New Hampshire Nurses’ Association
2017 – 2020 Strategic Plan – 2018 Update

Vision
Inspire New Hampshire nurses as leaders to expand the impact of the nursing profession to improve the health of the people of New Hampshire.

Mission
As a Constituent State Nurses Association (C/SNA) of American Nurses Association (ANA), the New Hampshire Nurses’ Association (NHNA) exists to promote nursing practice and the wellbeing of New Hampshire nurses by providing professional development, fostering nurse innovation and leading in health advocacy to enhance the health of the people in New Hampshire.

Core Values
- Autonomy
- Collaboration
- Respect
- Professionalism
- Innovation
- Safety
- Integrity
- Data-driven
- Promotion of Evidence Based Practice
- Leadership, recognizing all nurses are leaders

Membership: Growth and Sustainability
Goal: Strengthen and actively grow a relevant and financially secure nursing organization.
Objectives:
1. Increase membership by 10% annually.
   a. Offer free membership to Excellence in Nursing Award winners to promote NHNA
   b. Send recruiting emails to BON list of non-members twice each year.
   c. Send recruiting email to all attendees of Graduating Student Conference.
2. Reduce current attrition rate by 10% annually.
   a. Work with ANA on bulleted NHNA achievement summary to include in renewal notices to NHNA members.
   b. Board members to send emails/make phone calls to members in Grace period each month.
   c. NEMSD Membership coordinator to send periodic emails to cancelled members.
3. Demonstrate active participation with Northeast Multistate Division (NEMSD) membership related initiatives.
Nursing Practice

Goal: Advance nursing practice and promote wellness in New Hampshire.

Objectives:

1. Identify and evaluate trends, developments and issues in nursing practice and disseminate that information.
   a. Publish position statements, white papers, and articles to promote best practice.
   b. Present conferences on timely nursing topics.
2. Encourage and promote nursing advancement by supporting lifelong learning.
   a. Build a scholarship fund.
   b. Create and develop criteria for awarding scholarships.
   c. Celebrate achievements among nurses and student nurses.
3. Seek out and participate in opportunities where current health care issues are brought to light.
   a. Participate in bimonthly ANA’s Organizational Affiliate, Nursing Practice and Work Environment conference call.
   b. Review the NEMSD continuing education certified programs list periodically.
   c. Utilize summary of feedback from events to improve future program offerings.
   d. Optimize professional and personal diversity among commission members and NHNA members.

Advocacy

Goal: Engage nurses in advocacy.

Objectives:

1. Create opportunities for nurses to actively engage in legislative advocacy.
   a. Develop a tool box of strategies and tactics for varied modes of advocacy.
      1. Writing letters to the editor.
      2. Giving testimony in person before a legislative body.
      3. Drafting written testimony for presenting to a legislative body.
      4. Calling a legislator.
      5. Communicating with a legislator in person.
   a. Continue to support lobbyist activities.
   b. Hold annual Legislative Town Hall Forum.
   c. Hold annual Breakfast for NH Legislators - consider partnering with NHNPA in 2019.
   d. Post weekly legislative updates to NHNA website during legislative session.
3. Collaborate on shared goals of nursing and non-nursing organizations.
   a. Invite specialty groups and organizational affiliates to attend CGA meetings.
   b. Communicate legislative agenda to other organizations.
   c. Elevate the work of the task force/commissions seats into our messaging.
**Nursing Professional Development**

*Goal: Foster nursing professional development and continued education.*

**Objectives:**

1. Support New Hampshire approved providers.
   a. Begin a tickler system for renewals.
   b. Establish a quarterly standardized reporting structure.
2. Collaborate with the NEMSD to streamline the CNE process.
   a. Improve communications with NEMSD CE Unit.
   b. Make recommendations to improve paperwork process.
3. Provide mentoring and networking opportunities to commission members.
   a. Hold quarterly meetings.
   b. Participate in training opportunities as available.

**Leadership**

*Goal: Identify and mentor members to assume leadership roles within the organization.*

**Objectives:**

1. Develop a succession plan by December 31, 2019.
   a. Create opportunities for members to participate in organizational activities and develop leadership skills.
   b. Recognize members’ leadership contributions through formal acknowledgement by the Board of Directors and the Nominating Committee.
2. Identify emerging issues in health care.
   a. Utilize organizational resources to advocate for identified issues to maximize nursing’s impact on the issue.
   b. Create a standing agenda item for the Board of Directors meetings where members can share relevant insights on emerging issues in health care.
3. Represent the needs of NHNA within the Northeast Multistate Division (NEMSD) through:
   a. The active and regular participation of NHNA’s two appointed NEMSD board members.
   b. The Nurse Executive Director’s active participation in the operational aspects of the organization, e.g. bi-weekly ED meeting, monthly board meeting and participation in specific assignments as needed.