

Emergency Nurses Association  
Genesee Valley Chapter  
Strategic Plan  
2016-2019

This strategic plan is in direct line with the National ENA's 2020 Vision as well as NYS Council ENA's stabilization vision and goals

**Objectives/Goals**

**Member Recruitment:**

1. Build and promote tangible and intrinsic membership value for our members.
2. Develop and implement member recruitment and retention activities.

Suggested Tasks: Educational offerings  
Certificates of attendance  
Flyers to hospitals and ED managers  
Quarterly visits to ED's  
Member bring a member  
Visit nursing schools during career fairs  
ENA membership webinar

**Leadership**

1. Lead profession of emergency nursing past traditional task-oriented care towards knowledge-based safe practice and safe care.

Suggested Tasks: Share Clinical Practice guidelines  
Share Best practices

2. Develop mentorship to new officers and chairs.

Suggested Tasks: New leader resources  
Transparency at chapter meetings  
Enhance communication between officers  
Establish structure for meetings

**Knowledge**

1. Develop an integrated promotional strategy to actively engage members and other healthcare professionals in ENA educational programs.

2. Measure and enhance quality of our programs through consistent evaluation.

Suggested Tasks:       Expand communication/marketing to other disciplines.  
                                  Program evaluation tools  
                                  Investigate other venues and technological applications.  
                                  Offer educational opportunities quarterly or more often

### **Quality and Safety**

1. Develop and implement marketing plan to establish visibility of the Lantern Award as gold standard of quality and safety in emergency care.

2. Expand advocacy for quality, safe emergency care.

Suggested Tasks:       Communication to ED managers on Lantern Award

### **Advocacy**

1. Increase engagement with partners and coalitions to leverage ENA influence over legislative process and government affairs.

Suggested Tasks:       GVNA Coalition  
                                  GVNA legislative reception each year  
                                  Communication of issues to members and legislators

### **Technology**

1. Adapt technology to support education, research, communication, practice resources and meeting access.

Suggested Tasks:       Virtual meetings  
                                  Facebook expansion  
                                  Teleconferencing

### **Funding Our Future**

1. Manage expenses and utilization consistent with objectives and goals.

2. Develop plan to grow and maintain membership.

3. Increase lifetime value to member.