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# Strategic Plan 2012

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## OUR MISSION

To promote the advancement, development, and safe practice in the specialty of  
Emergency Nursing throughout the State of Colorado

Note: All member benefits require current Colorado ENA membership unless otherwise noted

## FOCUS For 2012

1. [Professional Development of COLORADO ENA Members](#)
2. [Promote Growth of Colorado ENA Committees](#)

## INTERESTS

3. [Promote Interest in Research Activities](#)
4. [Promote the Emergency Nurses Association Foundation](#)
5. [Enhance Public Awareness and Communication](#)
6. [Professional Advocacy: Enhancing Relations with Other Organizations](#)
7. [Organizational Strength and Competency](#)
8. [Provide Economic Well Being for Colorado ENA](#)
9. [Continual Reevaluation of the Strategic Plan](#)

## Common Topics

- [CEN/CPEN Review Manuals](#) 1:1:A
- [Delegates](#) 1:3:A
- [Scientific Assembly Scholarships](#) 1:3:B
- [Leadership Scholarships](#) 1:3:C
- [Registration Scholarships](#) 1:4:A
- [Education Scholarships](#) 1:5:A
  
- [Student Nurse Memberships](#) 2:1:B
- [Research Scholarships](#) 4:1:A

## **1 Professional Development of Colorado ENA Members**

### **1:1 Objective: Provide educational offerings to meet the clinical and leadership needs of the membership.**

1:1:A Colorado ENA will purchase 10 CEN and 10 CPEN review manuals for members in the state of Colorado. A check for \$50 payable to the ENAF to Colorado ENA Treasurer, Tanya Netzel. The books to be distributed at meetings for a discounted price and the check will be written to ENAF. Manuals are available on a first come first served basis.

1:1:B Colorado ENA will host a CPEN review course in 2012 along with Continuing Education Hours. Location and date to be determined.

### **1:2 Objective: Promote Education of Emergency Nurses.**

1:2:A Colorado ENA to provide state conference funded by 2011 state conference plus strategic funds.

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### **1:3 Objective: Promote attendance at Scientific Assembly to enhance knowledge and awareness of current trends and issues in Emergency Nursing.**

- 1:3:A Fund delegates and alternates to attend (# determined by National ENA) General Assembly in San Diego, CA Attendance is required throughout the entire assembly and the Delegate/Alternate must be present at voting sessions. Delegates are selected based on activity in Colorado ENA. Please refer to the Delegate Point Sheet. The completed Point Sheet and a letter of intent must be received by the Delegate Chair, by midnight June 1<sup>st</sup>, 2012. Delegates will be notified by June 9th. At the conclusion of the General Assembly, delegates will receive \$1000.00 to be used for travel expenses. This will be taxable income.
- 1:3:B Provide two (2) registrations to the Scientific Assembly in San Diego, CA; September 11-15, 2012. Recipients will be reimbursed the early registration fee and up to \$800.00 for airfare and hotel. Recipient(s) to be chosen by lottery drawing from submitted written requests to attend. The written request to attend must be received by Cheryl Stiles council president by midnight June 1st, 2012. Recipients will be notified by June 9<sup>th</sup>, 2012. Recipients must complete a Request for Reimbursement Form and submit receipts to Tanya Netzel council treasurer. Delegates and alternates are not eligible. This will be taxable income. Refer to SOP for eligibility.
- 1:3:C Provide two (2) prepaid registrations to the 2013 Leadership Symposium in Ft. Lauderdale, FL: February 27<sup>th</sup>- 3<sup>rd</sup> March, 201. Recipients will be reimbursed for the early registration fee and up to \$850 00.00 for airfare and hotel. The written request to

attend must be received by Cheryl Stiles, council president by midnight, November 23, 2012. Recipient(s) to be chosen by lottery drawing from written requests to attend and notified by December 1, 2012. Recipients must complete a Request for Reimbursement Form and submit receipts to Tanya Netzel, council treasurer. 2012 board members are not eligible, if Colorado ENA paid for their attendance in 2012. This will be taxable income. Refer to SOP for eligibility.

1:4 **Objective: Provide reimbursement of monies used for educational offerings relevant to emergency nursing.**

1:4:A Award registration fee(s) up to \$100.00 for an adult course (5 per quarter)

Award registration fee(s) up to \$200.00 for a Pediatric course (5 per quarter)

Applicants must complete the Paid Registration Fee Form and submit the form and the conference or course brochure to Tanya Netzel, State Treasurer. If approved, registration fees (up to \$100.00 per member/per year adult and 200.00 per member per year for peds.) will be paid directly to course/conference provider. The Paid Registration Fee Form is available from the “Forms” link on the main web page. Please review application process on the form. Total funds will be available with a quarterly maximum. Colorado ENA conference is NOT available for 1:4A educational reimbursement.

**1:5 Objective: Provide general Education funding for Colorado ENA members pursuing higher education in Nursing. (I.e. ADN to BSN, BSN to MSN etc.)**

1:5:A Applicants must complete the Request Application and all required documents. All items must be submitted to Sharon Schultz (Education Chair) by the semester deadlines listed below. Two, \$500.00 scholaships will be awarded each semester, payable to the attending educational establishment. The recipients will be selected by criteria as set by the selection committee. Requirements can be found on the “Forms” link on the main web page. Limit one higher education funds award, per member every three years.  
Spring Deadline: April 13<sup>th</sup>, 2012  
Fall Deadline: October 19<sup>th</sup>, 2012

1:5:B COLORADO ENA conference TBD (August, 2012): Colorado ENA will cover four (4) COLORADO ENA member registration fees. Send Cheryl Stiles a copy of your application and a letter stating why you should be selected to attend. Midnight, May 18<sup>th</sup> is the deadline to receive applications.

**2 Professional Advocacy: Enhancing relations with other organizations**

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**2:1 Objective: Increase collaboration with other professional organizations**

2:1:A ACEP / Colorado Trauma Systems  
Collaborate with the RMTC planning committee for June 26<sup>th</sup> -  
29th, 2012 collaborative practice trauma conference in  
Breckenridge, Colorado.

Sponsor key note speaker

Sponsor CECH hours at early registration rates.

Colorado ENA to host Lunch at this state meeting

Advertising/gifts

Signage ENA (vertical banner for host table)

2:1:B Colorado Student Nurses Association (CSNA) –  
Support the Colorado Student Nurses Association. Provide a  
drawing for 6 paid student memberships to ENA. Recipients  
drawn by lottery at each monthly meeting. Current  
membership in CSNA required.

### **3 PROMOTE GROWTH OF COLORADO ENA COMMITTEES**

**3:1 Emergency Nurses Provider Course (ENPC) Objective:  
Promote Growth of ENPC within the State of Colorado:  
Chairperson: Mara Harner**

3:1:A Continuation of ENPC-Provider courses throughout the state.  
The chairperson will provide a written quarterly report to State  
Council President, two weeks prior to the regularly scheduled

quarterly meetings. Report will be included in the appropriate meeting minutes and published on the website.

3:1:B In conjunction with Government Affairs: identify a plan of action in regards to adding ENPC / Pediatric Education as a State Emergency Medical Trauma Advisory Council (SEMTAC) requirement for trauma centers.

3:1:C In Conjunction with the ENPC Committee and state faculty, continue evaluate and remediate poor evaluation scores. In Conjunction with the ENPC Committee and state faculty, develop a mechanism to re-evaluate those instructors who receive poor evaluation scores. Development of a SWOT analysis program which requires remediation and ongoing evaluation

### **3:2 Trauma Nursing Core Course (TNCC)**

**Objective: Promote Growth of TNCC within the State of Colorado: Chairperson: TBD**

3:2:A Continuation of TNCC-Provider courses throughout the state. The chairperson will provide a written quarterly report to State Council President, two weeks prior to the regularly scheduled quarterly meetings Report will be included in the appropriate meeting minutes and published on the website.

3:2:B In Conjunction with the TNCC Committee and state faculty, continue evaluate and remediate poor evaluation scores. In

Conjunction with the TNCC Committee and state faculty, develop a mechanism to re-evaluate those instructors who receive poor evaluation scores. Development of a SWOT analysis program which requires remediation and ongoing evaluation.

**3:3 Government Affairs:**

**Objective: Enhance members' knowledge and participation in Government affairs. Chairperson: Tanya Netzel**

The chairperson will provide a written quarterly report to State Council President, two weeks prior to the regularly scheduled quarterly meetings. Report will be included in the appropriate meeting minutes and published on the website.

3:3:A Chairperson to develop a mechanism for providing contact information for Local Officials on Colorado ENA website.

3:3:B Communicate issues of reform for each timeframe that the house of delegates is in session.

3:3:C Monitor activities regarding reform at state level.

Action: Activities are monitored via the CNA Legislative Action Committee then reported to the membership via the website. See section 2:1:B Colorado nurses Association Affiliate Membership program  
CNA annual affiliate membership dues

200.00

3:3: D In conjunction with the ENPC Committee: identify a plan of action in regards to adding ENPC/Pediatric Education as a State Emergency Medical Trauma Advisory Council (SEMTAC) requirement for trauma centers.

**3:4 Institute for Quality, Safety and Injury Prevention (IQSIP)**

**Chairperson: Karen Maciejko**

**Objective: To promote injury prevention activities by COLORADO ENA members**

3:4:A Provide grants to fund injury prevention activities by members.

Two members may be reimbursed up to \$250.00 to purchase materials for injury prevention activities. Submit a completed Injury Prevention Request for Funds Form to Jeanne Arnold, IQSIP Chairperson. Activities must be reported to IQSIP institute chairperson in order to be reimbursed. In 2012 CO ENA will specifically focus on motorcycle helmet however other eligible Activities include gun safety, alcohol awareness, bicycle helmet, child passenger safety, domestic violence and other general injury prevention programs. The Form for reporting activity can be accessed from the “Forms” link on the main webpage.

3:4:B IQSIP Chair to provide for 1 IQSIP Instructor course in 2012.

Colorado ENA to reimburse \$50 per manual or online program to individuals attaining IQSIP Prevention Instructor Status.

- 3:4:C Colorado ENA to provide funding to host a seatbelt safety initiative during the Memorial Day Holiday week. Program to elicit activity from any ED / Care Facility, and promote seatbelt safety through a handout given at discharge, One representative from each ED to be elicited and report back total number of educational opportunities to IQSIP chair. This initiative to once again be written up for an ENA connections article.

**3:5 Membership Committee: Chairperson: Stephanie Harrison**  
**Objective: To promote recruitment and retention for membership in Colorado ENA.**

- 3:5:A Continued recruitment of new members: Goal for 2012: 1000 members
- 3:5:B Attempt to improve retention of members about to expire. Along with committee, develop a mechanism to contact ENA members about to expire in order to remind them of Colorado ENA Benefits.
- 3:5:C Continued development and utilization of the ED Liaison program. GOAL for 2012: 25 liaisons  
Letter / communication with each liaison monthly in order to discuss upcoming benefits /deadlines.
- 3:5: D Colorado ENA to offer a one year membership per ED liaison group (capped @ 25). The Liaison at his/her discretion to

implement a single lottery per year of ED nurses in their department.

**3:6 Fundraising Committee; Chairperson: Seleem Choudhury CO**

**OBJECTIVE: To develop and support three fundraising activities for the benefit of Colorado ENA**

3:6:A Continue Colorado ENA merchandise website in 2012.

**4 PROMOTE INTEREST IN RESEARCH ACTIVITIES**

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4:1:A Provide two (2) \$600.00 grants to subsidize emergency nursing research projects. Must be COMIRB approved. Submit Grant Application to Nursing Practice Chair TBD. Research Grant Application can be found on the “Forms” link on the main page. See eligibility requirements

**5 Promote the Emergency Nurses Association Foundation (ENAF)**

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5:1:A Colorado ENA will donate money to ENAF

5:1:B Participate in the ENAF silent auction at the Scientific Assembly: In the amount of \$300 to be purchased and submitted for auction.

## **6 Enhance Public Awareness and Communication**

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6:1 **Objective: Promote public awareness of the role of Emergency Nursing and Prevention of Illness and Injury.**

6:1:A Use media access to promote Emergency Nursing and to educate the public regarding injury prevention—**Karen Maciejko, Chairperson.**

6:2 **Objective: To enhance and promote ENA by maintaining the website with current information.**

6:2:A Webmaster will solicit information from Officers, Committee Chairs and general membership and maintain the website with current information.

6:2:B Meeting minutes will be maintained on the website.  
Committee reports will be included in the meeting minutes

6:2:C Maintenance of Website

6:2: D

## **7 Organizational Strength and Competency**

**Objective: increase membership participation, and retention**

- 7:1 Objective: Strengthen Leadership skills of 2013 State Officers**
- 7:1:A 2013 Colorado State Council (President, President elect, Treasurer and Secretary) will attend the National Leadership Symposium. Attendance at the State Leaders meeting is required. Upon completion of the Conference, attendees will be compensated \$1200.00 for travel, travel insurance, 5 nights lodging, transfers, and registration. This is taxable income. Eligibility requirements in the Standard Operation Procedure(SOP)

## **8 PROVIDE ECONOMIC WELL BEING FOR COLORADO ENA**

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- 8:1 Objective: Maintain Articles of Incorporation/Charitable Organization Fees**
- 8:1:A Annual report to Colorado Secretary of State and responsibilities of maintenance to be completed by Tanya Netzel council treasurer
  
- 8:2 Objective: Maintain Liability and Board of Director Insurance to protect state council**
- 8:2:A Colorado ENA to maintain liability insurance for the executive board members. In the event that National ENA does not cover this expense, it will be absorbed by the COLORADO ENA with

terms of 1 million / 5 million no deductible.

**8:3 Objective: Create a mechanism for fluid movement of funds with limited risk.**

8:3:A Invest Funds in CD: \$300.00 to be invested quarterly, if funds allow. Goal is to maintain 6 months of working capital

8:3:B Transfer current JANUS funds to Certificate of Deposit (CD)-  
Tanya Netzel,

8:3:C Colorado ENA to maintain open a separate interest bearing savings account: Goal is to have an interest earning account where we can move funds back and forth.

**8:4 Objective : Provide for the administrative costs associated with running COLORADO ENA**

8:4:A Plan and budget for administrative costs including:

Tax preparation

Computer / updates/software (Quicken)-

Meeting communication software

Postage and Delivery:

Purchase new Laptop:

Printing and reproduction:

Intuit or other credit card service fees

Back-up service for Quicken

Event registration service/software

## 9 Continued Reevaluation of the Strategic plan

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**9:1 Objective: State council board members will meet, discuss and evaluate the Current Strategic plan, making adjustments where necessary.**

9:1:A State council board members will evaluate reports from various committee chairs and those needs presented by general membership. Adjustments will be made accordingly, considering finances, resources and personnel available at that time.