



Kansas Emergency Nurses' Association (KENA) Strategic Plan

VISION: That every patient needing emergency nursing care receives care from a nurse who is competent. That Emergency nurses also provide education for injury prevention and wellness.

MISSION: To promote, develop, and support emergency nurses in providing nursing care in the State of Kansas, recognizing this occurs across geographic and institutional variances from urban trauma centers to the most rural critical access hospital.

Strategies

1. Promote organizational visibility

- Injury prevention activities
 - *bicycle helmet promotions
 - *car seat checks
 - *Injury Prevention Institute
 - *fall prevention (eg at nursing homes/independent living facilities)
- Promote and publicize Emergency Nurses' Week
- Presentations at school functions/health fairs
- Nursing scholarships
- Sponsor/co-sponsor educational conferences and activities

2. Promote ENA membership

- Recruitment activities - membership sponsoring contest
 - *paid 1 year membership for highest recruiter OR
 - *paid national or regional conference attendance
- Informational materials/posters for emergency departments (resources available through ENA; local and state meeting awareness; website address; benefits of membership)

Approved by KENA August 2009

Reviewed:

Revised: August 2011

- Conference/Summit educational activities with marketing of decreased attendance fees for ENA members
- Joining bonus/contest
 - *bi-monthly or quarterly drawing for reimbursement of annual fee for a new member

3. Support the practice of Emergency Nursing

- TNCC, ENPC and CATN dissemination
 - *monies to Trauma regions for courses in underserved areas
- Provide CEN resources
- Recognize members who achieve/maintain CEN
- Provide Standard of Care and practice updates to Emergency Departments
- Disseminate best demonstrated practice and evidence based practice information to Emergency Departments

4. Enhance members' knowledge and participation in government affairs

- Email updates/reminders
 - *upcoming votes/contact your representative
- Post pertinent information/actionable items on website

5. Develop/maintain organizational strength

- Review KENA by-laws annually
- Members attendance at state, regional, national activities and education
- Officers attendance at leadership trainings
- Stewardship of finances
- Maximize use of website
- Attendance at state meetings

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