

KANSAS STATE NURSES ASSOCIATION

Strategic Plan (Revised January 2008)

GOAL I: Leadership.

KSNA will promote the development of nursing leaders.

Strategy A: Assist District Nurses Associations (DNAs) in leadership development.

Action:

1. Plan and implement sessions for district leadership on topics related to the association and professional issues.
 - a. Conduct leadership institutes for district officers, committee chairs, and potential committee chairs across the state.

Strategy B: Cultivate nurses to assume leadership positions.

Action:

1. Identify potential leaders.
2. Provide education on opportunities for nurses to serve in nursing and non-nursing decision making and advisory structures.
3. Recommend nurses for appointment or election to local, state and national office, committees, boards and task forces.
4. Develop strategies to support nurses who desire leadership positions in the community, district, state and national levels.
5. Provide mechanisms for mentoring.

Strategy C: Forge coalitions within the SNA and with other organizations.

Action:

1. Explore mechanisms to increase membership through relationships with individuals and other organizations.
2. Form/participate in partnerships with non-nursing groups.

GOAL II: Financial Viability.

KSNA will enhance financial viability.

Strategy A: Increase membership.

Action:

1. Finance the Membership Committee for recruitment of non-member nurses.
2. Target subspecialty nursing groups who have minimal representation within the membership.
3. Invite non-members to participate in coalition building.
4. Explore mechanisms to increase membership through different print/electronic media.

Strategy B: Retain current members.

Action:

1. Survey former members to determine cause for discontinuing membership.
2. Study restructuring of KSNA units to reflect present professional needs.

Strategy C: Pursue grant funding.

Action:

1. Seek resources to identify possible grant sources.
2. Seek consultation for assistance in writing grants.
3. Strengthen collaboration with KNF.

Strategy D: Develop fundraising programs.

Action:

1. Support staff in contracts for specific activities (staffing, equipment, supplies).
2. Identify target goal(s) for fund-raising.
3. Develop sponsorship program/investment/endowment.

Strategy E: Expand revenue generating services.

Action:

1. Market services to others:
 - a. equipment/supplies
 - b. information files
 - c. services

GOAL III: Lobbying/Policy Making.

KSNA will be an influential political force in local, state, and national arenas.

Strategy A: Influence the design and establish nursing's position in the current health care system.

Action:

1. Direct positive changes in health care delivery.

2. Facilitate nurses to act as change agents in reforming education and practice.
3. Promote implementation of best practices.
4. Partner with others to enhance public policy to promote health.
5. Develop evidence-based health policy in collaboration with consumers to ensure access to health care services and safe, competent nursing care.

Strategy B: Develop and disseminate information about policy, legislative and regulatory activities.

Action:

1. Publish the Legislative Update.
2. Conduct an annual educational program about the legislative process.
3. Monitor state agencies regulating health care, delivery, services and financing.
4. Retain a strong lobbying position.
5. Encourage grassroots involvement to affect political change.

GOAL IV: Professional Nursing Culture.

KSNA will enhance the image of nursing and the association.

Strategy A: Increase visibility of nursing and the association.

Action:

1. Support volunteers in media presentation of association activities.
2. Send press releases of ANA/KSNA activities to the media.
3. Develop and implement media training for public relations.
4. Develop information files for membership to use on targeted issues.

Strategy B: Ensure nurses, as providers of quality, cost-effective health care, will be compensated for their value.

Action:

1. Influence institutional and public policy related to economic value and professional culture.
2. Publicize member and non-member nurse accomplishments.
3. Effectively communicate nurses' impact on the quality of care and health outcomes.

Strategy C: Collaborate with other organizations to facilitate unified responses for special, targeted issues.

Action:

1. Develop and maintain partnerships.
2. Develop joint public relation campaigns on targeted issues.
3. Explore ways that KSNA units can be integrated into Emergency Preparedness Plans at the local, state and national levels.

Strategy D: Promote an environment of respect and caring.

Action:

1. Develop methods to recognize accomplishments of members who enhance professional culture.
2. Utilize promotional activities of Decade of the Nurse to capitalize on public view of nursing as a respected/trusted profession.

Strategy E: Promote nursing as a profession

Action:

1. Provide professional career information in a variety of formats.
2. Engage in partnerships to promote nursing as a profession.
3. Seek resources for nursing education and practice.
4. Promote membership as a part of professional responsibility.

Goal V: Nursing Practice and Education.

KSNA will promote/support standards of nursing practice and education.

Strategy A: Provide guidance and consultation for practice issues for nurses.

Action:

1. Support evidence based practice in nursing.
2. Disseminate cutting edge practice developments.
3. Strengthen communication between nursing education and practice.
4. Promote dynamic and satisfying workplace environments.
5. Promote models of practice to empower nurses in workplace decision making.
6. Strive for ethnic, cultural, social, economic, and gender inclusiveness in practice and education.