

Illinois ENA Strategic Plan 2005 – 2009

Written by: 2004 Illinois ENA Officers, Board Members
Committee and SIG Chairpersons,

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Goal #1: Develop a strong, proactive relationship with the Illinois Department of Public Health, Universities, ICEP and other organizations as needed to help express concerns of emergency nurses throughout the state

| FOCUS | ACTION PLAN | COMMITTEE | GOALS MET/NOT MET |
|---------------|--|--|-------------------|
| Collaboration | 1. Collaborate with other committees regarding any special mailings. 2. Capitalize on the opportunity to include membership applications, or other information regarding ENA. | Membership All Committees | |
| Collaboration | 1. Develop relationships with local University Colleges of Nursing and other organizations with related interests; with the goal of attracting nurses into emergency nursing and enhancing our networking capabilities to strengthen our organization. 2. Identify and pursue universities and colleges with an interest in networking with ENA; and develop strategies to enhance recruitment of student nurses into the field of emergency nursing. | Board Education Committee Membership Committee | |
| Collaboration | 1. Explore the potential for web site linkage with university and college websites. | Web Site Committee | |
| Collaboration | 1. Investigate obtaining college credit for ENPC and TNCC offerings. | Pediatric Committee Trauma Committee | |
| Collaboration | 1. Continue to work with the Illinois EMSC Program. | Pediatric Committee | |
| Collaboration | 1. Establish a mechanism of communication with IDPH regarding issues, which affect emergency nurses throughout the state. | Board | |
| Collaboration | 1. Establish a relationship with ICEP and other organizations as appropriate to partner with on issues that affect emergency department practice. | Board | |
| Communication | 1. Develop and send out RFP for Web development in 2005. 2. Provide web site link for pertinent issues related to IDPH. | Web Site Committee | |
| Communication | 1. State Council web site as a <u>direct</u> link with the National ENA web site. 2. Enhance the Web. 3. Use the Web Site & mailings to better collaborate between committees and members. | Board Web Site Committee | |
| Communication | 1. Use the web site to address issues concerning emergency nurses. | Board Web Site Committee | |
| Communication | 1. Provide specific membership and ENCARE Institute information on the website. | Web Site Committee All Committees | |
| Communication | 1. Provide copies of the ENA Strategic Plan at each state council meeting, and to all committee chairs and members to review progress and maintain direction. | Board | |

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| Communication | 1. Continue to publish Countershock as an integral mechanism of communication of information and events to the general membership. | Newsletter Board All Committees | |
| Communication | 1. Provide the full text of Countershock, on the web site. 2. Meeting Summary of minutes from all committees on website and newsletter | All committee Chairs Web Site Committee Newsletter | |

Goal #2: Increase collaboration between existing Illinois ENA State Committees and capitalize on opportunities to provide educational offerings and other programs

| FOCUS | ACTION PLAN | COMMITTEE | GOALS MET/NOT MET |
|-----------|--|---|-------------------|
| Education | 1. Develop continuing education offerings with approved CE for the web site. (Education, Trauma, Injury Prevention, Pediatrics, Disaster Preparedness) | Web Site Committee Education Committee Trauma Committee Pediatric Committee Injury Prevention Committee INVENT | |
| Education | 1. Begin to plan Spring Symposium 12 months in advance to promote attendance each year. | Spring Symposium Committee | |
| Education | 1. Continue to evaluate the effectiveness of sessions offered at Spring Symposium. | Spring Symposium Committee | |
| Education | 1. Collaborate with either the Spring Symposium Committee or Education Committee on the development of a half-day educational offering on important administrative issues as they occur. | Leadership SIG Spring Symposium Committee Education Committee | |
| Education | 1. Continue to offer the 5 Tier Triage Course | Education Committee | |
| Education | 1. Market all Council educational offerings on the web site (Education, Spring Symposium, Trauma, Injury Prevention, and Pediatrics Committees). | Web Site Committee All Committees SIGs | |
| Education | 1. Promote and provide ENCARE Provider and Instructor Training. | Injury Prevention Committee | |
| Education | 1. Promote TNCC, ENPC, CATN II, INVENT Courses. | Trauma Committee Pediatric Committee INVENT | |
| Education | 1. Provide Review Courses in a timely manner | Pediatric Committee Education Committee INVENT | |
| Education | 1. Investigate various modalities to assist emergency nurses in attaining and maintaining ECRN and TNS certifications, Trauma Center status and Pediatric Facility Recognition requirements. | Education Committee Trauma Committee EMS SIG Spring Symposium Committee Pediatric Committee | |

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| Education | <ol style="list-style-type: none"> Partner with all state committees to jointly offer educational programs: <ul style="list-style-type: none"> EMS, IDPH Continue to focus on bioterrorism and hazardous materials and implications to emergency providers; both pre-hospital and hospital Identify public education needs (i.e. increased prevalence of public access of defibrillation programs, AED's in society, image of nursing, ED staffing effectiveness) Include injury prevention awareness education Partner with all pertinent state committees to jointly develop material that would be available for members, such as injury prevention newsletter, new injury prevention projects, or research activities. | EMS SIG Injury Prevention Committee Government Affairs Committee INVENT | |
| Education | <ol style="list-style-type: none"> Explore programs outside standard nursing arena. | Education Committee | |

Goal #3: Investigate potential financial as well as other mechanisms of support to maintain financial strength within the state to ensure funds to best meet member needs

| FOCUS | ACTION PLAN | COMMITTEE | GOALS MET/NOT MET |
|-----------|---|-----------|-------------------|
| Financial | <ol style="list-style-type: none"> Consistently evaluate current financial status. | Board | |
| Financial | <ol style="list-style-type: none"> Ensure funds are available to support the strategic plan and goals of various committees. Use financial assets to assist emergency nurses throughout the state. Annually explore ways to use monies to help support emergency nurses in the resolution of issues. | Board | |

Goal #4: To provide guidance and direction for emergency department operations, staffing and care

| FOCUS | ACTION PLAN | COMMITTEE | GOALS MET/NOT MET |
|------------|--|--|-------------------|
| Leadership | <ol style="list-style-type: none"> Encourage member involvement in submission of information for inclusion in Countershock. | Newsletter | |
| Leadership | <ol style="list-style-type: none"> Develop and implement a mechanism to identify potential members from existing committees to assist in the planning and implementation of the annual Illinois ENA Spring Symposium. | Spring Symposium Committee | |
| Leadership | <ol style="list-style-type: none"> Partner with all pertinent state committees to jointly offer educational programs. | All Committees SIGs | |
| Leadership | <ol style="list-style-type: none"> Establish a list of resource persons for specific areas of expertise in ED management. | Administrative SIG Web Site Committee | |

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| Leadership | 1. Identify and introduce drafts of new state rules that may potentially or directly impact on emergency nurses (i.e. ECRN, PHRN) into appropriate forums (i.e. ENA & IDPH). | Government Affairs Committee EMS SIG Trauma Committee | |
| Leadership | 1. Develop Leadership SIG and provide annual ED Leadership Networking Luncheon | Board Leadership SIG | |
| Leadership | 1. Develop a relationship with the IL Trauma Coordinators Coalition and Trauma Nurse Specialist Site Coordinators to facilitate information sharing about needs of trauma nurses. | Board Trauma Committee | |
| Leadership | 1. Explore the potential for local nursing programs to use archival information on ENA within their curriculum for nursing history. | Archives Committee | |
| Leadership | 1. Investigate ways to help RNs fulfill the community injury prevention/trauma component for Trauma Center verification and reverifications. | Injury Prevention Committee Government Affairs Committee Trauma Committee | |
| Leadership | 1. Provide direction and leadership for officers, board members, and committee chairs to ensure collaboration between committees. | Board | |

Goal #5: Develop and implement strategies to market ENA to all emergency nurses and emergency departments

| FOCUS | ACTION PLAN | COMMITTEE | GOALS MET/NOT MET |
|-----------|---|--|-------------------|
| Marketing | 1. Develop a plan to identify and use 1 ED RN, per hospital, as our ENA hospital liaison 2. The liaison will provide updates regarding ENA at their institution | Board Membership | |
| Marketing | 1. Continue to market the availability of various educational scholarships, program, and research grants. | Board Education Committee Research Committee | |
| Marketing | 1. Feature one emergency department or ED RN in each issue of Countershock. | Newsletter Membership | |
| Marketing | 1. Develop "branding" for Illinois ENA through the Web Site, ie items to be sold, stationary, magnet. | Board | |
| Marketing | 1. Investigate potential advertisers for the web as a means of financial support if not in conflict with tax exempt status. | Web Site | |
| Marketing | 1. Collaborate with other committees regarding any special mailings; and capitalize on the opportunity to include membership applications, or other information regarding ENA. | Membership | |
| Marketing | 1. Ensure the availability of membership application and information at all ENA sponsored events to increase the number of new members and retain current members. 2. Continuously evaluate specific strategies. | Board All Committees SIGs | |

Goal #6: To Promote Evidence Based Practice and Nursing Research among Emergency Nurses

| FOCUS | ACTION PLAN | COMMITTEE | GOALS MET/NOT MET |
|-------------------------------|--|-----------------------------|-------------------|
| Evidence-based Practice (EBP) | <ol style="list-style-type: none"> 1. Request and review abstracts and posters for presentation at the Illinois ENA Spring Symposium 2. Promote nursing research and Evidence-Based Practice by offering an annual Research/Scholarly Inquiry grant to nurses to investigate an emergency nursing topic 3. Participate in Educational Offerings that focus on the importance of Evidence Based Practice and Research Concerns | | |
| Evidence-based Practice | <ol style="list-style-type: none"> 1. Assist in the collection of statewide injury data for use by the ENCARE Injury Prevention Institute and ENA. | Injury Prevention Committee | |
| Evidence-based Practice | <ol style="list-style-type: none"> 1. Evaluate need for member needs assessment | EBP Committee | |
| Evidence-based Practice | <ol style="list-style-type: none"> 1. Continue to assess member needs by conducting needs assessments at times identified by the Board. | EBP Committee | |
| Evidence-based Practice | <ol style="list-style-type: none"> 1. Disseminate and promote nursing research throughout the state as a mechanism to help resolve difficult issues. | EBP Committee | |

Goal #7: Ensure continued strength and direction throughout the state

| FOCUS | ACTION PLAN | COMMITTEE | GOALS MET/NOT MET |
|--------|--|--|-------------------|
| Vision | <ol style="list-style-type: none"> 1. Partner with other groups, such as AACN, ICEP, etc to expand audiences for educational offerings. | Education Committee Board Injury Prevention Committee | |
| Vision | <ol style="list-style-type: none"> 1. Partner with government agencies (state, federal, etc) to expand resources for educational offerings related to EMS. | EMS SIG INVENT Injury Prevention Committee, Government Affairs Committee | |
| Vision | <ol style="list-style-type: none"> 1. Review and revise current bylaws to reflect needed changes in order to implement the strategic plan and minimally every 3 years | Board | |
| Vision | <ol style="list-style-type: none"> 1. Revise Strategic Plan prior to the start of 2009. | Board All Committees | |
| Vision | <ol style="list-style-type: none"> 1. Explore the possibility of hosting an Illinois ENA Issues Forum in conjunction with the Spring Symposium. | Spring Symposium Committee | |

Final Revision 11-06-04 Approved by Board

Illinois State Council Emergency Nurses Association

NEW GOALS/ACTIVITIES – Adopted January 2006

| Goal/Activity | Responsible Person/Committee | Timeframe for Completion/Implementation |
|--|------------------------------------|---|
| Administration | | |
| <ul style="list-style-type: none"> ▪ Revise council meeting agenda to include specific agenda item timeframes. This can assist with the meeting process and assist members in identifying approx time slots on the agenda for items they may be interested in, i.e. educational component | President | January 2006 and ongoing |
| <ul style="list-style-type: none"> ▪ Submit council meeting agenda items to the President at least two weeks prior to each meeting | Board members and committee chairs | January 2006 and ongoing |
| <ul style="list-style-type: none"> ▪ Develop and adopt a vision and mission statement for Illinois ENA | President/Board | November 2006 |
| <ul style="list-style-type: none"> ▪ Conduct a SWOT analysis of Illinois ENA | Board/membership | November 2006 |
| <ul style="list-style-type: none"> ▪ Access conference call capabilities secured thru Nat'l ENA as appropriate | President/President-Elect | Ongoing |
| Committees | | |
| <ul style="list-style-type: none"> ▪ Provide a quarterly report at each council meeting that discusses the following items: 1). progress/activities during preceeding quarter; 2). any encountered challenges or issues; 3). specific goals from the Illinois ENA Strategic Plan that previous quarter activities have been directed at attaining; 4). committee budget status | Committee chairs | January 2006 and ongoing |
| <ul style="list-style-type: none"> ▪ Access conference call capabilities secured thru Nat'l ENA as appropriate to increase committee meeting participation | Committee chairs | Ongoing |
| Communication | | |
| <ul style="list-style-type: none"> ▪ Distribute council meeting agenda to the membership at least two weeks prior to each meeting | President | January 2006 and ongoing |
| <ul style="list-style-type: none"> ▪ Distribute a meeting summary to membership within two weeks after each meeting | Secretary/President | February 2006 and ongoing |
| <ul style="list-style-type: none"> ▪ Distribute meeting summary to the ED Nurse Managers along with the quarterly meeting flyer announcement mailing | Secretary/Director | March 2006 and ongoing |
| <ul style="list-style-type: none"> ▪ Modify the already developed Website Consultant RFP to address additional website revisions that are recommended by Nat'l ENA: <ul style="list-style-type: none"> ○ Develop a "members only" section on the website for placement of meeting minutes, etc ○ Develop a "board member only" section on the website for archiving of key financial documents, annual tax returns, etc ○ Assure key documents placed on the web are "read only", ie minutes, bylaws, strategic plan, financial documents, etc. | Website Committee/Board | January 2006 |
| <ul style="list-style-type: none"> ▪ Develop a Communications Committee to identify and implement specific mechanisms to enhance communication within our state. Recruit committee members with communication and tech support resources/expertise with website, newsletter, broadcast email, media, national ENA newsletter/website | Board | January 2006 |

Addendum 2005-2009 Strategic Plan Illinois State Council ENA

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| ▪ Forward all event information to Kari Zick at Nat'l ENA for placement on the national website | Committee chairs/ Communications Committee | Ongoing |
| ▪ Assure an Illinois ENA article is placed in each National ENA Connection newsletter | Director/Communications Committee | Ongoing |
| ▪ Consider development of an Illinois ENA poster for annual distribution in May to recognize emergency nurses | Board | May 2007 |
| ▪ Recruit a hospital liaison at each ED to promote ENA and encourage active participation in the organization. | Board | Begin work in 2006 |
| ▪ Obtain fax numbers for all ED's within the state and investigate faxing council meeting flyers to each ED to enhance awareness of meetings. | Board | Begin work in 2006 |
| Financial | | |
| ▪ Develop/adopt a per diem reimbursement policy | Treasurer/Treasurer-Elect Board | November 2006 |
| ▪ Develop an investment policy | Treasurer/Treasurer-Elect | November 2006 |
| ▪ Investigate the option of securement of a debit card | Treasurer/Treasurer-Elect | July 2006 |
| ▪ Assure our corporate status is maintained through the Secretary of State office | Treasurer/Treasurer-Elect | January 2006 and annually |
| Partnerships | | |
| ▪ Develop stronger collaboration and working relationship with ICEP | President/Board | Ongoing |
| ▪ Develop communication links with Schools of Nursing within our state | Directors/Board | November 2006 |