

NONL Strategic Plan 2023 - 2024

Strategic Priority #1:

Elevate and empower nursing across Nebraska

Each District to provide a tactic and MOS (measure of success)

- District 1 Increase Diversity or enhance the use of Social Media to elevate nursing across Nebraska.
- District 2 Increase membership and nursing recognition
- District 3 Increase membership

Disseminate the art of story-telling to nursing leaders

▶ **MOS:** Each District will provide story-telling education by 12/2023

▶ Complete 7/21/23: All Districts had story-telling education

Optimize the website and set criteria/guidelines for posting and keeping the website up to date to include District minutes, events, compelling member messages, messages of gratitude for nurses, etc. 2023-2024

▶ **MOS:** Website hits

- ▶ 1st Quarter - 2023 Criteria developed and posted on website. Beth Gibbs and Kimber Bonner were identified with the responsibility to assist with website maintenance.
- ▶ 2nd Quarter- Collaboration with site administrator. Improvements made (membership updated) events posted.
- ▶ Secretary role of each District and State Board to maintain site
- ▶ Complete 2023

Strategic Priorities #2:

Increase/elevate the support and recognition of nursing leaders

Disseminate knowledge of the art of story-telling to nursing leaders

▶ **MOS:** Each District will provide story-telling education by 12/2023

▶ Complete 2023

Incorporate “roundtable” discussions into each District & State agendas’ to share experiences and best practices

▶ **MOS:** Meeting minutes will reflect

- ▶ Ongoing

Increase collaboration / Develop a presence with other nursing organizations: Nebraska Nursing Organizations: NNA, CFN, Deans & Directors, NE Board of Nursing, NNF, NOBC, etc. -2023- complete.

▶ **MOS: NONL presence/participation with above organizations**

- ▶ *State NONL BOD president participating in NOBC 2023 quarterly meetings.*
- ▶ *April-May 2023-NONL BOD members network with NNA for celebrating 40 under 40. Invited NNF to discussions.*
- ▶ *State NONL BOD collaboration with NHA regarding position to support strategies- 2023*
- ▶ *State NONL President collaborates with UNMC to participate in HRSA grant -2023*
- ▶ *Director of Operations position begins April 1, 2024*

Strategic Priorities #3:

Elevate NONL's impact through innovation to be an engaged, vibrant, and diverse membership

Broaden and address the needs of members and develop a planned approach to increasing diversity and membership 2024

▶ **MOS: Develop and survey members to identify needs and incorporate in to future strategic planning/modifications**

- ▶ Added Age and Race to Membership application Sept 2023. Review Stats at Board Meetings

Create an outreach plan, targeting other healthcare organizations to inform them of what NONL can offer regarding nursing leaderships' opinion or position 2023- complete

▶ **MOS:**

- ▶ May 2023-NONL members participate in HRSA Grant supporting decisions and being informed of the resources for innovative education, workforce development and community engagement to address an issue pertinent to all of us: growing and maintaining a prepared nursing workforce.
- ▶ June 2023 collaboration with NNA for Nurse Recognition. 40 under 40 event planned for 10.7.23
- ▶ July 2023 NHA contacts NONL for planning 2024 Nursing Leadership Conference. NONL joined conversation
- ▶ **2024** - Leadership Conference planned for April 10. NONL State BOD commits \$5,000 to support conference costs.

Increase the diversity of NONL

- ▶ **MOS: 2023: Baseline 2023: 97% white, 2% Hispanic, 2% American Indian/Alaska native**
2024: _____

State NONL President to attend District Meetings 1 or more/times per year. 2023 – 2024

- ▶ **MOS:**

Region 6 Affiliate President to join State NONL Meeting to share regional information and best practices 1 or more times a year.

- ▶ **MOS:**
 - ▶ Goal: May 2024 after NONL Conference

NONL will share one best practice with AONL Region Six once a year complete 2023

- ▶ **MOS: June 2023 State NONL president participates in Region 6 AONL Affiliate Town Hall**
- ▶ Complete 2nd Quarter 2023
- ▶ Who: District One – Carrie Smith/Teri Bruening
- ▶ When: June 17, 2023