



Illinois State Council

Illinois State Council Emergency Nurses Association Strategic Plan 2019-2020

The Illinois State Council Emergency Nurses Association will strive and work towards success by focusing on the following 4 pillars of the ENA Mission and Vision for 2019-2020 through its purposeful strategies and activities.

Community

ENA 2020 Vision Statement: ENA is recognized as the authority and premier membership organization for emergency nursing community.

Objectives:

- 1) Engage and support ENA state and chapter components.
- 2) Develop strategic partnerships and collaborative relationships that advance the profession of emergency nursing.
- 3) Develop a membership recruitment, retention and engagement plan.

Goals:

- 1) Maintain State Achievement Award.
- 2) Increase visibility of the state council downstate by 2020.

Metrics:

- 1) Submission of ENA component requirement by January 31, 2019 and September 15, 2019.
- 2) Decrease number of non-renewing members by 0.2%.

Activities:

- 1) Host state council sponsored social events or teamwork opportunities.
 - o Meet and Greet activity of the year for new members: Get a member campaign. (Scheduled for May 2019)
- 2) Participation in membership recruitment activities outside of Illinois ENA:
 - o APN annual conference, state student nurses' association conference ((SNAI), school of nursing trauma conferences, and invited professional fairs
 - o Develop and implement a membership plan based on recommendations from industry best practices and ENA national
- 3) Partnership with AENP at Spring Symposium 2019.
- 4) Membership engagement through Annual Spring Symposium.
- 5) Meet and Greet for new members activity scheduled for May 2019.
- 6) Visibility of membership campaign booth at IL ENA Spring Symposium and ENA annual conference.
- 7) Identify a liaison as SIG for downstate to host IL ENA for other programs such as symposium to increase visibility of the state council in that geographical area.



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- 8) Report from Membership Committee quarterly on membership to track success: letters to expiring members, number of expiring members, etc.
- 9) Innovative, digital, social media membership campaign.
- 10) Host annual leadership seminar to promote leadership development and involvement of members in the organization.
 - Increase awareness of committees/SIGs roles to recruit and mentor prospective Board of Directors members.

Knowledge

ENA 2020 Knowledge Vision Statement: ENA is recognized as the premier authority for emergency nursing education, research and practice resources.

Objectives:

- 1) Develop and disseminate high quality innovative ENA educational programs and resources.
- 2) Support the generation of new knowledge in emergency nursing through original research, research funding and collaboration
- 3) Translate best evidence into emergency nursing practice

Goals:

- 1) Provide an annual education program for emergency nurses including northern and southern Illinois.
- 2) Lead and serve as resource for TNCC and ENPC instructors and course directors in the state.

Metrics:

- 1) Increase number of attendees at the Annual Spring Symposium.
- 2) Increase number of TNCC and ENPC courses

Activities:

- 1) Trauma Committee and Pediatric Committee will continue to promote ENPC and TNCC courses in the state:
 - Monitor and ensure course directors compliance with administrative rules. Escalates any issues to ENA.
 - Offer at least 2 instructor courses state sponsored based on the number of instructor candidates identified by course directors.
 - Support and offer courses in Northern and Southern Illinois so instructor candidates.
 - Ensure Trauma/Pediatrics Committee matches instructor candidates with a verifier prior to leaving the course
 - A member of the Trauma Committee will audit a course that the instructor in question is teaching



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- 2) Maximize the impact of the annual Spring Symposium to reach targeted audiences and strengthen the financial impact: exhibitors and participants.
- 3) Continue Poster and EBP session at the Spring Symposium.
- 4) Collaborate with program directors of colleges/universities for student work presentation relevant to emergency nursing.
- 5) Promote certification review courses: partnership with institutions to provide courses.

Advocacy

ENA 2020 Advocacy Vision Statement: ENA is a leading influential voice on emergency healthcare policy and regulatory issues.

Objectives:

- 1) Provide leadership to ENA and its members on legislative and regulatory issues impacting emergency care.
- 2) Increase visibility and participation in legislative and regulatory advocacy to promote patient and community safety and excellence in emergency nursing practice.
- 3) Collaborate with partners and coalitions to leverage ENA influence over legislative and regulatory processes.
- 4) Conduct and participate in research studies to influence the emergency nursing profession and health care industry.

Goal:

- 1) Increase visibility and participation in legislative and regulatory advocacy to promote patient and community safety especially with workplace violence.

Metrics:

- 1) Number of legislation passed that Illinois State Council tracked and supported

Activities:

- 1) Increase awareness through presentation of GAC toolkit at the IL ENA Leadership Forum.
- 2) Chair to report at quarterly meetings the status of legislation tracked and supported.
- 3) Participate in DOTH: President and Government Affairs designees.
- 4) Participate in Student Lobby Day in Springfield, IL.
- 5) Represent IL State Council ENA in working with coalition and advocacy groups such as ICNO, ANA and others.
- 6) Invite State Representative Lauren Underwood to our Delegate orientation council meeting.
- 7) Increase awareness and involvement through EN411, such as a contest for the hospital that has the most nurses on EN411.
- 8) Increase the SANE SIG advocacy/legislative participation through education.



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Infrastructure

ENA 2020 Infrastructure Vision Statement: Investing in people, technology, and facilities to advance ENA's mission.

Objectives:

- 1) Implement best in class technology to support development and delivery of leading-edge education, research, and practice resources.
- 2) Manage expenses and resource utilization consistent with ENA's objectives and goals.
- 3) Provide a physical workspace that advances the mission, vision, and values of ENA.
- 4) Implement best practices in governance and leadership

Goals:

- 1) Successful migration of the current website and email system to a platform that better meets the needs of the state council by December 2019.
- 2) Completion of the 2020 Budget plan by November 2019.

Metrics:

- 1) Increase report of satisfaction for usability and functionality of the website.
- 2) Balanced 2019-2020 budget.

Activities:

- 1) Communications Committee will create a proposal for the website transition.
- 2) Create a social media position and expand to other social media platforms beyond Facebook.
- 3) Host the annual leadership seminar to promote leadership development, succession planning and development of strategic goals.
- 4) The Board of Directors to develop mentorship guidelines, including transition processes and learning opportunities during "elect" terms and immediately prior to new Board members taking office.
- 5) Each Committee chair to identify a succession plan.
- 6) To keep up with the fiscal responsibility of the organization, the Treasurer will complete a Budget plan and meeting by the 3rd quarter.