



2019-2020 STRATEGIC PLAN

Our Mission

To serve as a voice for nurse leaders, provide venues for professional development and advocacy, facilitate research and its application to advance nursing practice and health care policy, and to be a catalyst for transforming patient care.

Our Core Business

Education

Engaged Membership

Leadership Development

Our Key Relationships

North Carolina Future of Nursing Action Coalition, North Carolina Healthcare Association (NCHA), North Carolina Board of Nursing (NCBON), North Carolina Nurses Association (NCNA), AONL Affiliates, associations, consumers.

Our Priorities: 2019-2020

PRIORITY 1		Support the design and implementation of care delivery and population health management models across the care continuum.	
	Strategy	Tactics	Status
1	Support and educate stakeholders on alternate care delivery models that can impact health management.	<ul style="list-style-type: none"> a. NCONL Research Committee to investigate alternate care delivery models and impact on population health, including use of APNs, LPNs, NAs, Med Aides, etc b. Advocate for Medicaid Expansion 	<ul style="list-style-type: none"> c. 04/14/19: Agreed to partner with NCNA for Medicaid Expansion Advocacy
2	Incorporate/highlight population health models and leadership opportunities in the annual conference planning and program execution	<ul style="list-style-type: none"> a. 2020 annual conference poster presentations—highlight posters that include population health models 	
3	Support the removal of scope-of-practice barriers to allow all nurses to practice to the full extent of their education and training, across the continuum of care.	<ul style="list-style-type: none"> a. Attend NC Nurses Night at the Legislature, 02/26/2019. b. Attend Nurses Day at the Legislature 2020 	<ul style="list-style-type: none"> a. 13 NCONL attendees (confirmed through registrations) b. Pending c. 2018: *Nurse Manager and Charge Nurse toolkits on NCONL website

		c. Support growth of leadership within districts	05/19: *Promote application for Emerging Leader Board member to district members
PRIORITY 2 Support the provision of safe, quality care in delivery systems grounded in healthful practice environments.			
	Strategy	Tactics	Status
1	<p>Optimize health system performance through the Quadruple Aim: improve the health of populations, enhance the patient experience, reduce the cost of health care, and improve the work life of health care providers, including clinicians and staff.</p> <ul style="list-style-type: none"> Actively promote the work and encourage participation in ANA "Healthy Nurse-Health Nation" initiative. Support collaboration between nursing and other health professionals to create and promote positive, safe and healthful work environments. 	<p>a. Integrate HNHN activities in all district meetings and annual meeting.</p> <p>b. Include Quadruple Aim topics in annual conferences</p> <p>c. Share work-life balance tactics from other facilities; include in newsletter/emails from President</p>	<p>a. 2019 Conference topics: "Caring for the Caregiver, Finding Joy in the Workplace"; "Super Human: Are You Invincible?"; "Oh, the Places You Can Go!: Using Evidence to Create a Positive difference in Nursing"; "Resilience During Crisis"</p> <p>b. 2019 Conference topics: "Caring for the Caregiver, Finding Joy in the Workplace"; "Super Human: Are You Invincible?"; "Oh, the Places You Can Go!: Using Evidence to Create a Positive difference in Nursing"; "Resilience During Crisis"</p>
2	Create NCONL Board position for Emerging Nurse Leader to support leadership transition.	<p>a. Amend bylaws for new board position.</p> <p>b. Create application for Emerging Nurse Leader position.</p> <p>c. Announce new Board position at Annual Meeting/Conference.</p>	<p>a. 3/20/19: Bylaws changes presented to general membership to be voted on at general meeting on 3/21/19. 3/21/19: Bylaws changes approved at general membership meeting</p> <p>b. 2/1/19: Application presented at Board meeting</p> <p>c. 3/21/19: Emerging Nurse Leader Board position announced at Annual Conference, 3/21/19.</p>
3	Promote the work of the NC Action Coalition-Future of Nursing: Transition to Practice	<p>a. Recruit Directors of Education, Clinical Educators and Nursing Faculty to join NCONL as a key to supporting Transition to Practice Programs</p> <p>b. Create best practice toolkit for TTP program</p>	<p>a. 01/2019: Created Board position for Special Projects—NC Foundation of Nursing Liaison</p>

4	Promote the work of the NC Action Coalition-Future of Nursing: Support the increased in the proportion of nurses with a BSN degree to 80% to improve nurse retention and patient outcomes	<ul style="list-style-type: none"> a. Survey organizations on requirements for BSN and best practices to increase BSN rate and share with membership. b. Create NCONL position statement on value of BSN c. Promote recognition of degree on workplace badges d. NCONL to promote value of continuing education 	<ul style="list-style-type: none"> d. Five Schools of Nursing had displays at 2019 NCONL Conference promoting continuing education programs
PRIORITY 3 Communicate the value of nursing in health care across the continuum to all stakeholders.			
	Strategy	Tactics	Status
1	Provide tools and resources that position nurse leaders to take active leadership roles in health care and payment reform, public policy, quality and safety, professional practice activities and governance.	<ul style="list-style-type: none"> a. Practice Committee to develop introduction to Research/EBP toolkit to be vetted by Research Comm. b. Promote growth of poster presentations at NCONL Annual Conf; <ul style="list-style-type: none"> • increase by 5 posters from 2018 to 2019 (increase to at least 30) • increase by 5 posters from 2019 to 2020 (increase to at least 37) c. Disseminate regular NCONL updates from President to key stakeholders on the value of nursing in health care. Updates may include: best practices & research demonstrating the link between nursing leadership, nursing sensitive indicators, quality and value to validate the contributions of nursing to patient outcomes and financial impact across all care setting 	<ul style="list-style-type: none"> a. 8/23/19: Practice Committee submitted draft of toolkit outline and documents to Research Committee for review b. 2018 poster # 25 increased to 2019 poster # 32
2	Understand and incorporate Content Marketing to promote nursing to stakeholders and NCONL to members	<ul style="list-style-type: none"> a. Invite content marketing expert to Board meeting to gain knowledge & skill with this concept 	

PRIORITY 4	Optimize the operational effectiveness of NCONL through an increase in membership and growth of membership diversity.		
	Strategy	Tactics	Status
1	Engage nurses outside the acute care setting and encourage them to join NCONL (i.e. schools, public health, home health, etc).	<ul style="list-style-type: none"> a. Board members continue to reach out to groups beyond the acute care setting to promote NCONL and extend invitation to join. b. District Reps include in district meeting programming topics of interest to acute care and non-acute care nurse leaders. c. Include in the program planning for the annual conference topics of interest to nursing leaders in non-acute care settings d. Conduct membership analysis annually at November Board Meeting: Evaluate membership applications to assess diverse practice settings and minority membership growth 	<ul style="list-style-type: none"> c. 2019 Conference topics: “Legislative Updates: NC Nurses Leading the Way”; “Behavioral Health Nursing: Innovative Practice Strategies”; “Work place Violence, Resilience, & Manager Support”; “Oh, the Places You Can Go!: Using Evidence to Create a Positive Difference in Nursing”; “Resilience During Crisis”; “Caring for the Caregiver”; “Human Trafficking”; “Super Human: are You Invincible”
2	Membership committee will conduct membership needs assessment annually and evaluate progress	<ul style="list-style-type: none"> a. Send needs assessment electronically to all members early fall 2019 b. Incorporate identified needs into Strategic plan and/or annual meeting & conference 	
3	Membership committee will conduct membership engagement survey every 2 years and evaluate	<ul style="list-style-type: none"> a. Conduct engagement survey during 2020 annual meeting 	
4	Revise Membership categories for NCONL.	<ul style="list-style-type: none"> a. Amend NCONL Bylaws to update membership categories 	<ul style="list-style-type: none"> a. 3/20/19: Bylaws changes presented to general membership to be voted on at general meeting on 3/21/19. 3/21/19: Bylaws changes approved at general membership meeting
5	Develop methods to standardize communications to NCONL members regarding best practices	<ul style="list-style-type: none"> a. Utilize Executive Director to “push” communications to membership b. Develop quarterly email messages to membership, to include: <ul style="list-style-type: none"> 1) updates from President 2) updates on news on website (link to website) 3) legislative updates 4) work-life balance tactics 5) content marketing 	