



**WISCONSIN LEAGUE FOR NURSING
Strategic Plan
2015-2017**

Core Values:

CARING – promoting health, healing and hope through the process of supporting nurse educators in the education of nurses.

INTEGRITY – mutual respect, acknowledgment of different viewpoints, and a focus on excellence in nursing education to promote a just culture.

DIVERSITY- affirming the uniqueness of and differences among persons, ideas, values, and ethnicities.

EXCELLENCE – fostering high standards in nursing education reflective of evidenced based teaching/learning strategies, promoting a spirit of inquiry to assure quality and safety in patient centered care.

NLN Mission:

The National League for Nursing promotes excellence in nursing education to build a strong and diverse nursing workforce to advance the health of our nation and the global community.

NLN Goals:

- I. **Leader in Nursing Education:** *Enhance the NLN's national and international impact as the recognized leader in nursing education.*
- II. **Commitment to Members:** *Build a diverse, sustainable, member-led organization with the capacity to deliver our mission effectively, efficiently, and in accordance with our values.*
- III. **Champion for Nurse Educators:** *Be the voice of nurse educators and champion their interests in political, academic, and professional areas.*
- IV. **Advancement of the Science of Nursing Education:** *Promote evidence-based nursing education and the scholarship of teaching.*

GOAL 1. Enhance WLN’s impact as a recognized leader in nursing education in the state of Wisconsin.

OBJECTIVES	STRATEGIES	IMPLEMENTATION (ACCOUNTABILITY AND TIMEFRAME)	PROGRESS
1. Increase percentage of NLN Ambassador members to WLN member to 100%.	1.1 Compare NLN affiliated WI schools to NLN Ambassador for gaps. 1.2 Reach out to Deans of schools to appoint an ambassador. 1.3 Yearly meeting of the Ambassadors (Congress) to determine nurse educator needs.	1.1 Membership Committee: Obtain list of NLN affiliated Wisconsin schools and determine if each school has an NLN Ambassador (January 2017) 1.2 ANEW Representative: Send list to ANEW members (Deans) to collaborate and appoint NLN Ambassadors. (January 2017) 1.3 Nominations Committee: Lead the organization of a meeting for Ambassadors to determine nurse educator needs. (Provide report on ideas January 2017)	1.1 Action Needed 1.2 Action Needed 1.3 Action Needed
2. Enhance reputation of WLN as the voice for nursing education at all levels throughout the state.	Maintain active participation: 2.1 Wisconsin Center for Nursing 2.2 Wisconsin Nursing Coalition 2.3 Academic Nurse Executives of Wisconsin 2.4 NLN Constituent League Summit	2.1 President and President-Elect: (As meetings occur) 2.2 President and President-Elect: (As meetings occur) 2.3 Appointed Board Member: (As meetings occur) 2.4 President and President-Elect: (Fall Summit)	2.1 WCN: 2016 – S. Williamson MET 2.2 WNC: 2016 – M. Greene on behalf of S. Williamson MET 2.3 ANEW: 2016 - D. Skewes MET 2.4 Constituent League Summit: 2016 – S. Williamson MET
3. Promote the preparation of a nursing workforce that contributes to health care quality and safety.	3.1 Facilitate the distribution of 2016-2017 funds. 3.2 Connect with HBF, Deaconess, Nurse Tim, Greater Milwaukee Foundation & Anthem to solicit additional funding to provide scholarships to 2 more undergraduate and 2 more graduate nursing students for 2017-2018 academic year. 3.3 Facilitate distribution of scholarships via advertising, vetting, and awarding.	3.1 Scholarship Committee: (Fall 2016 Conference) 3.2 Scholarship Committee: Provide report on connections (February 2017) 3.3 Scholarship Committee: Determine dates when scholarship may be awarded in spring 2017 and provide report to Board (February 2017)	3.1 Fall 2016 Conference distribution: MET <ul style="list-style-type: none"> • HBF • Deaconess • Nurse Tim - \$500 (grad student pursuing Nurse Educator degree) • Greater Milwaukee Foundation • Anthem (none) 3.2 N. Steuver in contact. Update due February 2017. 3.3 Update due in February 2017
4. Continue to provide opportunities for	4.1 Participate in NLN Constituent League Leadership Workshop. 4.2 Participate in NLN Education Summit	4.1 President and President-Elect: Attend workshop (Summit 2016) 4.2 All board members: Attend Summit	4.1 2016 – S. Williamson MET 4.2 2016 – S. Williamson, A. Folgert, L. Matheson, S. Mours, D. Skewes, J. Levey

dialogue within the Wisconsin nurse educator community.		(Summit 2016)	MET
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GOAL 2. Build a diverse, sustainable, member-led organization with the capacity to deliver our mission effectively, efficiently, and in accordance with our values.

OBJECTIVES	STRATEGIES	IMPLEMENTATON (ACCOUNTABILITY AND TIMEFRAME)	PROGRESS
1. Be a key player in initiatives to build diversity in the nurse educator workforce.	1. Encourage membership and participation in WLN and NLN	1.1 Marketing: Email blast membership recruitment materials to nurse educator program directors/chairs, deans, known nursing education researchers, CNOs, and managers (January 2017) 1.2 Marketing and Administrative Assist.: Promote membership on WLN website (February 2017)	1.1 Action Needed 1.2 Website being developed. B. Naffier working with former webmaster to obtain domain name. In Progress
2. Maintain fiscal sustainability.	2.1 Maintain a balanced budget, according to current policies, with annual report of balanced budget to NLN. 2.2 Conduct biannual audit.	2.1 President and Treasurer: Create and implement 2-year budget, according to current policies (February 2017) 2.1.1 President: Submit annual report to NLN. 2.2 Treasurer and public accountant: Provide Board with dates of biannual audit (January 2017)	2.1 2016 – Balanced budget will be reported 12/14/16. In Progress 2.1.1 In Progress 2.2 Dates of biannual audit to be reported at January 2017 meeting. In Progress
3. Maintain membership sustainability.	3.1 Increase membership of NLN Ambassadors. 3.2 Increase promotion of membership. 3.3 Encourage diversity of membership.	3.1 Membership Committee: Obtain a list of NLN Ambassadors (October 2016) Membership Committee: Compare list of Ambassadors to WLN membership list (January 2017) 3.2 Membership and Programs Committee: Encourage membership at Fall Conference (November 4, 2016) 3.3 President-Elect: Invite Black Nurses Association and Hispanic Nurses Association to represent their organizations at conferences (May 2017)	3.1 Ambassadors listed on NLN site were compared to current membership roster. More than 50% of listed NLN Ambassadors were not members. MET 3.2 Provided membership forms at registration table on 11/4/16 - WLN Fall Conference. Increased membership from 25 to 64 by Fall 2016 conference. MET 3.3 Date of spring 2017 conference to be determined. Then invitation will be made. In Progress

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GOAL 3. Be the voice of Wisconsin nurse educators and champion their interests in political, academic, and professional arenas.

OBJECTIVES	STRATEGIES	IMPLEMENTATION (ACCOUNTABILITY AND TIMEFRAME)	PROGRESS
1. Sustain alliances with other influential nursing organizations.	1. Continue affiliation with the following: <ul style="list-style-type: none"> • Wisconsin Center for Nursing • Wisconsin Nursing Coalition • Academic Nurse Executives of Wisconsin 	1.1 President and/or President Elect and WCN Member Liaison: Provide report to WCN, WNC and ANEW on WLN initiatives and activities. (Ongoing) 1.2 President and/or President Elect and WCN Member Liaison: Obtain report from WCN, WNC, and ANEW on activities and initiatives. (Ongoing)	1.1 2016 – S. Williamson, D. Skewes, and M. Greene MET 1.2 2016 – S. Williamson, D. Skewes, and M. Greene MET
2 Encourage membership participation in WLN and NLN.	2. Provide opportunities for membership participation in WLN and NLN	2.1 Programs Committee: Call for abstracts for poster presentations at all WLN education opportunities. (October 2016) 2.2 Marketing: Send out information about opportunities to participate with NLN (March 2017) 2.3 Membership Committee and Marketing: Increase communication with members via website. (January 2017) 2.4 Marketing and Admin Asst.: Develop WLN Facebook page and orient WLN board members to page permissions and postings. (February 2017) 2.5 Marketing and Admin Asst.: Develop WLN LinkedIn page and orient WLN board members. (February 2017)	2.1 2016 – Call for abstracts was announced for Fall conference. Five abstracts were accepted. MET 2.2 Action Needed 2.3 12/6/16 – WLN Website being developed. B. Naffier working on obtaining domain name. In progress 2.4 Action Needed 2.5 Action Needed

Goal 4. Promote evidence-based nursing education and the scholarship of nursing.

OBJECTIVES	STRATEGIES	IMPLEMENTATON (ACCOUNTABILITY AND TIMEFRAME)	PROGRESS
1. Promote the continuous development of faculty as educator-scholars.	1.1 Plan and implement spring conference with emphasis on nursing education and the scholarship of teaching (i.e., CNE, ACE-S certification prep workshops). 1.2 Award CEUs to spring conference participants. 1.3 Decrease financial barrier to members for obtaining certification as a nurse educator.	1.1 Program Committee: Brainstorm ideas for spring conference topic (Update to Board by December 2016) 1.2 Program Committee: Explore programs that could partner with WLN to offer CEUs for spring 2017 conference (Update to Board by January 2017) 1.3 Treasurer and Scholarship Committee: Explore options for helping to supplement cost of certification for WLN members (Update to Board by February 2017)	1.1 Action Needed 1.2 Action Needed 1.3 Action Needed
2 Sustain the science of nursing research.	2. Provide forum for the presentation and communication of evidence-based nursing.	2.1 Program Committee and Secretary: Publish Communique by (December 2016). 2.2 Program Committee and Secretary: Publish Communique by (May 2017). 2.3 Scholarship Committee and Admin. Asst.: Publish abstracts (Update due March 2017).	2.1 2016 – Published in August. MET 2.2 Action Needed 2.3 Action Needed