

SWPONL Strategic Plan
January 4, 2008

The mission of SWPONL is to serve as the premier regional nurse leader organization. SWPONL provides networking and educational opportunities, mentoring for nurse leaders, timely communications of pertinent issues related to the organization and healthcare legislation, research, scholarship activities, and partnering opportunities with other professional organizations. *The following goals will be centered on several distinct themes of strategic and workforce issues:*

1. *Provide for leadership opportunities (Leadership).*

Related strategies:

- Ensure SWPONL web site is maintained and accurate
- Increase networking opportunities through list serves
- Provide forums for members to share expertise with each other
- Encourage staff nurse involvement in appropriate networking sessions
- Provide annual conference with national level, dynamic speakers, supporting education for all levels of nursing management
- *Keep abreast of AONE initiatives and program development*

2. *Promote opportunities for mentoring (Leadership)*

Related strategies:

- Promote career counseling for members who are in an active job search
- *Create job postings for career advancement on SWPONL web site for positions available in the Southwestern PA. area*
- Provide members contact information to facilitate active networking of middle managers in other facilities
- Offer support to those newly appointed administrative leaders through a formalized mentoring program
- Showcase positive member accomplishments through press releases and web site – *identify appropriate venue (i.e.: Pgh Business Times, PPG, Hospital News)*
- *Provide new member orientation process via web site with direct links to membership committee*

3. *Provide solid communications on action plans regarding SWPONL information and pertinent legislative issues on health care policy (Health care policy)*

Related strategies:

- Utilize emails and web page to share timely information to members on a regular basis
- Provide practice/legislative update to members
- Request information from members to develop position on legislative/practice issues

- Provide a strong voice and support for legislation that affects the profession and champion important issues (i.e.: falls, patient safety, evidenced based research, staffing ratios)
- *Promote direct links and letter templates to allow ease of access to legislative members*

4. Partner with other organizations

Related strategies:

- Establish open channels with schools of nursing (scholarship & research), CEOs & Physician organizations
- Explore opportunities to partner with the Healthcare Advisory Board

5. Continue to develop research & scholarship opportunities (*Growth of Profession*)

Related strategies:

- *Promote the scholarship program*
- Identify opportunities to participate in nursing research
- Explore application of evidenced based practices
- *Expand poster session for annual fall conference and recognize participants on web site*

6. Develop an action plan for promoting membership (based on 2004 numbers of 167) (*SWPONL growth*)

Related strategies:

- Achieve a 10% reduction in attrition of membership
- Achieve a 10% increase in membership
- Enhance membership through the administrative leadership of the continuum of care
- *Maintain an independent financial state*

7. *Explore impact of technology related to administrative nursing practice management* (*Technology*)

Related strategies:

- *Determine work flow modifications for nursing administrative role*
- *Establish methods to assist in Policy and Procedure management in transition from paper to electronic*
- *Utilize technology experts to present current experiences to optimize work flow*