

West Michigan Nursing Advisory Council Strategic Plan for 2008-09

Strategic Focus Areas	Outcomes	Objectives	Action Plans	Target Dates
<p><b>Nursing Education</b></p>	<p>Collaborative strategies are designed and implemented to assure a steady, diverse nursing workforce in Western Michigan without negatively affecting other regions or countries.</p> <p>Grant funding is obtained as it becomes available to support WMNAC Objectives through organizations, e.g. Michigan Center for Nursing (MCN); MI Board of Nursing, Michigan Nurse Corps, Health Resources and Services Administration (HRSA).</p>	<ol style="list-style-type: none"> <li>1. WMNAC will collaborate on initiatives and promote the alignment of activities between State and Local levels, and collaborate on key initiatives, e.g. Michigan’s Agenda for Nursing:               <ul style="list-style-type: none"> <li>• Increase BSN’s</li> <li>• New Clinical Instruction Model</li> <li>• Partnerships</li> <li>• Increase Faculty</li> </ul> </li> <li>2. WMNAC Executive Committee will function as an Advisory Committee for grant applications to secure funds to support WMNAC objectives and achieve outcomes.</li> <li>3. WMNAC will collaborate with the Clinical Practice Consortium (CPC) and promote achievement of common goals.</li> </ol>	<ol style="list-style-type: none"> <li>1. WMNAC members:               <ol style="list-style-type: none"> <li>a. Will monitor activities at the State level to identify opportunities for collaboration on key initiatives.</li> <li>b. Will continue to serve on State Task Forces, e.g. MCNEA, MACN, MONE to address educational goals in Michigan’s Agenda for Nursing.</li> <li>c. Track # of BSNs in West MI as part of survey</li> <li>d. Representation on the Task Forces on Nursing Education (TFNE) and Nursing Practice (TFNP)</li> </ol> </li> <li>2. Area nursing programs will report on the collaborative diversity grant that will fund education, training and mentoring of faculty in the provision of education for diverse nursing students.</li> </ol>	<ol style="list-style-type: none"> <li>1. Ongoing:               <ol style="list-style-type: none"> <li>a. Task Forces meet at least 4 times per year &amp; will report to WMNAC after each state meeting in Feb., June, Oct., &amp; Dec.</li> <li>b. TFNE will meet from September 2008 –March 2009; regular reports will be provided as this work is completed</li> <li>c. TFNP will meet during 2009-10</li> </ol> </li> <li>2. Will report to WMNAC at the end of each academic year at the June Meeting.</li> </ol>

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<p><b>Nursing as a Profession</b></p> <ul style="list-style-type: none"> <li>• <b>Profile of nursing</b></li> <li>• <b>Articulating, projecting and promoting</b></li> <li>• <b>Recruitment into nursing</b></li> <li>• <b>Image of nursing</b></li> <li>• <b>Retention of nurses</b></li> <li>• <b>Recognition of nurses</b></li> <li>• <b>Communication with nurses</b></li> <li>• <b>Nursing leadership</b></li> <li>• <b>Public awareness</b></li> </ul>	<p>Initiate, participate in and support activities that promote a positive image of nursing as a profession in the provision of safe patient care.</p> <p>Promote public awareness about issues important to nursing.</p>	<ol style="list-style-type: none"> <li>1. WMNAC will offer annual opportunity to recognize Center for Excellence Award Winners.</li> <li>2. WMNAC will provide access to information regarding nursing in collaboration with the Alliance for Health (AFH).</li> </ol>	<ol style="list-style-type: none"> <li>1. Sponsor annual Nursing Gala event during Nurses Week each May; Establish new awards:               <ul style="list-style-type: none"> <li>• Leadership in Nursing</li> <li>• Excellence in Practice</li> <li>• Excellence in Education</li> </ul> </li> <li>2. Annually update and post information on AFH website:               <ol style="list-style-type: none"> <li>a. Develop &amp; update “talking points” re: nursing shortage &amp; other pertinent info. re: our profession</li> <li>b. Contact the local media to let them know that WMNAC can serve in this capacity</li> <li>c. Establish target dates to notify the media about pertinent nursing events or issues such as National Nurses Week.</li> </ol> </li> </ol>	<ol style="list-style-type: none"> <li>1. Annually in May</li> <li>2. Annually in September</li> </ol>

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		3. WMNAC will collaborate with MCN, the CNE and State Representatives to address nursing retention issues.	3. Monitor retention issues with Michigan’s Agenda for Nursing and Michigan Center for Nursing.  4. Invite the Chief Nurse Executive to dialogue with the WMNAC membership or executive board at least once per year.	3. Ongoing  4. Annually as can be arranged
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<b>Resource Development</b> <ul style="list-style-type: none"> <li>• Political involvement</li> <li>• Fundraising/ Finances</li> </ul>	Participate with and through the Alliance for Health regarding regional health needs, priorities and policies.	1. WMNAC Executive Committee will function as an Advisory Committee in collaboration with the AFH to obtain resources necessary to support achievement of WMNAC objectives and outcomes.	1. WMNAC members will: <ul style="list-style-type: none"> <li>• Identify potential resources available through Foundations</li> <li>• Evaluate role in monitoring legislation</li> </ul>	1. Ongoing
<b>Membership Participation</b> <ul style="list-style-type: none"> <li>• WMNAC active participation</li> <li>• Community collaboration</li> </ul>	A network of nursing leaders work together with other leaders to redesign our health care delivery and nursing educational systems as community health needs	1. WMNAC will maintain an inclusive, broad based membership with adequate structure and participation to achieve its outcomes.  2. WMNAC will achieve an	1. WMNAC will evaluate its structure in relation to successful achievement of objectives on an annual basis.  2. WMNAC members will	1. Annually in May  2. Ongoing

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<ul style="list-style-type: none"> <li>• <b>Visibility</b></li> </ul>	<p>change.</p>	<p>increase in active participation and membership.</p> <p>3. WMNAC will explore collaboration and partnership opportunities with non-health care community groups related to nursing issues.</p>	<p>collaborate with MONE to increase membership and enhance participation.</p> <p>3. WMNAC members will participate in non-health care community groups, e.g. the Econ Club, to identify collaborative opportunities.</p>	<p>3. Ongoing</p>
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