



Strategic Plan 2016-2017

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Mission

The Oregon Nurses Association (ONA) is a professional association and labor union representing registered nurses. ONA's mission is to advocate for nursing, quality health care and healthy communities.

Vision

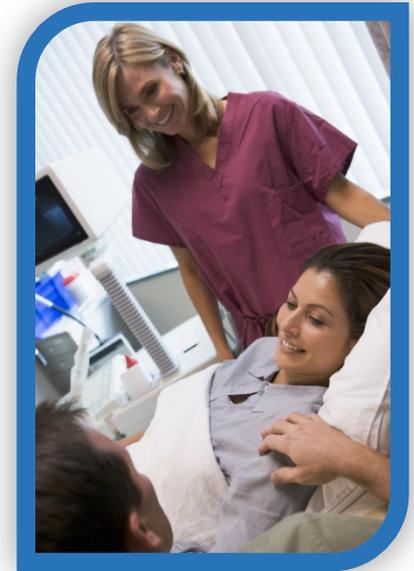
ONA is a cohesive and dynamic community of peers that is organized to affect change and respond to challenges in practice, policy and labor.

Purpose

The purpose of ONA shall be to work for the improvement of health and the availability of health care services for all people, foster high standards of nursing and stimulate and promote professional development of nurses and advance their economic and general welfare.

ONA uses all available resources and tools to:

- improve the individual and collective professional lives of nurses in the state of Oregon;
- empower nurses in their practice setting to utilize their individual and collective voice to assert influence over their practice, compensation and working conditions;
- vigorously promote the best possible working conditions for nurses in all practice settings;
- support nurses' ability to deliver the best possible outcomes for their patients;
- provide nurses with access to tools, training, educational opportunities and skills that will strengthen their practice;
- protect and actively expand the role of nursing in our state's health care system; and
- represent the best interests of Oregon's nurse population at every level and in every arena of nursing practice and health care policy.



Guiding Values and Standards

Code of Ethics for Nurses (2015)

Ethics and Accountability Code for ANA and C/SNAs (2014)

Oregon Statute and Administrative Rules "Nurse Practice Act"

The Nursing, Health Care and Labor Environment in 2016-2017

“The rising pressure to reduce costs while improving quality of health care has resulted in sweeping changes to our health care system.” This reform offers significant opportunity for nursing to increase its role in communities, primary care and settings outside of hospital practice. The Institute of Medicine’s sentinel document, the Future of Nursing, also provided policy support for the role of the nursing profession in the health care system. For the short term, however, access to health coverage is likely to sustain the use of acute care facilities where the majority of ONA members currently practice. The employment picture for RNs and Nurse Practitioners remains strong with increased retirements expected as a result of an improved economy as well as increased demand for health services. With opportunities, there come challenges as well. The corporatization of health care systems in Oregon presents a major challenge for nurses and other clinicians with care delivery, “innovation” programs, benefits and employee-employer relationships being directed by corporate officers rather than in sites where care is given.

Despite the opportunities for nursing, the next two years will be dominated by significant threats to ONA’s ability to speak for the profession, to protect standards and professional authority and to advance policy in the interest of consumers and nurses. The US Supreme Court could rule against public sector contract requirements for membership or fee payment resulting in an immediate loss of ONA resources. Additionally, Oregon Ballot Initiatives directed at reducing the voice of represented workers, if passed by voters, will have the same effect. Regardless of the outcome of either, there will be continued efforts to weaken the influence of nurses requiring a sustained effort on the part of the organization.

It is imperative for ONA to retain its role as the voice of nursing by focusing on strengthening our existing membership, recruiting new members both in the professional association, and represented categories, and making more visible the contribution of nurses and ONA externally.

Strategic Priorities for 2016-2017

Strategic Priority One: Membership Growth and Diversity

- Develop and implement a campaign that retains and increases membership and membership engagement.
- Increase connections within our membership to ONA, other organizations of health care workers and to the community.
- Develop campaigns to increase professional association membership with an emphasis on nurses in clinical practice.
- Develop and implement consistent recruitment and retention procedures.
- Develop and implement training programs for member leaders and staff on how to engage with members and recruit non-members to become members.
- Develop products and services for members including online CE.

Strategic Priority Two: Member Leadership Development

- Continue the formal Nurse Leadership Institute (NLI).
- Identify nurses that are respected and trusted by their peers and that represent ONA and Oregon's diversity. Recruit and train those nurses as activists and leaders.

Strategic Priority Three: Strengthen Internal Structures

- Support the transition to new ONA staff leadership.
- Implement "healthy bargaining unit" standards across all ONA contract facilities.
- Evaluate staff positions to support strategic priorities.