

# 2023 - 2025 Strategic Plan

## Mission

Engaging Nurses in advocacy, advancement, and education.

## Vision

Improving the health of Oklahomans through advancing professional nursing practice.

## Brand Promise

Engaging Nurses to make a difference!

## Core Values

Educate | Engage | Advocate | Transform

## Strategic Goals



### Advance the Profession

Lead the Profession to improve health through advocacy, philanthropy, practice and innovation.

Champion the value of nursing to advance nursing's impact on health and society.

Encourage nurses to be members of ONA and to get involved.



### Transform the Practice of Nursing

Advance diversity, equity, inclusion, belonging to improve nursing practice and work environments.

Develop the capacity for nurses to innovate and lead in dynamic and complex practice environments.



### Promote Professional Success of Nurses

Magnify nurses' voices and advocate to overcome barriers to personal and professional success.

Design and implement solutions to meet the needs and priorities of nurses.

Create holistic approaches to nurses' well-being directly with nurses and through strategic partners

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## Goals, Objectives and Key Results



### Advance the Profession

Objectives	Key Results	Key Results Indicators
<p>Lead the Profession to improve health through advocacy, philanthropy, practice and innovation.</p>	<ul style="list-style-type: none"> <li>• Advance Nurse innovation opportunities and other nurse led solutions</li> <li>• Advocate for Nursing Practice</li> <li>• Partners with community and philanthropic organizations</li> <li>• Provide opportunities for nurses to engage with their communities</li> </ul>	<ul style="list-style-type: none"> <li>• Nurses participation on Boards</li> <li>• Region Involvement with community partners</li> <li>• State Innovation Hub</li> <li>• Academic Clinical Partnership</li> <li>• Nurse of the Day</li> <li>• Nurses Day at the Capitol</li> <li>• Volunteerism</li> </ul>
<p>Champion the value of nursing to advance nursing's impact on health and society.</p>	<ul style="list-style-type: none"> <li>• Promote nursing as a Career</li> <li>• Develop Nursing Leadership Education Opportunities</li> <li>• Impact Nursing Workforce Issues</li> </ul>	<ul style="list-style-type: none"> <li>• Nurse Empowerment Series - Leadership Training</li> <li>• Partnerships</li> <li>• Academic Clinical Partnership Work</li> <li>• Healthy and Safe Work Environments</li> <li>• Workplace Violence Initiatives</li> </ul>
<p>Encourage nurses to be members of ONA and to get involved.</p>	<ul style="list-style-type: none"> <li>• Recruit and Retain Nurse Members</li> <li>• Involve and Engage New Grads</li> <li>• Engagement of Members</li> <li>• Promote Nurses on Social Media</li> <li>• Develop Member involvement in Committee Work</li> <li>• Educational Events and Convention Activities</li> </ul>	<ul style="list-style-type: none"> <li>• Communication - Clear and Timely</li> <li>• Region Activities</li> <li>• Convention</li> <li>• Social Media and Newsletters</li> <li>• Involvement with Board and Region Leadership</li> </ul>

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## Goals, Objectives and Key Results



### Transform the Practice of Nursing

Objectives	Key Results	Key Results Indicators
<p>Advance diversity, equity, inclusion, belonging to improve nursing practice and work environments.</p>	<ul style="list-style-type: none"> <li>• Develop DEIB Task Force and Integration of Concepts into ONA Work</li> <li>• Support/Engage/Partner with diverse nursing organizations</li> </ul>	<ul style="list-style-type: none"> <li>• DEIB Position Statement</li> <li>• Education Events</li> <li>• Partnership with nursing organizations such as OINA, EOBNA, others</li> </ul>
<p>Develop the capacity for nurses to innovate and lead in dynamic and complex practice environments.</p>	<ul style="list-style-type: none"> <li>• Expand education opportunities related to Culture of Safety/Shared Governance</li> </ul>	<ul style="list-style-type: none"> <li>• Nurse Empowerment Series - Leadership Training</li> <li>• Toolkits</li> <li>• Innovation Hub</li> </ul>

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## Goals, Objectives and Key Results



### Promote the Professional Success of Nurses

Objectives	Key Results	Key Results Indicators
<p>Magnify nurses' voices to promote personal and professional success.</p>	<ul style="list-style-type: none"> <li>• Deliver nurse Leadership Training</li> <li>• Promote the ONA CARES Program including workplace consultant</li> <li>• Develop Resources for Bedside Nurses</li> <li>• Encourage nurses to serve on boards outside of nursing</li> </ul>	<ul style="list-style-type: none"> <li>• Nurse Storytelling</li> <li>• Legislation</li> <li>• GAC</li> <li>• Career Center</li> <li>• Events</li> <li>• Nurses on Boards</li> <li>• Social Media</li> </ul>
<p>Design and implement solutions to meet the needs and priorities of nurses.</p>	<ul style="list-style-type: none"> <li>• Develop a road map to support nurses in the following areas:               <ul style="list-style-type: none"> <li>• Workplace Violence Prevention</li> <li>• Staffing</li> <li>• Culture of Safety/ Culture of Trust</li> <li>• Resources for Bedside Nurses</li> <li>• Care Models that support RNs</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Academic Clinical Partnership Work</li> <li>• Practice Committee</li> <li>• Position Statements</li> <li>• Education Opportunities</li> <li>• Website Resources</li> <li>• Toolkits</li> </ul>
<p>Create holistic approaches to nurses' well-being directly with nurses and through strategic partners</p>	<ul style="list-style-type: none"> <li>• Partner with other entities to further Nurse Wellness focused on:               <ul style="list-style-type: none"> <li>• Healthy Work Environments</li> <li>• Compassion Fatigue / Burnout</li> <li>• PTSD Issues</li> <li>• Self-Care</li> <li>• Moral Injury/Second Victim</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Education Programs and Opportunities</li> <li>• Website Resources</li> <li>• Toolkits</li> </ul>