

Goals and Objectives

The Wisconsin Nurses Association 2023-2025 Strategic Plan represents priorities and areas of focus in support of the state's 90,000+ registered nurses.



GOAL: Elevate the profession of nursing throughout the state of Wisconsin.

OBJECTIVES

1. Lead the nursing profession to improve health through advocacy, philanthropy, practice, innovation, and recognition of excellence.
2. Increase engagement of Wisconsin's nurses in WNA to advance nursing's impact on health throughout our communities.

KEY RESULTS

- ▶ Incidents of workplace violence toward nurses will be reduced through legislative and employer advocacy.
- ▶ WNA will offer evidence-based quality nursing education programs that offer nursing contact hours and maintain status as an Approved Provider and Accredited Approver through the American Nurses Credentialing Center.
- ▶ Support personal growth, leadership skills, and recognition of nurses by partnering with WNA Organizational Affiliate and APRN Roundtable members and applying for grants where nurses are utilized to achieve identified outcomes.



GOAL: Advance the practice of nursing in Wisconsin to improve health and health care.

OBJECTIVES

1. Advance diversity, equity, inclusion, belonging, and anti-racism efforts to improve nursing practice and work environments.
2. Enhance health equity strategies that can be implemented in nursing practice.
3. Promote nursing's capacity to innovate and lead in all practice environments.

KEY RESULTS

- ▶ WNA strategies and actions will reflect the goal of dismantling racism in nursing.
- ▶ All WNA education programs will include an element of health equity.
- ▶ Increase the number of nurses with knowledge of populations experiencing health equity issues and the capacity to respond to their needs during a public health emergency.
- ▶ Partner with nursing education programs to increase the number of minorities enrolled and graduating.
- ▶ WNA's Organizational Affiliate plan, "Addressing the Nursing Workforce Shortage," will be implemented throughout the state.



GOAL: Promote and support the professional success of nurses in Wisconsin.

OBJECTIVES

1. Support Wisconsin nurses' development of language and skill sets necessary to address issues that will promote successful professional practice environments.
2. Utilize evidence-based practice to create solutions that meet the needs and priorities of nurses.
3. Collaborate with key stakeholders to enhance the well-being of nurses.

KEY RESULTS

- ▶ WNA will provide nurses with informational materials and webinars on effective communication and the use of team-based care to support the professional practice environment.
- ▶ WNA will be viewed as a collaborator with key stakeholders to increase the voice, value, and capabilities of nurses in policy, education, research/grant, and leadership initiatives.
- ▶ Publicize successful transformational nursing care models that support nursing practice and quality patient care.
- ▶ WNA will collaborate with WNA Organizational Affiliates to maintain a repository of information that supports the well-being of nurses, including access to toolkits, group networking, and one-on-one counseling.

