

Kansas State Nurses Association Strategic Plan 2016-2018

Increase Presence Visibility of the Organization	Improve Member Engagement	Enhance Advocacy Efforts
<p>Strategy #1: Communication internally and externally about the ongoing work of the organization</p>	<p>Strategy #1: Explore member engagement opportunities</p>	<p>Strategy #1: Increase legislative advocacy efforts and presence</p>
<p><u>Action:</u> Increase frequency of press releases <u>Action:</u> Increase KSNA vendor tables at other conferences</p>	<p><u>Action:</u> Collaboration with Multi-State Division on membership engagement priorities <u>Action:</u> Release KSNA App by the 2016 Legislative Conference <u>Action:</u> Redesign the KSNA website by the end of March 2016 <u>Action:</u> Develop a presentation tool kit</p>	<p><u>Action:</u> Review Legislative Platform and revise if needed <u>Action:</u> Disseminate Legislative Platform and positions on website and to the KSNA Board of Directors <u>Action:</u> Restart the KSNA Legislative Update publication</p>
<p>Strategy #2: Increase KSNA presence on committees across the state of Kansas</p>	<p>Strategy #2: Commit to KSNA Committee leadership development</p>	
<p><u>Action:</u> Identify KSNA members already involved in other organizations and empower them to be the voice of KSNA in those venues – KSNA Board of Directors will provide list of committees/organizations they participate in <u>Action:</u> Identify gap of organizations in Kansas that should have KSNA representation and do not and fill with KSNA members – start with Kansas Action Coalition, Council for Collaboration in Nursing, Kansas State Board of Nursing and have the KSNA President attend as the KSNA representative</p>	<p><u>Action:</u> Develop a committee leader orientation to be held at the April Board of Director meeting <u>Action:</u> Provide guidance to existing committees on goals/purposes by April Board of Director meeting for committee leader orientation <u>Action:</u> Announce gaps in committee coverage to membership <u>Action:</u> Encourage committees to report to the Board of Director meetings and to work with their KSNA Board of Director liaisons</p>	