

# ENA HAS 2020 VISION

## Emergency Nurses Association

### Five Year Strategic Plan 2015-2019

#### **Member Recruitment, Engagement, and Retention**

2020 Vision: ENA is the premier association for emergency nurses as evidenced by the development and adoption of practice, research, and educational resources which compel member recruitment, engagement, and retention resulting in at least 50% of U.S. emergency nursing membership market share.

#### **Objectives:**

1. Build and promote tangible and intrinsic membership value for ENA members
2. Engage and support ENA state and chapter components
3. Collaborate with international emergency nursing colleagues
4. Develop and implement a member and student member recruitment and retention plan that captures significant U.S. market share through the adoption of practice, educational, and research programs and resources
5. Engage and empower advanced practice emergency nurses by enhancing and supporting the Institute of Emergency Nursing Advanced Practice
6. Engage and empower emergency nurses from varied practice settings by expanding ENA's practice, research, and education agenda through the work of the Institute for Quality, Safety and Injury Prevention (IQSIP), Institute for Emergency Nursing Research (IENR) and Institute for Emergency Nursing Education (IENE)

#### **Leadership**

2020 Vision: ENA provides executive healthcare industry leadership through collaborative and trusting global partnerships with members, other association stakeholders, academic centers, government and community leaders as evidenced by its extensive research agenda and evidence based tools and programs.

#### **Objectives:**

1. Provide leadership for current successful and future strategic partnership and collaborative relationships, both domestically and internationally, to identify opportunities to advance all aspects of emergency nursing
2. Lead the profession of emergency nursing past traditional task-oriented care toward knowledge-based safe practice and safe care
3. Lead international professional and community recognition by instituting a common brand across all ENA programs, products, and services, including subsidiary chapters, to create a consistent and recognizable brand of excellence
4. Empower ENA talent as an essential component of the ENA brand

## **Knowledge**

2020 Vision: ENA is consistently recognized as the premier teaching/training authority for emergency nursing and emergency care as evidenced by the adoption of its educational programs by emergency nurses and healthcare professional industry leaders.

### **Objectives:**

1. Re-engineer ENA production process
2. Develop an integrated promotional strategy to actively engage members and other healthcare professionals in ENA educational programs
3. Realize program growth as evidenced by 50% of all US emergency nurses completing one or more of ENA branded programs
4. Measure and enhance quality of ENA products and programs through consistent and rigorous evaluation and application of evidence

## **Quality and Safety**

2020 Vision: ENA defines the metrics and benchmarks of the fundamental gold standard for measuring quality and safety in emergency nursing care as evidenced by the universal adoption of its Lantern Award program.

### **Objectives:**

1. Establish and validate key metrics and procedures for organizations to utilize as a guide to improve the quality and safety of emergency care and injury prevention
2. Develop and implement integrated marketing plans to establish visibility of the Lantern Award as the gold standard of quality and safety in emergency care
3. Expand advocacy for quality, safe emergency care to include regulatory recognition of the Lantern Award
4. Establish guidelines that provide support for ethical decision making in the profession and Association

## **Advocacy**

2020 Vision: ENA is the leading influencer on emergency healthcare public policy and regulatory issues as evidenced by its lead role in direct advocacy on Capitol Hill and with other government agencies.

### **Objectives:**

1. Provide leadership to ENA and its members on all legislative issues impacting the emergency healthcare industry
2. Expand legislative advocacy through increased presence in U.S. Congress
3. Create and establish programs leading to more direct member engagement in legislative advocacy
4. Increase visibility and participation in legislative and regulatory advocacy to promote patient and community safety and excellence in emergency nursing practice
5. Increase engagement with partners and coalitions to leverage ENA influence over the legislative process
6. Explore opportunities for collaborating with and providing support to international colleagues for global emergency nursing issues, including disaster and catastrophic disease response

## **Technology**

2020 Vision: ENA is the industry leader in providing educational opportunities for emergency nurses and others as evidenced by leveraging advanced technology for accessible, convenient, state-of-the-art programming and application.

### **Objectives:**

1. Invest in and implement a technology infrastructure capable of integrating systems that support timely, accurate, and relevant information, helping to reduce manual paperwork, eliminate duplication, and improve efficiency.
2. Adapt to state-of-the-science technology to support leading-edge education, research, and practice resources

## **Funding our Future**

2020 Vision- ENA consistently achieves or exceeds national association benchmarks for financial performance, philanthropic support and public funding, providing the resources to be nursing (healthcare) market leaders in leading-edge technology, education, and research.

### **Objectives:**

1. Manage expenses and utilization consistent with objectives and goals
2. Develop plan to grow and maintain membership
3. Evaluate, enhance and expand product line offering
4. Develop grant functions and seek partnerships to reach research and education goals
5. Increase the lifetime value of the member.
6. Invest in the development, assessment and recruitment of the appropriate talent to support our 2020 vision