



Cal ENA 2010 Strategic Plan

RED 2009

BLUE 2010 (Proposed)

	Trauma	Pediatric	Education	EMS	Leadership	Government Affairs	Injury Prevention	Membership	Chapters	Board
I. Professional Development:										
Goal: To enhance the professional competency and skill of members through the development of educational programs and networking.										
Strategy 1: To support the educational and professional activities of ENA members throughout the State										
a. Maintain and enhance program specific educational offerings.	XX	XX	XX	XX	XX	XX	XX		XX	XX
b. Assess and address the need for certification program specific courses: Trauma Nurse Core Course (TNCC) provider and instructor courses and Emergency Nurse Pediatric Course (ENPC) provider and instructor courses	XX	XX								
c. Identify and recruit potential TNCC, CATN and ENPC instructors	XX	XX								
d. Assess the educational needs of the membership annually			XX			XX	XX			
e. Assess and address the need for comprehensive Advanced Trauma Nursing courses (CATN)	XX									
Strategy 2: Enhance educational opportunities through specialized funding										
a. Support the use of the grant process to provide certification programs including: TNCC, CATN and ENPC courses to rural settings	XX	XX								
b. Plan and develop educational programs and activities that serve the needs of the membership	X	X	XX			X				
Strategy 3: Provide alternative forms of education, communication and education to the membership										
a. Submit a program-specific educational article to the editor of the official Cal ENA publication annually	XX	XX	XX		XX	XX	XX			
b. Provide the annual State Leadership Conference										XX
c. Investigate and pursue alternative methods of disseminating educational material			XX							



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II. <u>Networking and Resources:</u> Goal: To form alliances and build collaborative relationships										
Strategy 1: Organize and manage information										
a. Provide and maintain a manager resource directory					XX					
b. Provide a forum for discussion of pertinent practice issues	XX	XX	XX	XX	XX	XX	XX			
c. Provide and maintain Cal ENA State Council and member directory								X		XX
d. Develop and maintain a Speaker Bureau			XX							X
III. <u>Organizations:</u> Goal: Form alliances and build collaborative relationships										
a. Promote ENA representation across the State	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
b. Provide Representation at the following Organizations	XX			XX		XX				XX
d. Emergency Medical Service Agency				XX						XX
e. Board of Registered Nursing					X					XX
f. American College of Emergency Physicians – California Chapter										XX
g. Pursue liaison relationships with organizations that will enhance Cal ENA’s mission				XX		XX	X			XX
h. Offer leadership and expert participation to outside organizations				XX						XX
IV. <u>Mentoring:</u> Goal: Be recognized as an organization that promotes its members										
Strategy 1: Provide opportunity, recognition and encouragement to members										
a. Bestow state/chapter leadership awards and recognition	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
b. Facilitate nomination of ED nurse for professional nursing awards	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
c. Provide forum for networking	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
d. Identify and support nurses who are currently involved in nursing research	X	X	X	X	X	X	X	X	XX	XX
e. Encourage the dissemination of knowledge and experiences by all nurses	X	X	XX	X	X	X	X	X	X	XX



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Strategy 2: Provide a forum for development of the novice										
a. Liaison with the Student Nurses Association								X	XX	XX
b. Participate in the development of a comprehensive basic emergency nursing course	XX		XX				XX			X
c. Encourage the development of preceptorships	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
d. Provide a forum for networking	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
e. Promote the establishment of working relationships with nursing programs			X		XX	XX	XX	XX	XX	XX
V. Professional Advocacy: Goal: To promote the profession of Emergency Nursing, protect the image of professional nursing, and enhance the well being of the nurse										
Strategy 1: Support National ENA as the professional organization that defines emergency nursing practice										
a. Identify and support candidates for participation on National ENA committees, workgroups, and vision councils	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
b. Actively support and contribute to the Emergency Nurses Association Foundation	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
c. Actively support the resolution process through evaluation and participation	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
d. Serve as a statewide resource for emergency nursing and related professional issues	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
Strategy 2: Promote the professional image of nursing										
a. Identify and address misrepresentations of professional nursing	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
b. Serve as a role model within the profession of nursing	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
c. Promote the practice of ethical nursing as defined by the American Nurses Association and the ENA standards	XX	XX	XX	XX	XX	XX	XX	X	X	XX
d. Promote media contact to accurately portray professional nursing						XX			XX	XX



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Strategy 3: Provide for the well being of the emergency nurse										
a. Assess the wellness needs of the membership								XX	XX	XX
b. Promote activities related to the identified needs	XX	XX	XX	XX	XX	XX	XX	XX	XX	XX
VI. Legislation and Public Policy: Goal: To maintain the integrity of emergency care and professional nursing through participation in the legislative process										
Strategy 1: Integrate emergency nursing into the regulatory and legislative processes										
a. Participate in state and federal legislative and regulatory processes										
i. Identify and track key legislation						XX				
ii. Identify ENA’s position on state legislation/regulation						XX			XX	XX
iii. Provide written/verbal testimony as necessary						XX				XX
iv. Develop key contacts with local, state, and federal gov’t agencies						XX				XX
v. Identify emergency care issues and introduce appropriate legislation						XX				XX
vi. Appoint ENA legislative liaisons as requested						XX			X	X
vii. Appoint ENA representatives to act as liaisons with Government officials when appropriate						XX			XX	XX
b. Increase membership awareness and understanding of the legislative process						XX				
i. Provide a summary of key legislation and its status at each State Council meeting			X			XX				XX
ii. Publish legislative information on the Cal ENA website and in the official Cal ENA publication						XX				XX
iii. Annually submit a legislative related article to the editor of the official Cal ENA publication						XX				X
iv. Coordinate and facilitate an orientation prior to the annual legislative visits						XX				X
v. Liaison with National ENA Government Affairs Committee						XX				XX



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VII. Injury Prevention and Health Awareness:										
Goal: To promote injury prevention, health awareness, and safety practices within the community										
Strategy 1: Support the goals of ENCARE										
a. Maintain and support Cal ENA Injury Prevention Committee							XX			XX
b. Promote ENCARE and injury prevention programs and activities							XX			XX
c. Liaison with National ENCARE Institute							XX			X
d. Submit an injury prevention/health awareness/safety related article							XX			
Strategy 2: Promote health awareness and safety practices within the community										
a. Participate in community health/safety fairs			XX				XX		XX	
b. Identify primary community targets for consumer education							XX		XX	
c. Promote the availability of ENA resources for consumer education							XX		X	
d. Provide consumer safety education to patients and their families							XX		XX	
VIII. Organizational Competency and Strength:										
Goal: To maintain an effective and reputable organization which addresses the needs of the members and ensures the continued financial strength of the association										
Strategy 1: Recruit and retain members										
a. Conduct an annual recruitment campaign								XX	X	XX
b. Promote ENA and educate others to the benefits and rewards of membership								XX	X	XX
c. Identify and contact members who have not renewed their membership								XX	XX	X
d. Provide marketing ideas and tools to recruit members								XX	XX	X
Strategy 2: Develop sources of revenue to maintain organizational strengths										
a. Develop a standardized procedure defining sponsor and advertising fees			XX							XX
b. Actively pursue advertising revenue			XX							XX
c. Pursue sponsors for Cal ENA board and state council activities			XX							XX
d. Encourage committee fundraising efforts.										XX
Strategy 3: Responsibly manage Cal ENA resources										



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a. Evaluate Cal ENA investments and explore opportunities for improved resources of revenue annually										XX
b. Conduct an annual external audit of Cal ENA accounts										XX
c. Present a realistic budget annually and maintain ongoing monitoring of budgetary compliance										XX
d. Identify budgetary variance and provide a timely corrective action plan										XX
Strategy 4: Responsibly manage Cal ENA State Council activities										
a. Review committee structures and goals annually										XX
b. Oversea activities of committees and special appointments										XX
c. Provide a Board Liaison to chapters and committees										XX