



# **ENA STRATEGIC PLAN**

*2012 – 2014 and Beyond*

# ENA Strategic Plan 2012-2014

January 3, 2012

## ENA's Vision Statement

*ENA is indispensable to the global emergency nursing community.*

## ENA's Mission Statement

*The mission of the Emergency Nurses Association is to advocate for patient safety and excellence in emergency nursing practice.*

In order for the Emergency Nurses Association (ENA) to fulfill its mission and to pursue its vision for the future, it must, like the members it represents, be flexible, dynamic and adaptable to its complementary environments of professional practice and association business. ENA is committed to thoughtful environmental scanning and forecasting in order to best take advantage of opportunities and to respond to critical challenges that might impact the delivery of emergency health care. Through collaborative efforts with strategic partners, transparency of process to our members, and stewardship of our resources, our organization is positioned at the beginning of a professional and organizational revolution that our co-founders dared envision.

The 2012-2014 ENA Strategic Plan begins a three-year cycle that leads with research, development, alignment and investment, follows with implementation, and concludes with evaluation, revision and sustainability. This journey includes development and enhancement of strategic partnerships; exploration, development and revision of innovative and essential educational opportunities; increasing member engagement through social media; promoting a culture of philanthropy; and the generation, translation, integration and dissemination of research and successful practices.

The Strategic Plan includes four priority areas: 1) advancing emergency care at home and abroad; 2) advocating for a culture of safe practice and safe care; 3) champion for a culture of inquiry, learning and collaboration within our profession; and 4) expand and fortify ENA's membership. The success of these four strategic priorities require the courage of the ENA board of directors and association members, in partnership with ENA staff, to invest time, talent and treasure in order to provide for continued growth and success as the 'go-to' organization that leads the emergency care industry.

ENA is investing resources to support two of our most important areas of need: the enhancement of both our human capital and technology. These foundational elements are essential to the success of our strategic plan, especially as they are integral to the enhancement of education for our members and the emergency nursing community at large, as well as advocacy for the profession of emergency nursing.

The ENA 2012-2014 Strategic Plan is designed to align with the science and art of culture change, which also typically follows a three-year cycle – planning, implementing and evaluating. Using this Strategic Plan as a blueprint, we are the right professionals, poised at the right time, with the right talents for innovation and partnership to move our organization from "great to greatest."

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**ORGANIZATIONAL PRIORITY:** Advance Emergency Care at Home and Abroad

<b>Strategy:</b> <i>Develop strategic partnerships.</i>
<b>Strategy:</b> <i>Foster relationships that support emergency nursing.</i>
<b>Strategy:</b> <i>Expand advocacy opportunities in emergency health care policy.</i>
<b>Strategy:</b> <i>Explore and provide innovative approaches in the development and delivery of programs, products and services.</i>
<b>General Assembly Alignment (Resolutions):</b>
<ul style="list-style-type: none"><li>• GA11-014 Resolution – Support the inclusion of ultrasound-guided peripheral venous access within the scope of practice of registered nurses.</li><li>• GA11-018 Resolution – Collaborate, educate and advocate for the recommendations of the IOM Future of Nursing report.</li></ul>
<b>Committee Alignment:</b>
<ul style="list-style-type: none"><li>• Future of Nursing Work Team</li><li>• Government Affairs Committee</li><li>• International Delegate Review Committee</li><li>• Nominations Committee</li><li>• Resolutions Committee</li></ul>

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**ORGANIZATIONAL PRIORITY:** Define, Identify and Advocate for a Culture of Safe Practice and Safe Care

**Strategy:** *Develop strategic practice partnerships.*

**Strategy:** *Recognize, support and promote exemplary emergency nursing practice.*

**Strategy:** *Proactively identify and address key clinical issues affecting emergency health care.*

**Strategy:** *Recognize, support and promote best practices for emergency nurses.*

## **General Assembly Alignment (Resolutions):**

- GA11-011 Resolution – Development of position statement regarding association's opposition to paid reservations for emergency department services.
- GA11-013 Resolution – Provide resources and education for managing mild to moderately ill children with difficult venous access.
- GA11-019 – Convene a work team to recommend guidelines for the care of chronically impaired patients in the emergency department.
- GA11-021 – Maintain database for injury prevention educational programs that are promising and proven.

## **Committee Alignment:**

- Awards Advisory Committee
- Clinical Practice Committee
- Emergency Department Crowding Committee
- Emergency Department Operations Work Team
- Emergency Department Psychiatric Care Committee
- Emergency Management and Preparedness Committee
- Emergency Nurses Wellness Committee
- Emergency Nursing Advanced Critical Thinking Work Team
- Emergency Nursing Technology and Informatics Work Team
- Geriatric Committee
- Institute for Quality, Safety and Injury Prevention (IQSIP) Advisory Council
- Lantern Award Committee
- Nurse Practitioner in Emergency Care Committee
- Pediatric Committee
- Position Statement Review Committee
- Special Interest Groups
  - Emergency Department Technology Special Interest Group
  - Emergency Educators Special Interest Group
  - Forensic Nursing Special Interest Group
  - Pediatric Emergency Care Special Interest Group
  - Retired Emergency Nurses Special Interest Group
  - Small Rural and Critical Access Hospital Special Interest Group
  - Travel Nursing Special Interest Group
  - Uniformed Services Special Interest Group

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**ORGANIZATIONAL PRIORITY:** Champion a Culture of Inquiry, Learning and Collaboration

<b>Strategy:</b> <i>Develop strategic research partnerships.</i>
<b>Strategy:</b> <i>Expand emergency nursing engagement in ENA's culture of inquiry, learning and collaboration.</i>
<b>Strategy:</b> <i>Generate, translate, integrate, and disseminate research and evidence-based practice.</i>
<b>Strategy:</b> <i>Leverage Institute of Medicine Future of Nursing Initiatives.</i>
<b>General Assembly Alignment (Resolutions):</b>
<ul style="list-style-type: none"><li>• GA11-015 Resolution – Develop a position statement and an educational program to increase knowledge on the care of the patient with stroke symptoms. Collaborate with strategic stroke partners.</li><li>• GA11-017 Resolution – Investigate firearm safety education for children.</li><li>• GA11-020 Resolution – Collaborate with International Association of Forensic Nurses to conduct literature review and educational development for care of the forensic patient in the emergency department.</li></ul>
<b>Committee Alignment:</b>
<ul style="list-style-type: none"><li>• Annual Conference Committee</li><li>• Conference Site Selection Committee</li><li>• Course Administration Faculty</li><li>• Education Committee</li><li>• Emergency Nursing Pediatric Course (ENPC) Revision Work Team</li><li>• Emergency Nursing Resources (ENR) Development Committee</li><li>• Institute for Emergency Nursing Research (IENR) Advisory Council</li><li>• <i>Journal of Emergency Nursing</i> Editorial Board</li><li>• Leadership Conference Committee</li><li>• Psychiatric Patient Education Product Development Work Team</li></ul>

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**ORGANIZATIONAL PRIORITY:** Expand and Fortify ENA's Membership

<b>Strategy:</b> <i>Develop strategic membership partnerships.</i>
<b>Strategy:</b> <i>Increase member loyalty and engagement.</i>
<b>Strategy:</b> <i>Provide and promote leadership opportunities.</i>
<b>Strategy:</b> <i>Increase and promote the value of membership.</i>
<b>General Assembly Alignment (Resolutions):</b>
<ul style="list-style-type: none"><li>• GA11-022 Resolution - Convene a committee to act as advisors for conference site selection.</li></ul>
<b>Committee Alignment:</b>
<ul style="list-style-type: none"><li>• Membership and Component Relations Committee</li><li>• Academy of Emergency Nursing</li></ul>