

Professional Excellence Goals				
2025 - 2030 Plan	Objectives	Goals	Metrics	Actions
Advance excellence in emergency nursing by developing and delivering innovative education, training, and resources, setting standards of care, and leading the future for emergency nursing.	Conduct and integrate evidence-based research to guide the practice and the development of standards and education.	Ensure active chairperson for Nursing Practice committee. Ensure active chairperson for Nursing Research committee.		Host evidence-based practice and nursing research forums in which current members, masters and doctoral students have the opportunity to present capstone and dissertation projects at least annually.
	Understand the needs of and customize resources for the career continuum of the emergency nurse.	Ensure all Emergency Nurses feel included and valued in MDENA for their unique perspectives and contributions. MDENA will encourage involvement of Emergency Nurses across the career spectrum from students and new graduates to experienced nurses to retired nurses.	Membership demographics. Number of nurses with lifetime memberships. % of nurses who renew memberships each year from key demographic groups/career stages.	Identify members from key nursing career phases and encourage active involvement in conference planning, meeting planning, strategic planning, and other projects.
	Utilize innovative learning design and delivery methods and collaborate with global content/thought leaders to continually adapt to the needs of learners and maximize the application of learning.			Host 1 ENPC and 1 TNCC outreach course in 2025 targeting underserved areas.
	Strengthen the emergency nursing profession through targeted nursing workforce pipeline development initiatives.	Expand outreach to undergraduate nursing schools located in Maryland.	Number of nursing student attendees at chapter meetings, chapter educational sessions, and annual ENA by the Bay conference.	Provide certificates of attendance for nursing students who attend MDENA education events. Partner with local nursing schools to promote ENA involvement as a professional development clinical experience.
	Develop education, resources and programs that improve the work environment and patient care			
		Ensure deployment and utilization of Injury Prevention resources throughout the state.	Number of injury prevention events. Number of MDENA and chapter events involving injury prevention activities or promotion. Number of events in which safe sleep display in use. Number of participants who enter raffle at injury prevention tables at conferences.	Gather existing resources, take inventory, make plan for use, promote use. Report out at state meetings how resources are used, collect metrics, track use. Highlight use at chapter and/or state membership meetings and offer CE for educational offering (e.g. safe sleep).

Advocacy Goal				
2025 - 2030 Plan	Objectives	Goals	Metrics	Actions
Amplify the voice and influence of emergency nurses and ENA by proactively advocating for issues that impact the profession and improve patient care.	Improve standards of care and health equity by developing and communicating bold positions on issues that impact emergency nurses and our patients.			
	Lead collaboration and advocacy with key stakeholders on strategic opportunities to advance the emergency nursing profession.			Support at least one Delegate Mentee each year to attend General Assembly.
	Empower emergency nurses in all stages of their career through education, support, and resources to advocate for themselves and the profession.	Maintain high level of engagement in Day on the Hill and other advocacy opportunities. Increase awareness and involvement with newer nurses in GAC opportunities.		Distribute 411 Action Alerts to membership and encourage participation in government affairs activities. Recruit members to participate in ENA Day on the Hill, support travel costs, and enroll maximum number of allowed attendees each year in the DOTH curriculum.

Community Goal						
2025 - 2030 Plan						
	Objectives	Goals	Metrics	Actions		
	Foster a dynamic and diverse global emergency nursing community by creating an environment that is inclusive, innovative, and collaborative.	Provide a sense of belonging for emergency nurses worldwide.	Intentionally include DC Nurses in Maryland State ENA activities	# members joining state council	DC outreach, membership drive, social media, unofficial special interest group within MDENA	
		Enhance ENA's global impact through partnerships and an expanded global footprint.				
		Pursue and lead collaboration opportunities and strategic partnerships that advance the emergency care team.				
		Promote the integration of sustainable emergency healthcare practices globally.				
COMMUNICATION		Increase meaningful communication with members at the state council and chapter levels.	Increase membership engagement. Reconcile membership email opt-outs.		Postcards to reach opted out members.	
		Increase social media presence as a way to communicate with members and non-members, expanding the reach of MDENA programs.	Leverage social media as recruitment strategy.			
			Launch social media campaign to increase online presence of Maryland ENA.			

Membership Goal				
2025 - 2030 Plan	Objectives	Goals	Metrics	Actions
Expand ENA's membership globally by reaching everyone working in emergency nursing, everywhere, and in every care setting.	Develop and implement an innovative membership model, that delivers enhanced membership value, and increased recruitment and retention of a diverse membership community through an inclusive approach and frictionless user experience.	Increase Maryland Emergency Nurses participation in National ENA conference with the purpose of increasing exposure and engagement with ENA organization.	Number of hospital sponsored National ENA conference attendees.	Create partnerships with hospitals & Emergency Departments. Leverage available grant funding (e.g. NSP) to encourage investment in professional development opportunities as a means to retain and engage nursing workforce.
	Serve as the professional home for all emergency nurses throughout their career by advancing partnerships and collaborations that integrate ENA's offerings into every emergency care setting.	Increase awareness of ENA scholarships for professional development, academic advancement, and conference scholarships.		
		Increase awareness of ENA among Nursing Students and New Graduate Nurses.		Participate in undergraduate nursing career fairs. Explore venues to talk to Nursing Students. Present at new graduate nursing orientation for EDs.
		Create "pipeline" for Emergency Nursing, for ENA membership, and for ENA leadership.		
	Promote ENA in all Emergency Departments in Maryland and DC as the primary professional organization for Emergency Nurses.	Build reliable and sustainable network of Emergency Departments in Maryland.		Maintain contact list of Emergency Department leaders and educators/coordinators. Bulletin boards in Maryland and DC Emergency Departments. Place for information to be posted at every ED.
		Connect with Emergency Nurses with 2-5 years experience to engage them in the profession and strive for retention.		
		Capitalize on Emergency Nurses week in October to celebrate EDs in Maryland and DC.		Feature a different ED or MDENA chapter each day? Celebrate Emergency Nursing and promote ENA membership.

Operational Excellence				
2025 - 2030 Plan	Objectives	Goals	Metrics	Actions
Advance operational excellence by developing people and optimizing resources to maximize ENA's growth and impact.	A Build a sustainable growth model to increase revenue through expanding and diversifying products and services, and maximizing support from philanthropic sources/partners.			
	Develop and sustain a diverse, talented, and highly engaged volunteer and staff community/workforce.			
	Utilize technology, systems, and process improvements to advance organizational performance.	Provide information to members through multiple different modes of communications		Create and distribute postcards via mail to each expiring or opted out member to confirm preferences and provide instructions for how to re-engage in Maryland ENA. Explore texting as a novel method for reaching membership - especially expiring members in their final month of membership and newly expired members in the first 3-6 months after expiration.
	Foster an environment of continual improvement.			Seek candid feedback from leaders at each Strategic Planning meeting to inform and improve activities and priorities for the following year.