



## 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