lisa Pisney, Director-at-Large, APRN Representative

Emilie Kreilkamp, Director-at-Large, Staff Nurse Representative

2820 Walton Commons Lane

Suite 136

Madison, WI 53718

<http://www.wisconsinnurses.org>

## WNA Mission, Vision, Goals and Values

### **Mission**

To be the voice and principal advocate for the nursing profession grounded in our core values

### **Vision**

To be a true catalyst for transforming health care through advancing the nursing profession.

### **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.

**Evidence-based:** Use qualitative and quantitative data as a foundation in making 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 and Objectives**

## **Goal 1. RN Profession-wide Engagement**

### **Objective: Increase the number and engagement of Wisconsin's Nurses with WNA**

#### **Policy/Legislation**

- Approve and adopt the WNA 2020-2023 Legislative and Regulatory Agenda and Priorities for Legislative Biennium.

#### **Education**

- Provide educational offerings that are relevant, quality, and timely for nurses and award Nurse Education Contact hours,
- Hold virtual meetings and educational offerings to increase nursing knowledge and engagement.
- Support the needs and growth of nursing education including nurse educators.

#### **Workforce Advocacy**

- Promote the ANA/WNA Healthy Nurse initiative.
- Promote the diversity of the nursing workforce
- Promote ANA's Principles for Nurse Staffing

#### **Professional Development**

- Develop and launch podcasts that support professional development.
- Encourage member engagement and interaction in WNA sponsored social media.
- Support and promote ANA's mentoring program.
- Actively support the growth and development of the Wisconsin Student Nurses Association.
- Promote nursing practice through the objectives/strategies found in the CDC/DHS Chronic Disease and Prevention Grant.

#### **Leadership**

- Continue to provide leadership that support nurses during the COVID pandemic.
- Review, monitor and report membership activities, engagement and membership goals.
- Develop, maintain and/or sustain leadership activities that promote nurse innovation, nurse engagement, a WNA Organizational Affiliate and APRN Roundtable structure, nurses role in the opioid epidemic, mandatory continuing education, and human trafficking

## **Goal 2. Nurse-to-Consumer Relationships**

### **Objective: Elevate the nursing profession among consumers of health care**

#### **Policy/Legislation**

- Support legislation and regulatory policies that support patient access to safe, quality, and innovative care provided by nurses.
- Support public health infrastructure to reduce inequities in health care

#### **Education**

- Inform consumers on the impact and role of nurses and nursing in the delivery of safe and accessible health care.

#### **Workforce Advocacy**

- Build relationships with key consumer groups to support nursing practice that provides patient access to nursing services that is safe, and is provided at the right location, delivers the right care, at the right time and evidence based.

#### **Professional Development**

- Provide media training to nurses that inform consumers of nurse's role.
- Support and promote nurses to run for political office.
- Support and promote nurse's placement on corporate boards.