The 2019-2020 WASN action plan is a platform to drive change, promote stability, limit liability and strengthen opportunities for ALL members. As a result of this work, and by utilizing a strategic plan framework, a long-term strategic plan that broadens and further develops our capacity to serve Wisconsin’s school children and drive membership benefit will be developed and adopted in 2020 for implementation in years 2021-2025.

**Mission Statement:**
The mission of the Wisconsin Association of School Nurses is to support and advance the practice of professional school nurses in Wisconsin in order to enhance the health, safety, and educational success of students.

**Priority 1: WASN will have a strong foundational infrastructure to pursue strategic directions and act on opportunities and partnerships to promote and enhance the practice of school nursing.**

**Goal 1:** By the end of July 2019, the WASN Board of Directors will establish a standing Strategic Planning committee to include the President, President-elect, Treasurer, NASN director, at least two non-BOD members and a contracted legal consultant (as needed). The committee will meet every other month to work on the goals of the committee and long term strategic plan.

**Goal 2:** By January 1st of 2020, the established Strategic Planning committee will have updated the mission statement, drafted a vision statement and set of core values for the organization, and performed a full quality improvement review of the current operational documents in order to ensure the organization is compliant with all local, state and federal laws. The review will include the articles of incorporation, contracts, licenses, bylaws, operations manual, and accounting and financial practices to align with the developed guiding statements and the NASN Framework for 21st Century School Nursing Practice™ as applicable.

**Goal 3:** By July 1st of 2020, the established Strategic Planning standing committee will have conducted and completed an analysis of Strengths, Weaknesses, Opportunities, and Threats (SWOT analysis) of the organization, prepare a formal report to the Board of Directors, and publish findings to membership after Board review. This report will be used to update and extend the organization's current short-term action plan into a long-term 5 year strategic plan following a professional strategic plan framework and providing long-term purpose, direction and tactical operating plans.

Officer and Chair reports requested by the President will address strategic priorities.
The Strategic Plan will be reviewed annually by the Strategic Planning Committee and shared with the Board of Directors and membership.
Priority 2: WASN will develop a strategy to advance excellence through promotion of leadership and innovation.

**Goal 1:** WASN leadership will investigate technology resources that are financially sound and which will establish ease of use and access to the organization for members, enhance communication, and create opportunities for members across the state to participate in committees and leadership roles within the organization. By June of 2019 at least three real-time A/V communications methods will be explored, and two alternative website systems will be tested. By the end of 2019, a system of polling and online voting will be established and communications and website management options will have been selected and established.

**Goal 2:** WASN will build leadership and expertise to drive positive change and ensure all Board positions have a steady stream of at least two candidates for open Board positions by including at least two non-Board members on WASN committees by July of 2020. The WASN Board of Directors will promote engagement by recognizing non-Board of Directors committee members for their contributions in each newsletter and on the WASN website.

**Goal 3:** WASN will improve the transition process for new Board members. By March 31st 2019, current Board members will invite at least two interested members to the WASN Spring Board of Directors meeting for an orientation to the Board and will provide mileage reimbursement to the meeting. By May of 2019, the Orientation committee will have updated the Orientation Manual to include position descriptions and duties of the specific roles on the Board and will include “helpful tips” from those serving or who have served in those positions. By the Spring 2019 board meeting the Board Orientation Committee will present an onboarding plan to be approved by the BOD. The approved onboarding plan will be implemented after the 2019 new officers and directors are selected.

**Goal 4:** WASN leadership will update all files and organize the current Google shared drive to include the most up to date documents relevant to each specific Board member’s role and specific committees, archiving or deleting all out of date documents and ensuring all legal documents are scanned to the drive by the end of 2019. The responsibility of updating and organizing each Board member’s file and Committee files will be added to the corresponding assigned duties in the Operations manual by the end of March 2020.

Officer and Chair reports requested by the President will address strategic priorities. The Strategic Plan will be reviewed annually by the Strategic Planning Committee and shared with the Board of Directors and membership.
Priority 3: WASN will promote the benefits of WASN membership, retain members through increasing current levels of engagement, and increase the number of new WASN members.

**Goal 1:** The WASN Social Media Chairperson and Webmaster Liaison will work with the NASN Director to establish a procedure for how web traffic and social media hits are tracked and create a data management system to monitor activity of the WASN website and social media sites, attendance at District meetings or CEU offerings, and annual conference by the end of 2019. By March of 2020, WASN’s website will be updated and will include benefits of membership highlighted on the homepage using existing NASN infographics and scrolling testimonials from current members, with links to appropriate areas.

**Goal 2:** WASN will increase the current WASN members who engage at least monthly in WASN communication (ie. discussion board, visiting WASN website, attending WASN regional District meetings or the WASN annual conference) by 20% by the end of 2020.

**Goal 3:** WASN will increase the number of school nurses in Wisconsin who become members of the organization by at least 5% (from 275 to 289 active members) by the end of 2020 through using a variety of tactics including increasing visibility to non-traditional schools (private, charter, others) showcasing the NASN Framework for 21st Century School Nursing Practice™, and by increasing the level of understanding of membership benefits through social media channels and use of other available tools.

*Officer and Chair reports requested by the President will address strategic priorities.
The Strategic Plan will be reviewed annually by the Strategic Planning Committee and shared with the Board of Directors and membership.*