SNOM STRATEGIC PLAN
2022-2025
School Nurse Organization of Minnesota Strategic Plan
2022-2025

Mission
The School Nurse Organization of Minnesota advances excellence in school nursing practice to promote student health for student success.

Vision
The School Nurse Organization of Minnesota envisions student health for student success.

Core Values: we base our core values on the following:
School nursing, a specialized practice of nursing, protects and promotes student health, facilitates optimal development, and advances academic success. School nurses, grounded in ethical and evidence-based practice, are the leaders that bridge healthcare and education, provide care coordination, advocate for quality student-centered care and collaborate to design systems that allow individuals and communities to develop their full potential.

From the National Association of School Nurses (February 2017)

Executive Summary
The Strategic Planning Committee consisted of SNOM Executive Board members. Input was obtained from discussion with members, SWOT analysis from executive board members and evaluating what we have achieved and future goals for SNOM.

Elevator Speech
An important part of the strategic plan is how we communicate with others about who and what SNOM is. An elevator speech is a clear, brief message or “commercial” about SNOM. It communicates who we are. It typically lasts about 30 seconds or the time it takes people to ride from the top to the bottom of a building in an elevator. The following could be included in this talk.

- We are a Minnesota organization and affiliated with the National School Nurse Organization
- SNOM’s priorities
- SNOM’s core values
- That SNOM is a welcoming organization to all Licensed School Nurses (LSN) and professional nurses (RN)
- That we are a family of professionals.
- What is unique about SNOM

SNOM is a dual membership School Nurse of Minnesota professional affiliation. Membership allows you access to not only SNOM specific benefits but National Association School Nursing content and membership. This dual membership allows for many perks: connectivity with alike - peers, resources and toolkits, discounts to conferences, free CEUs, and member only forums to name a few. SNOM continues to advocate for our role through legislature employing our own lobbyist. There’s many opportunities for involvement depending on what your passion is. Something that I’ve enjoyed about membership is…(ex: attending the annual SNOM conference and meeting new colleagues there).
The Process

Through the SWOT process the *Strengths, Weaknesses, Opportunities and Threats* of SNOM were identified. The Strategic Planning Committee used a wide lens to ascertain our strengths, weaknesses, threats, and the opportunity our organization has. These were then used as input to develop goals.

**Strengths:** areas that we are strong in and do well, or advantages and how we are identified
- Strong relationships with MDE, MDH, Metro ECSU
- Variety of educational offerings
- Orientation for new LSNs
- Support school nurses across the state
- Depth and experience of the members serving in leadership roles
- NASN affiliate-unified
- Lobbyist contracted by SNOM
- Recognition of members
- Valuable and relevant fall conference
- Financially sound
- Strong bipartisanship relationship
- Connections with other lobbyist, presidents of other organizations, administrative organizations

**Weaknesses:** areas where we can improve in, areas to avoid and weaknesses that others see
- Aging leadership
- Membership is stagnant
- Lack of membership participation in the organization
- Not seeing the value of membership
- Disconnect from greater Minnesota
- All volunteer organization; no paid employees
- Lack diversity in school nurses (gender, race)
- Post-COVID fatigue in school nurses
- Community view of school nurses post pandemic
- Perceived prioritization of metro area nurses
Opportunities: the opportunities in MN and the community, what the current trends in nursing are, how technology has changed, government bodies changes, how to have schools recognize health services as a whole entity, changes in population served and how school nursing needs to change were discussed.

- Diverse state
- Workforce Grant
- Political Climate
- Relationships with MDE, MDH, Metro ECSU
- Renewed recognition post pandemic of school nursing
- Role of ADN, LPN, and health assistance in our membership
- Increase LSN in schools
- To connect with other related services: SW, Psych, counselors
- Partner with higher education institutions for school nursing to educate and promote school nursing
- Using our NASN resources
- Increase our membership participation on committees
- Data collection for annual state reports
- Supporting unlicensed and other health professionals to become LSNs
- Increase connections with other lobbyist, presidents of other organizations, administrative organizations

Threats: threats to our organization

- Administration wanting to decrease LSN positions in districts
- Lack of membership engagement in committees
- Anyone in the health office is a “nurse”
- Health services is not a focus in education
- Lack of state reporting system
- Diverse state: rural and urban
- Special interests undercutting the LSN scope of practice (Diabetes, asthma, etc.)
- Legislators reactive to issues

Summary
Through the review of SWOT analysis, trends in nursing, SNOM’s relationship with other organizations, demographics and data, the strategic planning committee identified two (2) goals for SNOM. They are included as follows with strategies, implications, implementation, timeline, evaluation process, and accountability.
## GOALS

### Goal #1: *Enhance membership in SNOM and promote the leadership skills of SNOM members.*

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Implications</th>
<th>Implementation</th>
<th>Timeline</th>
<th>Evaluation process</th>
<th>Accountability</th>
</tr>
</thead>
</table>
| Develop, educate, and promote the use of communication tools. | Members feel connected. | Increase use of social media and other tools for communication.  
Review and update the SNOM Membership materials. | Annual | Members voice satisfaction via survey. | PR & Technology Committee  
Executive Board |
| Promote the benefits of SNOM/NASN membership. | Create excitement in SNOM members. | Messages regarding benefits of membership are sent out quarterly on the Listserve.  
Virtual/hybrid option for Board and committee meetings to ensure that greater MN nurses can participate. | Annual | Members voice satisfaction via survey. | Executive Board |
| Increase SNOM/NASN Membership. | SNOM membership will grow. | Encourage SNOM members to offer schools of Nursing preceptor opportunities in MN schools.  
Investigate other states strategies for increasing membership. | Ongoing | Increase membership by 5% from January 2023 to January 2024. | Membership Committee  
Executive Board  
NASN Director |
| Feedback requested from membership on needs/wants. | Satisfied members. | Add questions to SNOM conference evaluations that relate to the benefits of belonging to SNOM, what can SNOM improve in/on, and what topics would membership like to see added to conferences. | Annual | Members voice satisfaction via survey. | Executive Board  
PR & Technology Committee |
| Develop skills within our school nurse leaders to articulate, in educational terms, the | School Nurses will have the information and develop skills to articulate their role and for the health | Give school nurses the tools and a template elevator speech to promote the practice of school nursing | Create template of elevator speech by May 2023 | Add template to SNOM website and publicize at least annually through electronic messages | Executive Board |
role and value added of the LSN.

Educate school nurses on the role of the school nurse from NASN/SNOM and how to advocate Use of common language.

Meet with school nurses around the state via regional meetings- at least yearly for each region and regional meetings.

Utilize NASN resources to update SNOM website that promote the profession of School Nursing.

SNOM has current promotional resources.

Review and update SNOM website
Update SNOM website for current content and easy access to evidence based content.

Work with TDG to update SNOM website in 2023 (once Joomla update becomes available).

Materials completed and available for use.

Goal #2: Advocate for school health services and collection of statewide data connected to student health.

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Implications</th>
<th>Implementation</th>
<th>Timeline</th>
<th>Evaluation process</th>
<th>Accountability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legislative effort for statewide reporting requirements connected to student health data and health services staffing.</td>
<td>Accurate data on health services provided and RNs and LSNs in Minnesota Schools. Form alliances with state legislators.</td>
<td>Update policy brief on the state of school health in MN.</td>
<td>Annually prior to legislative sessions</td>
<td>Legislative action to require reporting.</td>
<td>Legislative Committee Research Committee Lobbyist</td>
</tr>
<tr>
<td>Promote School Nurses collecting data for NASN.</td>
<td>Data collected can be used to develop future goals.</td>
<td>Electronic notification to members and non-members of NASNs request for data.</td>
<td>January 2025</td>
<td>NASN data report received by MN Director.</td>
<td>NASN Director SNOM Vice President</td>
</tr>
<tr>
<td>Members will be able to use data to promote health services needs.</td>
<td>Electronic reminders to members and non-member to collect data.</td>
<td>The Legislative Committee will develop key ways to be identified as an organization that must be contacted and/or notified of bills that involve student health.</td>
<td>As needed/ Prior to formation of bills</td>
<td>At the end of each legislative session to evaluate timing and involvement of SNOM.</td>
<td></td>
</tr>
<tr>
<td>------------------------</td>
<td>---------------------------------------------------------------</td>
<td>---------------------------------------------------------------</td>
<td>-----------------------------------</td>
<td>----------------------------------</td>
<td></td>
</tr>
<tr>
<td>Promote school nurse relationships with legislators.</td>
<td>Legislators actively seek SNOM’s input on legislation.</td>
<td>The Legislative Committee and Executive Board will be included in developing language for bills with legislators when they are written.</td>
<td>The Legislative Committee and Executive board will have regular meetings during the legislative session with our lobbyist regarding our legislative priorities.</td>
<td>The Legislative Committee and Executive board will continue to share messages about school health, health equity, access to healthcare, and the role of the school nurse with legislators, and other stakeholders.</td>
<td></td>
</tr>
<tr>
<td>Share legislative priorities and school health data with Ed MN, School Administrators, SNOM Lobbyist, and MN School Boards.</td>
<td>Inclusivity on developing language for bills with legislators as they are written. Increase understanding of the value of the LSN’s role at the administrative level.</td>
<td>Electronically mail these publications to key contacts within the stated organizations via Facebook group, NASN school nurse net, SNOM Website. Distribute talking points legislative priorities in meetings with legislators. Collaborate with MDE, MDH, ECSU to share publications and data with stakeholders.</td>
<td>By January 2025</td>
<td>Count the number of contacts and material delivered.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Conclusion
Strategic Planning Committee consisted of the Executive Board: Tara Cliff, Gretchen Meier, Sarah Osterman, Annie Lumbar-Bendson, Deb Mehr, Kathy Schulz, Erika Yoney. This strategic plan is a three-year plan with implementation in January 2023 to January 2025. It is the responsibility of the Executive Committee Chaired by the SNOM President to implement, evaluate and monitor the progress of this plan. This may be done by monthly to quarterly meetings of the Executive Board, with progress shared at the quarterly SNOM Member meetings.

Date of Implementation: January 2023