

King County Nurses Association

Strategic Plan 2022-2024

Approved by the Board of Directors February 17, 2022

KING COUNTY NURSES ASSOCIATION

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Introduction

The purpose of this document is to communicate the Strategic Goals of King County Nurses Association that will direct the organization's growth and quality of services through 2024. The Strategic Plan itself is a tool to enable the organization to identify and be responsive to member needs and to health issues in the community. It will guide the volunteers and staff in prioritizing the work to be done and identify the organizational resources for success.

The plan is meant to be dynamic and updated as the organization changes. It is designed to build on the progress of the previous plan with a focus on active, engaged members, networking with other nursing and community organizations, and creating a stable organization. The board will monitor the progress and update as needed.

Plan Considerations:

- Focus on asking ourselves "what do we want to achieve" so that our activities are outcome-based and related to our mission.
- Continuously ask ourselves "what is the change that we want to see and how can we contribute to that change?"
- Find ways to continuously communicate how our activities are connected to the strategic plan.
- Be able to demonstrate how our budget reflects the priorities outlined in this plan.

Mission Statement

King County Nurses Association is a professional organization of registered nurses, committed to supporting members and the communities they serve through education, advocacy, and service.

Core Values

Core values are the principles that guide our actions, our interactions, and our decision-making within the King County Nurses Association (KCNA) organization. Since 1903, KCNA has strived for excellence in service to its members and the community. These core values are indicators of excellence.

Collaboration: building positive connections and partnerships within the nursing profession and within the community of King County.

Compassion: a holistic way of interacting with others, respecting dignity, and sharing decision-making.

Innovation: a commitment to reframing concepts, generating new ideas, and being adaptable.

Social Justice: awareness and mitigation of bias and inequities, balancing consideration of the needs of *all* with the needs of *the individual*.

King County Nurses Association Strategic Plan 2022-2024

VISION: What's the change you want to see in the world?

IMPACT GOAL (defines and drives what we will do):

Improve the health and well-being of communities within King County.

KCNA's Strategic Advantage:

- Recognized as an established, fiscally responsible organization adaptable to the changing environment
- Nurses are the #1 most trusted profession
- Membership of nurses from a large variety of fields and disciplines
- Nursing takes a holistic view of health including physical, mental, and social wellness
- Members live or work in the community in which we serve
- KCNA provides platforms to facilitate community engagement of members
- KCNA is a member organization and provides supports to nurses and nursing students

OUTCOMES: (how we will accomplish the Impact Goal):

- Foster community engagement of members through continuing education and development opportunities.
- Promote health and reduction in health disparities through collaborations with community groups.
- Maintain stewardship of resources through improved operational efficiency.

Actions and program activities. What will we specifically do to achieve our outcomes?

OUTCOME: Foster community engagement of members through continuing education and development opportunities.

- Focus on sharing of personal stories in a variety of formats
- Nursing scholarships
- Continuing nursing education
- MentorLink program
- Professional Development Fund

OUTCOME: Promote health and reduction in health disparities through collaboration with community groups.

- Review charitable donations annually and update to advocate for donations that promote equitable healthcare and social services.
- Community grants
- Support other nursing organizations
- Member opportunities for community involvement

OUTCOME: Maintain stewardship of resources through improved operational efficiency.

- Fiscal responsibility
- Organizational sustainability
- Meet legal requirements
- Educate board members
- Policy review
- Use technology effectively

NOTES:

Throughout this plan when we refer to members, we mean active, engaged members. Engagement (defined as: a member's behavior that engages them in the organization. This can be anything from clicking on an email to read more, visits to our website, attendance, monetary contributions beyond dues, volunteering, and participating in networking with other members). There are tangible (measurable) and intangible ways to assess engagement.

Ongoing assessment of members: Evaluate each event and create a targeted survey to active members. We want to know more about our membership, specifically active members so we can meet their needs and also attract non-active members to participate.

Board meetings will include regular updates/education on the Strategic Plan. Work plan will be Generative (fall), Strategic (winter), Fiduciary (spring).