



# 2020-2022 STRATEGIC PLAN

## **MISSION**

The Mission of the Oklahoma Nurses Association is to empower nurses to improve health care in all specialties and practice settings by working as a community of professional nurses.

## **VISION**

*Creating opportunities through advocacy, education and collaboration to become the leading voice for the nursing profession in the State of Oklahoma.*

## **BRAND PROMISE**

*Engaging Nurses to make a difference!*

## **CORE VALUES**

*ONA believes that organizations are value driven and has adopted the following core values:*

*Diversity  
Educational Advancement  
Ethical Care*

*Health Equity  
Integrity & Accountability  
Practice Competence*

*Professional Development  
Safe Quality Care*

# 2020-2022 STRATEGIC GOALS



## PROMOTING A CULTURE OF WELLNESS

Goals	Focus Areas	Ways to Accomplish
<b>Nurse Well Being</b>	<ul style="list-style-type: none"> <li>Nurse Stress</li> <li>Resiliency</li> <li>PTSD Issues</li> <li>Self-care</li> <li>Nurse Suicide</li> <li>COVID-19 Longhaul</li> </ul>	<ul style="list-style-type: none"> <li>Counseling Services</li> <li>Coaching Services</li> <li>Education Programs</li> <li>Website Resources</li> </ul>
<b>Healthy Work Environment</b>	<ul style="list-style-type: none"> <li>Workplace Violence Prevention</li> <li>Programs</li> <li>Workplace Violence Code Lexicon</li> </ul>	<ul style="list-style-type: none"> <li>Work with Leaders to create environments based on Culture of Safety/Culture of Trust.</li> <li>Explore Safe Harbor Initiatives.</li> </ul>
<b>Support for Nurses</b>	<ul style="list-style-type: none"> <li>Workplace Issues</li> <li>Legal and Ethical Issues</li> <li>Occupational Hazards</li> <li>Second Victim</li> </ul>	<ul style="list-style-type: none"> <li>Workplace Consultant Program</li> <li>Counseling Services</li> <li>Education Programs</li> <li>Coaching Services</li> </ul>



## ENGAGING MEMBERS

Goals	Focus Areas	Ways to Accomplish
<b>Increase Membership &amp; Engagement</b> <ul style="list-style-type: none"> <li>Retention</li> <li>Region Activity</li> <li>Opportunities to Connect</li> <li>Involving Soon to be New Grads &amp; New Nurses</li> <li>Educational Events with CE</li> </ul>	<b>Involvement</b> <ul style="list-style-type: none"> <li>Read/Contribute to OK Nurse</li> <li>House of Delegates</li> <li>Participation</li> <li>Convention Proposals</li> <li>Meeting Attendance</li> <li>Committee Involvement</li> <li>Communicating Value</li> </ul> <b>Discussion Topics</b> <ul style="list-style-type: none"> <li>Social Justice</li> <li>Advocacy Training</li> <li>Diversity &amp; Inclusion</li> <li>Cultural Humility</li> <li>Implicit Bias</li> <li>Microaggression</li> <li>Leadership</li> <li>Competencies</li> <li>Communication Techniques</li> <li>Nurse Well-Being</li> <li>Running for Office</li> </ul>	<ul style="list-style-type: none"> <li>Communication: Clear and Timely</li> <li>Social Media: Increase Engagement</li> <li>Regions</li> <li>Dues Payments to Regions</li> <li>Membership Survey</li> <li>Needs Assessment</li> <li>Communication Survey</li> <li>Nurse2Nurse Series</li> <li>Networks of Support</li> <li>Convention</li> <li>Diversity, Inclusion, Equity and Belonging</li> </ul>



## EMPOWERING NURSES

Goals	Focus Areas	Ways to Accomplish
<b>Nurses Telling Their Stories</b>	<ul style="list-style-type: none"> <li>Nursing Shortage</li> <li>Realities of COVID-19</li> <li>Statewide Mask Mandate</li> <li>Immunizations</li> </ul>	<ul style="list-style-type: none"> <li>Media Events/Press Conference</li> <li>Letters to Editor</li> <li>Nurses Day at the Capitol</li> <li>Convention</li> <li>Representation on Outside Organizations/Committees/Boards</li> <li>Social Media</li> </ul>
<b>Staffing</b>	<ul style="list-style-type: none"> <li>Safe Harbor/Culture of Safety/Culture of Trust</li> <li>Resources for Bedside Nurses</li> <li>Tech to Patient Ratio/Nurse to Patient Ratio</li> <li>Care Models that Support Nurses</li> <li>Retention of the Profession</li> </ul>	<ul style="list-style-type: none"> <li>Academic Clinical Partnership Work</li> <li>Practice Committee</li> <li>Position Statements</li> <li>Governmental Activities Committee (GAC)</li> </ul>
<b>Advocating for Nurses</b>		<ul style="list-style-type: none"> <li>Legislation</li> <li>Advocacy for Public Policy</li> <li>Support for Nurses in Other Areas Besides Hospitals and Education</li> <li>Nurse of the Day</li> <li>Governmental Activities Committee (GAC)</li> </ul>