



AMERICAN NURSES ASSOCIATION

**KENTUCKY**

**STRATEGIC  
PLAN 2018-2020**

Kentucky Nurses Association  
305 Townepark Circle,  
Suite 100  
Louisville, Kentucky 40243  
[www.Kentucky-nurses.org](http://www.Kentucky-nurses.org)

**VISION:**

To be the voice for nurses and work for a healthier Kentucky

**MISSION:**

Advocating for, engaging with and advancing the professional practice of nursing through:

- Leadership Development
- Evidence Based Practice
- Education
- Research
- Membership Growth
- Health Policy

Through our actions, Nurses will promote quality health care, strengthen health awareness and direct health promotion leading to improved health outcomes.

**VALUES:**

Our core values include:

- Diversity and Inclusivity
- High Ethical Standards
- Life Long Learning
- Accountability
- Stewardship

**GOAL: Build a sustainable, relevant professional nursing organization**

**Strategic Focus: Membership**

1. Develop and implement a recruitment and retention program by Spring 2018, increase membership by 25% annually, and increase retention and decrease cancellations by 25% monthly.
2. Develop and implement other health related organization affiliation programs, including making LPNs an affiliate group, by April 2018.

**Strategic Focus: Practice Development, Education/Research/Leadership Development**

1. Improve technology to increase educational opportunities by January 2019
2. Explore feasibility of ANCC CE approval process by January 2019
3. Develop and implement chapter orientation, leadership development, and mentorship programs by February 2019.
4. Create guidelines to develop SIGs. Identify designate Special Interest Groups (SIGs) and by June 2018.
5. Improve KNA governance effectiveness at the State and Chapter levels

**Strategic Focus: Advocacy/Health Policy**

1. Retain a professional lobbyist for KNA annually.
2. Increase the number of members educated on health policy and advocacy through KNA sponsors (June 2018 Governance Retreat) by 20% annually.
3. Develop and implement the annual KNA legislative agenda by January of each year.
4. Educate and create a legislative communication plan by January 2019.

**Strategic Focus: Voice & Visibility**

1. Increase statewide brand visibility through print media outlets by at least 2 times a month beginning January 2018.
2. Increase visits to KNA through social media by 20% annually beginning January 2018 (started measurement in September 2017)
3. Increase nurses on Boards and Commissions by 15% annually beginning January 2019 (measurement link through ANA).
4. Develop/implement partnerships to include statewide healthcare leaders/organizations by 10% annually.
5. Promote and expand Nightingale program by 50% beginning June 2018.
6. Develop and implement volunteer program by June 2018.