



Committed
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Revised
November 4, 2022

The Washington State ENA strategic plan for 2022-2025 is based upon the 2020-2025 ENA Strategic Plan ([linked here](#)).

The previous Washington State ENA strategic plan can be [found here](#).

In the ENA Strategic Plan, the following is outlined:

Mission: To advance excellence in emergency nursing

Vision: Be the premier organization for the emergency nursing community worldwide

Core Values:

Integrity Evidenced by openness and honesty in decisions, communications and actions

Diversity & Inclusion Evidenced by an organization that creates a culture and climate of mutual respect, inclusivity, and equity

Collaboration Evidenced by a professional community characterized by mutual respect, service to the benefit of others, and appreciation of our members' contributions

Excellence Evidenced by a culture of inquiry dedicated to innovation, compassion, and global commitment to best practice

- The tabs (or worksheets) are divided by the ENA goal categories. Washington State ENA will utilize the ENA goals and objectives as a foundation to implement state-specific strategies with measurable objectives to achieve these goals locally. Progress should be evaluated during each meeting of the Board of Directors.
- It is best to create annual goals, tactics and actions
- Not every objective from the ENA Strategic Plan will apply to your state council or chapter. Identify the main goals and create quarterly metrics to better manage your performance



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Practice Environment

ENA Goal

EMERGENCY NURSES WILL WORK IN AN IDEAL PRACTICE ENVIRONMENT TO PROVIDE THE HIGHEST QUALITY OF EMERGENCY CARE IN THE SAFEST WAY.

ENA Objectives	WA ENA Objectives	WA ENA Strategies	Metrics	Actions	Person(s) Responsible
1. Improve the quality and safety in emergency nursing practice.	Develop educational offerings that further emergency nursing practice at the local levels	Hold educational offerings that are accessible to members at all levels and regions within Washington State	Increase number of members who attend WA ENA educational offerings year-over-year.	Hold regional and virtual educational offerings that focus on quality and safety issues.	Education Cmte
2. Prevent violence in the ED.	Advocate for emergency nurses in local communities and at the State and Federal government	Communicate national and local legislation with members and find support with other professional organizations in the state.	Passage of priority legislation		Government Affairs Cmte
		Promote advocacy among the State membership	Increase engagement among our membership in the legislative/advocacy process	Advocacy-focused class at a State Council meeting; Increase calls for advocacy on ENA's social media platforms.	Government Affairs Cmte
3. Establish and disseminate standards for emergency nursing practice	Advocate for trauma care in the state	Communicate trauma-related legislation and regulatory updates for the state to members	Number of postings/year	Post information about DOH trauma updates on ena-wa website.	Trauma Cmte (working with Communications Cmte)
4. Improve recruitment and retention of emergency nurses.	Advocate for pediatric-specific care in the state	Conduct a needs assessment to determine pediatric-specific gaps on a hospital-by-hospital level	Production of needs assessment		Pediatric Committee



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Education

ENA Goal EMERGENCY NURSES HAVE THE HIGHEST QUALITY EDUCATIONAL RESOURCES TO PROVIDE THE HIGHEST LEVEL OF CARE.

ENA Objectives	WA ENA Objectives	WA ENA Strategies	Metrics	Actions	Person(s) Responsible
1. Expand research to increase the generation of new knowledge in emergency nursing.	Provide a high-quality educational conference to increase knowledge and disseminate best practices	Put on the Northwest Emergency Nursing Symposium every other year.	Successful execution of symposium. Measure number of participants.	Plan and execute a Symposium by year-end 2022. Plan for another Symposium in Spring of 2024.	President, Education Cmte
2. Expand the translation of best evidence into emergency nursing practice.	Increase availability of TNCC/ENPC course offerings in the state	Support course director and course instructor education	Increase number of TNCC/ENPC course directors/instructors in the state	Evaluate need and support instructor classes throughout the state. Identify and mentor course directors.	Trauma and Pediatric Cmte chairpersons
		Recognize course directors who expand courses in the state.	Number of recognitions given by ENA-WA to course directors	increase knowledge, skills in delivering pediatric care beyond initial resuscitation	Pediatric Cmte
3. Increase development and delivery of educational content for emergency nurses worldwide.	Increase access to quality pediatric education for members	Explore virtual and hybrid models to bring free education to members in pediatric topics	Number of pediatric-focused education courses, not including ENPC	Hold and/or disseminate pediatric education sessions	Pediatric Cmte
		Increase the use of technology in the delivery of ENA-WA education	Number of courses with entirely paperless evaluations and CE certificates.	Utilize technology based platform (JotForm) for course evaluations and CE certificates.	Education Cmte



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Community

ENA Goal

ENA IS THE AUTHORITY AND PREMIER ORGANIZATION FOR EMERGENCY NURSING WORLDWIDE.

ENA Objectives	WA ENA Objectives	WA ENA Strategies	Metrics	Actions	Person(s) Responsible
1. Increase membership.	Increase membership	Utilize membership list provided by ENA for membership recruitment and retention activities.	Increase membership by 10% annually	Participate in ENA Membership Drive	Membership & Communication
		Utilize social media platforms and other forms of communications to promote ENA	Utilize social media engagement data	Utilize Buffer to schedule regular communications with members via our social media channels	Communications Cmte
		Create a welcoming atmosphere for new members	Number of new participants at each State Council meeting	Acknowledge new members at each council quarterly meeting (sign/send welcome letter).	Membership Cmte
		Engage student nurses	Number of student nurse memberships	Seek out venues to discuss ENA in nursing schools and student nursing conference or meetings.	Membership Cmte
		Engage our personal networks to engage new members in involvement with ENA	Number of new participants at each State Council meeting	Visit at least 10% of the hospitals annually. Provide ENA literature at the visits	President
2. Increase collaboration and partnerships that advance emergency nursing.	Promote Emergency Nursing Leadership Consortium in Washington State	Establish and grow a network of emergency nursing leaders with the state to better engage each hospital and their emergency nurses.	Measure participation each quarter	1. Establish a list of state emergency nursing leaders.	Leadship Network SIG
				2. Establish a vision once the group is established	Leadship Network SIG
				3. Create a clear and compelling reason to be part of the group	Leadship Network SIG
				4. Develop a communication plan	Leadship Network SIG
				5. Develop a meeting plan with a goal to be outside of work	Leadship Network SIG
				6. Collaborate with NWONE	Leadship Network SIG
				7. Develop a plan to leverage team/group strengths	Leadship Network SIG
3. Increase ENA presence in every ED.	Promote awareness of ENA to increase membership or participation	Identify hospitals based on regions within the state.	Look at membership list to see in there is an increase in membership from hospitals that were visited	Visit at least 10% of the hospitals annually. Provide ENA literature at the visits	Membership & Communication
		Provide meaningful pediatric/trauma education to rural or lower-resourced hospitals in Washington	Count of hospitals where education provided. Pre/post tests to assess for improvement in either understanding or comfort with topic	Develop courses based on needs of community EDs and request time to deliver content to the facility.	Trauma and Pediatric Cmtes
		Engage and educate nurses regarding the legislative process and their voice in government.	Direct actions taken by partner organizations, WA ENA, and ENA members to support legislation.	2. Inform nurses regarding current legislation that may affect Emergency Nursing. Consider a letter writing campaign to help support current bills directly affecting Emergency nursing.	Government Affairs Cmte
4. Expand the impact of the ENA Foundation.	Engage members to become involved in the legislative process	Participate in legislative activities at local, state, and national level to meet legislators	Number of participants in DOTH events	Participate in WA Day on the Hill and national Day on the Hill.	Government Affairs Cmte
		Contact legislators to discuss potential legislative solutions to current topics pertinent to emergency nursing.	Number of calls/meetings with legislators	Report out at State Board meetings.	Government Affairs Cmte

	Track relevant bills pertinent to emergency nursing issues	Provide membership resources to access current legislation action	Twice a year update to ENA members.	Add current government affairs updates to website.	Government Affairs Cmte
5. Expand the voice of the emergency nurse in healthcare policy and public health.	Strengthen Government Affairs activities by forming new partnerships where priorities can align (ACEP, WSNA, etc.)	Contact organizations to determine willingness to partner.	list of organizations partnering with WA ENA to help support legislative action affecting Emergency nursing.	Contact quarterly to review current bills needing support.	Government Affairs Cmte
	Promote Injury Prevention within the state	Disseminate injury prevention information through various media outlets to reach the public	Number of articles submitted to publications	Submit articles as "letter to the editor" from nurses discussing various injury prevention topics	IQSIP Cmte
		Stop the Bleed program	Number of STB classes held	Stop the Bleed program with schools and community organizations	IQSIP Cmte



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Culture

ENA Goal ENA'S CULTURE IS DYNAMIC, ENSURING RELEVANCE IN A CHANGING ENVIRONMENT TO ADVANCE THE MISSION.

ENA Objectives	WA ENA Objectives	WA ENA Strategies	Metrics	Actions	Person(s) Responsible
1. Utilize best-in-class technology to support the development and delivery of leading-edge education, research and practice resources, and member engagement.	Utilize technology to support delivery of leading-edge education and member engagement at the Washington State level.	Build a strong portfolio of proven industry technologies that drive efficiency for the organization and engagement with members.	Member engagement survey questions recognize member appreciation for technology used by WA ENA.	Concentrate on technology implementations that provide value to users, including: Zoom, Google Workspaces, JotForm, Vimeo, and Aventri. Reduce waste where possible.	Technology Cmte
			Member engagement survey questions recognize member appreciation for ease of use on the WA ENA website.	Continue to improve public-facing website design, and explore options for website redesign.	Technology Cmte
2. Employ best practices in governance and leadership.	Employ best practices in governance and leadership.	Strengthen accountability and transparency surrounding Committee work	Strategic plan document is updated at least quarterly	Schedule and hold monthly Board check-ins/work meetings	President
3. Nurture and grow an organizational culture and talent consistent with ENA's values.	Nurture and grow an organizational culture and talent consistent with ENA's values.	Establish Foundation scholarship with national	A Foundations scholarship will be established in WA ENA's name	Determine name and send money to ENA Foundation	Treasurer
4. Manage expenses and resource utilization consistent with ENA's goals and objectives.	Manage expenses and resource utilization consistent with ENA's goals and objectives.	Budgeting, review budget at each state meeting	Balanced budget	Propose and approve a budget for each year	Treasurer
	Engaging members to increase fundraising events and income	Host events (i.e. dinners) to increase fundraising income. Have a booth at National conference	Increase fund raising income by 10% from previous year	Smile Amazon, conference booths, dinners, website sales, funds to members for CEN voucher, conference registration, etc.	Treasurer-elect