**­­­­­­­­­­Strategic Plan 2016**

Approved 1-29-2016

**Mission:** To support and implement the mission of the NLN to promote excellence in nursing education to build a strong and diverse nursing workforce, at the constituent level.

**GOAL: Maintain and grow a financially viable organization whose purpose is to strengthen nursing education through support of Iowa nurse educators.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OBJECTIVES** | **STRATEGIES** | **IMPLEMENTATION** | **RESPONSIBLE** | **OUTCOMES** |
| 1. Ensure financial viability of the organization. | 1. Grow membership to 75 members (through new or renewed members) by end of year.  2. Become reinstated with IRS as Non-profit. | 1a. Recruit members through the following methods:   * referral from current members; * continue to email information to heads of programs at least annually * encourage members to personally extend invites to colleagues * offer student discounts; offer complimentary 1-year membership for the two scholarship recipients; * reach out by e-mail or other means to all current NLN members who are from Iowa * add to comments in Connecticut newsletter and send the newsletter to all Iowa Nursing Programs, not just members   1b. Offer and promote a lifetime membership option of $350. Continue to monitor response.  1c. Promote online renewal via emails with website link to application.  1d. Partner to provide continuing education opportunities as they arise, incorporating membership opportunities per display or reduced registration.  1e. Send email renewal reminders three times, then follow with postcard mailing and/or personal contact from a board member.  1f Personally invite new faculty to join.  1g. Personal welcome letter from the President, along with survey of experience, goals and interest in serving.  2a. Continue to monitor for response from IRS to documents filed at end of 2015.  2b File 2015 tax documents by March 1, 2016. | Membership Coordinator with support from full board. |  |
|  | 3. Generate revenue through a continuing education program. | 3a. Collaborate with the NLN and/or an NLN Constituent League (consider Nebraska first) to offer a program that provides a revenue sharing opportunity.  3b. Be alert to other opportunities for combining continuing education with revenue generation.  3c. Look for partners to sponsor continuing education and charge a fee so we can generate revenue, or set up a "Friends of ILN" for hospitals and other agencies that would donate to our scholarships.  3d. Set up a Scholarship Committeethat would do a fundraiser or solicit donations from former scholarship and grant recipients, or similar strategies. | ILN Leadership |  |
| 2. Create increased awareness of Iowa League for Nursing. | 1. Communicate at least annually with all Iowa schools of nursing re: ILN/NLN activities.  2. Explore collaboration with business partner(s) to raise organization awareness. | 1a. Continue to utilize email distribution list.  1b. Continue to utilize NLN Communication Standard.  1c. Have table display for ILN information and scholarship information available at least once per year.  1d. Plan to regularly update and provide increased awareness of the ILN website.  1e. Generate “news updates” and distribute widely through members and organizations.  1f. Send board member roster with contact information and terms of office to all membership annually. (keep on website)  1g. Maintain email links and website listing of all officers, board members and committee chairs  1h. Share membership information (name, workplace, phone and email) with all members.  1i. Email prior to distribution of information to allow opts out option (via email).  2a. Explore co-providing a program with a recognized provider or NLN, promoting the ILN logo.  2b. Educate faculty at our institutions and agencies on the difference between membership in ILN (membership fee) and NLN (free if NLN agency). Educate potential members on benefits of membership in both organizations.  2c. Set up and maintain a Facebook page | Board of Directors |  |
| 3. Strengthen the ILN and its ability to serve members, especially through a continuing education programs. | 1. Conduct officer/board elections in November.  2. Strengthen communications with members.  Communications or reports from members involves in other nursing organizations or groups (INA, IBON, IACN, Iowa RAC, ICNEDA) | 1a. Complete slate of officers by 10/30/2016  1b. Distribute ballot by 11/15/2016  1c. Tally ballots and announce results via email.  1d. Recruit at least one person to serve on committees/board who has never served before.  2a. Email notice to check website for meeting minutes, election results, NLN Summit highlights, meeting summaries. Improve the value, variety and NLN specific information available and updated on the ILN site. Include information or updates about Testing Services, Public Policy, Iowa Workforce information. Consider including some testimonials or personalized member updates and experiences.  2b. Explore another formal membership needs assessment. (Survey Monkey survey).  2c.Continue to utilize free conference call site to increase participation in meetings.  2d. Find a volunteer webmaster, then add agenda item to each meeting to assist webmaster to update website.  2e. Strive to conduct at least one meeting annually in a face-to-face forum to promote collegiality.  2f­­­­­. Appoint a Communications Coordinator  2g. Start a Facebook page for ILN | Board of Directors |  |
| Strengthen the ILN and its ability to serve members. (Continued) | 3. Collaborate with statewide colleagues in educational offerings  4. Maintain status of NLN Constituent League | 3a. Budget $100 for meeting expenses.  3b. Plan to provide sponsorship ($250) to support a continuing education offering.  3c. Encourage ILN member participation in planning for Iowa Health Educators Conference in 2016, or similar event as opportunity presents.  3d. Budget $1000 to support attendance of an officer at NLN Summit, including Council of Constituent League meeting.  3e. Maintain full affiliate status with the NLN.  3f. Explore collaborating with the Mercy College of Health Sciences annual research conference or similar events with member schools.  4a. File the annual report in a timely fashion  4b. Explore partnering with NLN Testing Services information at a continuing education event. |  |  |
| 4. Identify and influence Iowa’s forces of change affecting nursing education and nursing. | 1. Investigate opportunities to connect with other leadership organizations in the state. | 1a. Explore new options for collaboration and communication among nursing leaders.  1b.Send emails/letters to other state nursing organizations to initiate and maintain channel of communication | Board of Directors |  |
| 5. Support quality nursing education/research through provision of ILN scholarships targeted to current or future nurse educators. | 1. Provide scholarships and grants.  2. Determine recipient of NurseTim scholarship.  3.Expand outreach for potential scholarship applicants | 1a. Provide the following scholarships/stipends:   * Two $550 scholarships for graduate education for educators/future educators; * $975 total for faculty grants, this includes the Professional Development Grant and the Research Grant. Allow flexibility for scholarship/grant committee to distribute grant funds in varying amounts to meet the needs of the recipients.   1b. Have scholarship application access via ILN website only.  1c. Email link to scholarship applications to heads of nursing programs in Iowa.  1d.  Award scholarships by June 1 for 2016-2017 academic years.  1e. Facilitate more aggressive advertisement for Research Grant.  1f. Facilitate more aggressive advertisement for all potential scholarship applicants. | Scholarship Committee |  |