



2023-2025 WNA Strategic Plan Goals, Objectives and Activities

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Introduction

The Wisconsin Nurses Association (WNA) is the premier organization representing the interests of Wisconsin's 87,000 registered nurses. WNA advances the nursing profession by fostering high standards of nursing practice, promoting a safe and ethical work environment, bolstering the health and wellness of nurses, and advocating on health care issues that affect nurses and the public. WNA is at the forefront of improving the quality of health care for all. This is our Strategic Plan for 2023-2025.

WNA Mission, Vision, and Core Values

Mission

To influence the profession of nursing and positively impact healthcare in the state of Wisconsin.

Vision

To be innovators in healthcare by maximizing Wisconsin's nursing work force.

Core Values

Engagement - Providing a collaborative platform for Wisconsin nurses through advocacy and integration in decision-making activities.

Innovative - Achieving excellence in practice by using the highest level of evidence to facilitate change.

Inclusive - Embracing the uniqueness of every individual, including diversity of thought, as we work collaboratively to bring our very best.

Trust - Acting with integrity, respect, transparency, and humility in all we do.

Empowered - Choosing to see it, own it, solve it, and do it through shared decision-making, optimism, and joy.

Goal 1: Elevate the profession of nursing throughout the state of Wisconsin

Objective 1. Lead the nursing profession to improve health through advocacy, philanthropy, practice, innovation, and recognition of excellence.

Activities:

- Utilize WNA Public Policy Agenda to guide decision-making on proposed legislation and regulation.
- Engage members in political activity.
- Develop, implement, evaluate and report results of WNA Workplace Violence Survey including recommendations for addressing.
- Identify and develop a new nurse engagement and support platform and program.
- Maintain WNA's ANCC Accreditation status as an approver of educational offerings submitted for approval.
- Continue to work ANEW and other key stakeholders on identification of strategies that support an increase in supply of nurse educators.
- Engage in projects/programs that include the important role and value of nursing,
- Evaluate WNA's current professional development efforts and identify gaps and opportunities and determine if strategies are needed to improve,
- Participate in NFW fund raiser campaigns that support funding of nursing educational scholarships.

Objective 2. Increase engagement of Wisconsin's nurses in WNA to advance nursing's impact on health throughout our communities.

Activities:

- Develop a WNA Membership Task Force that will identify and implement a strategy for WNA increasing the number of WNA members. membership recruitment and retention. will consist of five percent (4,850) of the 97,000 Wisconsin's registered nurse.
- WNA will explore the feasibility of developing a prelicense student nurse membership option.
- Develop a process for maintaining member awareness of WNA volunteer opportunities.
- Provide a variety of educational offerings that meet the educational and professional development for RNs and APRNs and provide revenue to WNA.

Goal 2: Advance the practice of nursing in Wisconsin to improve health and health care

Objective 2.1. Advance diversity, equity, inclusion, belonging, and anti-racism to improve nursing practice and work environments.

Activities:

- Promote the 2023 WNA Dialogue Forum recommendations regarding racial reckoning: -- Acknowledge that racism in nursing exists, -- Infuse in all WNA strategies, actions that reflect the dismantling of racism in nursing, -- Collaborate with Wisconsin's Nursing Associations that represent nurses of color to create an advocacy group to support nurses of color in the political, educational and practice environment.
- WNA will partner with the Wisconsin Medical Society and Wisconsin Pharmacy Society in a grant funded educational offerings that address reducing post-partum depression among black mothers.
- WNA Board will develop a position statement on addressing institutional racism -- WNA's membership will reflect the diversity of Wisconsin's nursing workforce reflected in the composition of the board of directors, councils, committees, task forces will include minority nurse populations -- Support nominations for WNA Future Nurse Leader Award.
- Conduct a review of the literature regarding institutional racism in nursing and bias toward patients, -- Identify methods of increasing awareness among Wisconsin's nursing workforce.

Objective 2.2. Enhance health equity strategies that can be implemented in nursing practice.

Activities:

- Promote federal and state policies or regulations that require greater assessment and care planning for patients presenting with deficits in the Social Determinants of Health.
- Support funding that will promote the development of a volunteer Nurse Corp that will respond to public health emergencies and will have the capacity and knowledge of populations experiencing health equity issues and able to respond to their needs.
- Evaluate and determine if there is a need in education and employment.
- Planning Committees will be notified of Board policy and begin including a session on health equity.

- Identify and promote best-practices related to nurses' role in addressing health equity.
- Collaborate with key stakeholders requesting WNA involvement in health equity projects or program development that support nursing awareness and intervention.

Objective 2.3. Promote nursing's capacity to innovate and lead in all practice environments.

Activities:

- Seek input from WNA members regarding barriers to practice at top of license, review state statutes to identify statues in need of amending and develop legislative strategies.
- Identify collaborators willing to collaborate to identify gaps, barriers and opportunities and collaborate on the development of a plan.
- Recognize and publicize nurses who have contributed to improving the practice environment and their leadership role.
- Promote and support nurses pursuing an advanced degree as a nurse leadership via WNA newsletter and other informational strategies.
- Support members of the WNA Nursing Shortage Organizational Affiliate who developed innovative nursing redesign practice settings.
- Collaborate with members of the WNA Nurse Shortage Organizational Affiliates to create a recognition strategy for nurses who have developed successful innovative models of nursing care delivery.

Goal 3: Promote and support the professional success of nurses in Wisconsin.

Objective 3.1. Support improving communication skills of nurses to effectively communicate concerns and solutions in the workplace.

Activities:

- WNA Public Policy Council members will provide an informational session for nurse educators accompanying students to Nurses Day at the Capitol, provide an informational session for Nurses Day at the Capitol attendees to support their effectiveness when meeting with legislators, provide educational content regarding effective communication skills for the attendees of WNA's annual Nurses Day at the Capitol, provide a summary evaluation of Nurses Day at the Capitol event.

- Provide a webinar on the results of WNA's workplace violence survey to nurses and provide resources on best-practices for addressing WPV Prevention including sharing of concerns.
- Promote WNA's Nurses Caring for Nurses program that will include resources on effective communication regarding unhealthy environments leading to nurse burnout.
- Provide a webinar on effective communication skills for nurses advocating for improving practice environments.
- Identify other skills that support nurses in improving their practice environment, secure support from organizational affiliate members that are willing to work on this, and work with organizational affiliates in developing a plan that provides resources for nurses.
- Explore if well-being subject matter includes effective communication skills, develop content on effective communication skills if needed, and collaborate with Organizational Affiliate members to develop content.

Objective 3.2 Utilize evidence-based practice to create solutions to meet the needs and priorities of nurses.

Activities:

- Utilize data and evidence to influence desired legislative outcomes.
- Collaborate with members of the nurse shortage organizational affiliate in providing employers of nurse's evidence-based tools that support well-being.
- Promote educational offerings that provide the most recent evidence-based practice that can be utilized by nurses in addressing their professional goals.
- WNA will support evidence-based research that is performed and presented by nurses and NFW will continue to provide educational grants that support nursing research.
- Provide article related to research in WNA newsletter with references.

Objective 3.3. Collaborate with key stakeholders to enhance the value of nurses.

Activities:

- Identify key stakeholders, develop a strategy for sharing WNA's goal, develop Messages, use the message when opportunities arise.