

ENA HAS 2020 VISION

Emergency Nurses Association

Five Year Strategic Plan 2015-2019

Community

Vision Statement: ENA is recognized as the authority and premier community for emergency nursing as evidenced by the development and adoption of practice, research, and educational resources.

Objectives:

1. Build and promote tangible and intrinsic value for emergency nursing community
2. Engage and support ENA state and chapter components
3. Collaborate with international emergency nursing colleagues
4. Develop and implement a student outreach plan that introduces students to the emergency nursing specialty
5. Increase ENA membership to 60,000 through creating a compelling recruitment engagement and retention experience
6. Engage and empower advanced practice emergency nurses by enhancing and supporting the Institute of Emergency Nursing Advanced Practice
7. Engage and empower emergency nurses from varied practice settings by expanding ENA's practice, research, and education agenda through the work of the Institute for Quality, Safety and Injury Prevention (IQSIP), Institute for Emergency Nursing Research (IENR) and Institute for Emergency Nursing Education (IENE)
8. Conduct research studies to influence the emergency nursing profession and health care industry
9. Engage and empower emergency nurses from varied practice settings through Advocacy

Governance & Leadership

Vision Statement: ENA provides leadership in emergency healthcare through collaborative partnerships with association stakeholders, healthcare systems, government and regulatory agencies, corporations and patient advocacy groups.

Objectives:

1. Provide leadership for strategic partnerships and collaborative relationships, both domestically and internationally as demonstrated by its research agenda and evidenced based tools and programs.
2. Lead the profession of emergency nursing beyond task-oriented care to knowledge-based safe practice and safe care
3. Create a consistent and recognizable brand across all ENA programs, products, and services
4. Empower ENA talent as an essential component of the ENA brand

Knowledge

Vision Statement: ENA is recognized as the premiere authority for emergency nursing education, research and practice resources as evidenced by the adoption of its education programs by emergency nurses and other healthcare professionals.

Objectives:

1. Be innovative in ENA content development and subsequent production processes
2. Develop ENA educational programs and resources to actively engage nurses across emergency care settings as well as other healthcare professionals
3. Enhance quality of ENA products and programs through consistent and rigorous evaluation
4. Develop measurable outcomes associated with ENA branded content
5. Increased use of ENA branded programs by 50%
6. Support the generation of new knowledge in emergency nursing through original research, research funding, and collaboration with other partners
7. Encourage the translation of evidence into nursing practice

Quality and Safety

Vision Statement: ENA defines the gold standard for quality and safety in emergency nursing care.

Objectives:

1. Establish and validate key metrics and procedures to improve quality and safety for emergency nursing care and injury prevention
2. Establish the Lantern Award as the exemplar for quality and safety of emergency nursing care
3. Expand advocacy to include global recognition of ENA as the authoritative voice for safe practice, safe care in emergency nursing

Advocacy

Vision Statement: ENA is a leading influential voice on emergency healthcare policy and regulatory issues as evidenced by its lead role in direct advocacy on Capitol Hill and with other government agencies.

Objectives:

1. Provide leadership to ENA and its members on all legislative issues impacting the emergency healthcare industry
2. Expand legislative advocacy through increased presence in U.S. Congress
3. Provide opportunities for more direct member engagement in and knowledge of legislative advocacy
4. Increase visibility and participation in legislative and regulatory advocacy to promote patient and community safety and excellence in emergency nursing practice
5. Increase engagement with partners and coalitions to leverage ENA influence over the legislative process

Infrastructure

Vision Statement: Investing in people, technology, and facilities to advance ENA's mission.

Objectives:

1. Invest in and implement a technology infrastructure capable of integrating systems that support timely, accurate, and relevant information, helping to reduce manual paperwork, eliminate duplication, and improve efficiency.
2. Embrace state-of-the-science technology to support leading-edge education, research, and practice resources
3. Manage expenses and utilization consistent with the objectives and goals
4. Invest in the development, assessment and recruitment of the appropriate talent to support our 2020 vision