



5-Year Strategic Priorities - (2012-2017)

The Washington State Council of the Emergency Nurses Association is the professional organization for emergency nurses dedicated to quality patient care, public safety, continuing education, nursing research and promotion of the emergency nursing profession.

| Priority - Education | | | |
|---|---|-------------------------|--|
| Objective | Initiative | Time Frame | Responsible Committee |
| 1. Provide members access to continuing education | 1A. Lunchbox lecture series at state council meetings or webinars to cover topics pertinent to emergency nursing: <ul style="list-style-type: none"> Healthcare reform Violence in workplace Legislative process | Quarterly | Education Communications |
| | 1B. Support WA-ACEP annual conference <ul style="list-style-type: none"> At least two (2) WA-ENA members to serve on the planning committee Send one (1) member of Executive Board to attend WA-ACEP conference | Annually | President/President-Elect Education Subcommittee |
| | 1C. Explore possibility of joint Washington State-British Columbia emergency nursing conference | December 2012 | President-Elect Education Subcommittee |
| | 1D. Educational sessions <ul style="list-style-type: none"> CEN / CPEN Prep WA-ENA Supported educational events | Annual needs assessment | Education |
| 2. Offer educational assistance opportunities | 2A. Educational assistance for degree programs | Annually | Education |
| | 2B. Scholarships to ENA sponsored educational events <ul style="list-style-type: none"> State conferences Scientific Assembly WA-ACEP conference WA-ENA Conference | 3 X's a year | Education Treasurer |
| 3. Establish mentoring program for newly elected/appointed officers and board members | 3A. Annual Board of Directors retreat/orientation for Leadership/mentoring training | Annually | President-Elect Board of Directors |
| 4. Monitor quality of ENA courses within Washington State | 4A. identify underserved areas | Annually | TNCC/ENPC |
| | 4B. Implement quality assurance system within state | Annually | TNCC/ENPC |

This document will be reviewed/revised annually and as needed.



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The Washington State Council of the Emergency Nurses Association is the professional organization for emergency nurses dedicated to quality patient care, public safety, continuing education, nursing research and promotion of the emergency nursing profession.

| Priority – ED Crowding | | | |
|---|---|---------------|----------------------------------|
| Objective | Initiative | Time Frame | Responsible Committee |
| 1. Provide members with best practices related to ED Crowding | 1A. Dedicate time/panel discussion at State Council Meeting to share best practices on: <ul style="list-style-type: none"> • ED crowding / appropriate use of ED • Workplace violence | Quarterly | President Communications |
| 2. Partner with other organizations such as WA-ACEP, WSHA, WSMA, etc. to reduce potentially avoidable ED visits | 2A. WSHA 'Potentially Avoidable ED use' initiative | December 2011 | President Communications |
| | 2B. Promote ENA work on ED Crowding | Quarterly | Communications |
| 3. Advocate for alternative care programs for ED super-users | 3A. Develop partnership to promote EDIE program | December 2012 | Injury Prevention Communications |
| | 3B. Develop information campaign on appropriate use of ED | Quarterly | Injury Prevention Communications |
| | 3C. Behavioral health patient | Quarterly | Injury Prevention Communications |
| 4. Inform membership of performance measures related to ED Crowding | 4A. Identify and educate membership of metrics using ENA defined criteria | Quarterly | Injury Prevention Communications |

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| Priority – Legislative Involvement | | | |
|---|--|-------------------|-----------------------------------|
| Objective | Initiative | Time Frame | Responsible Committee |
| 1. Educate members on becoming involved in the legislative process | 1A. Contact legislators to discuss potential legislative solutions to ED Crowding | Quarterly | Government Affairs |
| | 1B. Contact legislators to discuss potential legislative solutions to Workplace Violence | Quarterly | Government Affairs |
| | 1C. Arrange a Legislative day to meet legislators | Quarterly | Government Affairs |
| 2. Track relevant bills as they pertain to emergency nursing issues | 2A. Provide membership access to DOH briefing and other media sources | Quarterly | Government Affairs Communications |
| 3. Initiate legislative action as it pertains to emergency nursing issues | 3A. Help identify topics for membership to contact the legislators | Quarterly | Government Affairs Communications |

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| Priority – Enhance Membership Involvement | | | |
|---|---|-------------------|------------------------------|
| Objective | Initiative | Time Frame | Responsible Committee |
| 1. Explore possibilities of local chapters and/or Special Interest Groups (SIG's) | 1A. Research possibility of local chapters | December 2011 | Executive Board |
| | 1B. Explore possibilities of SIG's | December 2011 | Board of Directors |
| 2. Identify future meeting dates & times to enhance membership involvement | 2A. Follow-up survey to identify potential dates for future State Council Meetings | Annually | President President-Elect |
| | 2B. Explore option of web-based conferencing for select State Council Meetings | Annually | President President-Elect |
| 3. Explore methods to retain members | 3A. Identify best practices in communicating value of membership | Quarterly | Membership Communications |
| | 3B. Incorporate membership materials with ENA courses | Quarterly | Membership Communications |
| 4. Identify avenues for improved communication to membership | 4A. Use various media sources to communicate with membership to include: <ul style="list-style-type: none"> • print • web based • electronic media | Quarterly | Membership Communications |
| 5. Provide perceived added value to State Council Meetings | 5A. Provide certificate of attendance for State Council Meetings | Quarterly | Membership |
| | 5B. Follow-up survey to define 'added value' | Annually | President Elect |

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