

VNA Strategic Plan

STRATEGY: Increase nursing engagement in the association.

Action Items	Specific Efforts
Host FaceBook Live events.	
Create increased academic partnerships, including those with students.	
Implement a process for engaging members in development of the legislative agenda and public policy platform.	Survey members to identify their legislative priorities. Use, in conjunction with results of the survey of leaders from healthcare organizations throughout Virginia as foundation for Kitchen Cabinet discussions.
Create an app that links the user to the VNA website (ease of use w/push of a button).	Develop event app

STRATEGY: Establish and promote interprofessional collaboration.

Action Items	Specific Efforts
Host an interprofessional roundtable to discuss shared issues & identify common barriers.	Host Interprofessional Leadership Case Studies webinar
Develop an interprofessional education collaborative to provide continuing education activities (consider social work, pharmacy, physicians, etc.) on such issues as mental health, staffing, community health, etc.	Incorporate interprofessional leadership learning as part of the 2019 fall conference, <i>Mind Matters: Improving Mental Healthcare Delivery Across Settings</i> .

STRATEGY: Address healthcare workforce shortages.

Action Items	Specific Efforts
Develop tools for nursing leadership to understand and implement recruitment and retention strategies.	Identify organizations with low attrition and better staffing.
	Identify opportunities to partner with other healthcare professions in recruiting students into healthcare.
Research unique staffing models that organizations can use to support nurses to practice at top of license while using all members of healthcare team (RNs, LPNs, CNAs, med techs...)	Identify outcome based model for nurse staffing.
	Raise awareness of online <i>Journal of Issues in Nursing</i> , Elimination of Barriers to RN Scope of Practice

	Develop online resources/toolkit for nurse managers as well as frontline staff.
Hold roundtables with key stakeholders (VHHA, MSV, HFMA...) to identify options and potential partners for a shared initiative to address shortages.	
Develop resources for employers to utilize in addressing workforce challenges	Launch staffing virtual community/group.
	Raise awareness of current resources such as the Avalere white paper on nurse staffing.

VNF Strategic Plan

STRATEGY: Seek funding and identify grant opportunities to advance VNF Work.

Action Items	Specific Efforts
Hire grant writer.	
Apply & fundraise for more grant opportunities (mental health, safe staffing).	
Enroll in listserves to receive call for proposals.	
Seek funding to identify grant opportunities to advance work.	
Subscribe to "Pivot" for funding opportunities.	
Create meet & greet opportunities for the BOD to connect with potential donors/sponsors, with a specific "ask."	

STRATEGY: Improve awareness of VNF.

Action Items	Specific Efforts
Highlight VNF work in <i>Virginia Nurses Today</i> articles.	
Develop marketing/PR campaign for internal & external audiences promoting work of VNF (purpose, initiatives, & mission using multimedia platforms).	
Assure info on VNF is present in all VNA/VNF media (website, VNT, etc.)	
Establish VNF corner in VNT.	

STRATEGY: Provide opportunities for increased community-at-large engagement.

Action Items	Specific Efforts
Host joint FaceBook Live with community healthcare groups.	
Invite community members to participate in specific VNF initiatives and publicize the value of their participation.	

Identify potential partners or allies along with possible events/initiatives that VNF could support. (i.e., Engage with mental health community around shared strategy).	
--	--

VNA / VNF Combined Strategic Plan

STRATEGY: Create solutions for healthier communities.

Action Items	Specific Efforts
Create a policy fellowship for healthier communities.	
Access updated information from VDH's Well-Being Plan and the top public health issues in Virginia.	
Develop partnerships with telehealth initiatives for rural communities.	

STRATEGY: Advance leadership development opportunities & resources.

Action Items	Specific Efforts
Offer scholarships for participants for Nurse Leadership Institute (NLA), which will tentatively launch in spring 2020.	
Market NLA to all healthcare partners	
Host annual leadership conference, focusing exclusively on leadership development opportunities.	
Continue development of Chapter leaders	

STRATEGY: Ensure the importance and value of VNA & VNF diversity/inclusivity and advance diversity and inclusion in nursing in Virginia.

Action Items	Specific Efforts
Include diverse members on boards.	
Create career development resources for millennials.	
Partner with organizations to offer scholarships for nursing students from diverse backgrounds (and return to those institutions to work)	
Develop a diversity/ inclusivity policy statement for both orgs, & provide CE opportunities to promote.	
Develop a column in VNT called Diversity and Inclusion Corner	
Develop Diversity & Inclusion Council.	