



Strategic Plan

October 2015 – October 2018

- 1. Robust & Accessible Continuing Education as the “Gold Standard”**
 - a. Become approved provider
 - b. Website that is user friendly and easy to find
 - c. Identify infrastructure and resources required

- 2. Health & Safety for Nurses**
 - a. Advocate for healthcare policies to improve workplace safety & health
 - b. Advocate for evidence based best practices for workplace safety
 - c. Conduct needs assessment of Virginia nurses
 - d. Advocate for legislative change

- 3. Legislative Advocacy**
 - a. Collaborate with specialty associations for one voice on legislation
 - b. Act, don't react – Build consensus with other healthcare groups
 - c. Advocate for laws to promote safety in practice

- 4. Membership Engagement**
 - a. Offer free continuing education at certain membership levels
 - b. Visit schools of nursing, VNSA, and specialty groups to engage new members & focus groups on retention
 - c. Support staff at VNA to focus on membership engagement – Intern/Part-Time staff
 - d. Increase regional activities & visibility