



# Strategic Plan 2009

## OUR MISSION

To promote the advancement, development, and safe practice in the specialty of  
Emergency Nursing throughout the State of Colorado.

Note: All member benefits require current Colorado ENA membership unless otherwise noted

## Goals For 2009

1. [Professional Development of CENA Members](#)
2. [Professional Advocacy: Enhancing relations with other organizations](#)
3. [Promote growth of Colorado ENA Committees](#)
4. [Promote interest in research activities](#)
5. [Promote the Emergency Nurses Association Foundation](#)
6. [Enhance Public awareness and communication](#)
7. [Organizational Strength and Competency](#)
8. [Provide economic well being for Colorado ENA](#)
9. [Continual Reevaluation of the strategic plan](#)

## Common Topics

[CEN Review Manuals](#) 1:1:A  
[Delegates](#) 1:3:A  
[Scientific Assembly Scholarships](#) 1:3:B  
[Leadership Scholarships](#) 1:3:C  
[Registration Scholarships](#) 1:4:A  
[Education Scholarships](#) 1:5:A  
[EMS- TNCC/ENPC Scholarships](#) 2:1:C  
[Student Nurse Scholarships](#) 2:1:D  
[Research Scholarships](#) 4:1:A

<b>1</b>	<b>Professional Development of CENA Members</b>	
<a href="#">RETURN TO TOP</a>		
1:1	<b>Objective: Provide educational offerings to meet the clinical and leadership needs of the membership.</b>	
1:1:A	Colorado ENA will subsidize 30 CEN review manuals for members in the state of Colorado. Members interested in receiving a manual must send: Name, mailing address, member number and expiration date, along with a check for \$20 payable to the ENAF to the treasurer Halle Friedman. Manuals are available on a first come first served basis. Based on availability, manuals will be mailed directly to the recipient. Limit 1 manual per person.	
1:1:B	Colorado ENA to purchase 3-4 Emergency Nursing manuals to be offered at each state meeting. Not to exceed \$200 per meeting	
1:1:C	Colorado ENA will host a CEN review course again in 2009 along with Continuing Education Hours. Location and date to be determined.	
<a href="#">RETURN TO TOP</a>		
1:2	<b>Objective: Promote Education of Emergency Nurses.</b>	
1:2:A	Colorado ENA will develop and provide a Summer Wilderness Seminar: CENA to cover the cost of camp sites and CEU's. Member and Non member fees to be determined.	
1:2:B	CENA to develop a website survey for members input in regards to educational needs.	
<a href="#">RETURN TO TOP</a>		
1:3	<b>Objective: Promote attendance at Scientific Assembly to enhance knowledge and awareness of current trends and issues in Emergency Nursing.</b>	
1:3:A	Fund delegates and two alternates to attend (# determined by National ENA) General Assembly in Baltimore, Maryland on October 7-8, 2009. To be eligible for compensation, Delegates and Alternates must be in attendance throughout the entire assembly and be present at voting sessions. Delegates are selected based on activity in Colorado ENA. Please refer to the Delegate Point Sheet. The completed Point Sheet and a letter of intent must be received by Eric Christensen, state council president, by Midnight, June 30 <sup>th</sup> , 2009. Delegates will be notified by July 5 <sup>th</sup> . At the conclusion of the General Assembly, Delegates and Alternates will receive \$700.00 to be used for travel expenses. Those delegates staying for the Scientific assembly will be reimbursed for early conference registration, and are required to assist manning fund raising booth. . This will be taxable income.	
1:3:B	Provide three (3) prepaid registrations to the Scientific Assembly in Baltimore, Maryland; October 8-10, 2009. Recipients will be reimbursed the early registration fee and up to \$600.00 for airfare and hotel. Recipient(s) to be chosen by lottery drawing from submitted written requests to attend. The written request to attend must be received by Eric Christensen, state council president by midnight June 30 <sup>th</sup> , 2009. Recipients will be notified by July 5 <sup>th</sup> , 2009. Recipients must complete a Request for Reimbursement Form and submit receipts to Halle Freidman. Recipients required assisting with manning fund raising booth and submitting CECH totals to secretary Halle Freidman. Delegates and alternates are not eligible.	

1:3:C	Provide three (3) prepaid registrations to the 2010 Leadership Symposium in Chicago, IL; February 24 <sup>t</sup> - 28 <sup>th</sup> , 2010. Recipients will be reimbursed for the early registration fee and up to \$600.00 for airfare and hotel. The written request to attend must be received by Eric Christensen, state council president by midnight, December 9 <sup>th</sup> , 2009. Recipient(s) to be chosen by lottery drawing from written requests to attend and notified by December 13 <sup>th</sup> . Recipients must complete a Request for Reimbursement Form and submit receipts to Halle Freidman. Recipients required to submit CECH totals to secretary Halle Freidman. 2010 board members are not eligible.	
1:4	<b>Objective: Provide general scholarship funding for reimbursement of monies used for educational offerings relevant to emergency nursing.</b>	
1:4:A	Award registration fee(s) up to \$100.00 per member annually. Applicants must complete the Paid Registration Fee Form and submit the form and the conference or course brochure to Halle Friedman, State Treasurer. If approved, registration fees (up to \$100.00 per member/per year) will be paid directly to course/conference provider. The Paid Registration Fee Form is available from the "Forms" link on the main web page. Please review application process on the form. Total funds will be available with a quarterly maximum.	
1:5	<b>Objective: Provide general scholarship funding for CENA members pursuing higher education in Nursing. (ie..ADN to BSN, BSN to MSN etc..)</b>	
1:5:A	Applicants must complete the Scholarship Request Application and all required documents. All items must be submitted to Eric Christensen, State President by the semester deadlines listed below. Two, \$500.00 Scholarships will be awarded each semester. Scholarship recipients will be selected by criteria as set by the selection committee. Requirements can be found from the "Forms" link on the main web page. Limit one higher education scholarship per member per calendar year. Spring Deadline : February 1 <sup>st</sup> , 2009 Fall Deadline : September 1 <sup>st</sup> , 2009	
<b>2</b>	<b>Professional Advocacy: Enhancing relations with other organizations</b>	
<a href="#">RETURN TO TOP</a>		
2:1	<b>Objective: Increase collaboration with other professional organizations</b>	
2:1:A	ACEP / Colorado Trauma Systems Collaborate with the RMTC planning committee for June 16 <sup>th</sup> -19th, 2009 collaborative practice trauma conference in Breckenridge, Colorado. Sponsor key note speaker Sponsor CECH hours at early registration rates. Colorado ENA to host Lunch at this state meeting Colorado ENA to pay one hotel to ensure booth is manned	
2:1:B	Colorado Nurses Association Colorado ENA to fund one member to join the Colorado Nurses Association Affiliate Membership program. Affiliate member will be required to attend CNA meetings , collaborate on issues affecting the nursing community and report back to CENA within two weeks on key issues. Donate Gift valuing \$100 for Nightingale silent auction, May 2009.	

2:1:C	EMS - Continue to support EMS personal auditing TNCC-P and ENPC-P courses. EMT will submit a Grant Application to Eric Christensen, President, prior to the course. Membership in Colorado ENA is not required. The Grant Application can be accessed from the “Forms” link on the main web page. The Grant will cover the indirect fee of \$60.00 payable to the course provider.	
2:1: D	CSNA – Support the Colorado Student Nurses Association. Provide a drawing for 2 paid student memberships to ENA. Recipients drawn by lottery. Current membership in CSNA required. Lottery submissions due to CENA President Eric Christensen Prior to CSNA state annual meeting.	
<b>3</b>	<b>PROMOTE GROWTH OF COLORADO ENA COMMITTEES</b>	
<a href="#">RETURN TO TOP</a>		
<b>3:1</b>	<b>ENPC</b> <b>Objective: Promote Growth of ENPC within the state of Colorado: Chairperson David Laumeyer</b>	
3:1:A	Continuation of ENPC-Provider courses throughout the state. The Pediatrics chairperson will provide a written quarterly report to State Council secretary, two weeks prior to the regularly scheduled state meetings. Report will be included in the appropriate meeting minutes and published on the website.	
3:1:B	In conjunction with Government Affairs: identify a plan of action in regards to adding ENPC / Pediatric Education as a State Emergency Medical Trauma Advisory Council (SEMTAC) requirement for trauma centers.	
3:1:C	In Conjunction with the TNCC Committee and state faculty, develop a mechanism to re-evaluate those instructors who receive poor evaluation scores. Development of a SWOT analysis program which requires remediation and ongoing evaluation.	
3:1:D	State chair to develop and post a list of current course directors and state faculty. In conjunction with the TNCC committee, develop an application process in order to become course director / state faculty. Application process may not be in conflict with National ENA.	
3:1:E	Perform a survey for educators in order to ascertain need for additional classes and underserved areas,	
<b>3:2</b>	<b>TNCC / CATN</b> <b>Objective: Promote Growth of TNCC / CATN within the state of Colorado: Chairperson Michael Vislosky</b>	
3:2:A	Continuation of TNCC-Provider courses throughout the state. The Trauma chairperson will provide a written quarterly report to State Council secretary, two weeks prior to the regularly scheduled state meetings. Report will be included in the appropriate meeting minutes and published on the website.	
3:2:B	In Conjunction with the ENPC Committee and state faculty, develop a mechanism to re-evaluate those instructors who receive poor evaluation scores. Development of a SWOT analysis program which requires remediation and ongoing evaluation.	
3:2:C	State chair to develop and post a list of current course directors and state faculty. In conjunction with the ENPC committee, develop an application process in order to become course director / state faculty. Application process may not be in conflict with National ENA.	
3:2:D	Colorado ENA to host 1-2 CATN II courses in 2009. Dates to be determined –	

	Colorado ENA to host location, travel and housing for instructors as needed.	
<b>3:3</b>	<b>Government Affairs:</b> <b>Objective: Enhance members' knowledge and participation in Government affairs. Chairperson: Seleem Choudhury</b> The chairperson will provide a written quarterly report to State Council secretary, two weeks prior to the regularly scheduled state meetings. Report will be included in the appropriate meeting minutes and published on the website.	
3:3:A	Chairperson to develop a mechanism for providing contact information for Local Officials on Colorado ENA website.	
3:3:B	Communicate issues of reform for each timeframe that the house of delegates is in session.	
3:3:C	Monitor activities regarding reform at state level. Action: Activities are monitored via the CNA Legislative Action Committee then reported to the membership via the website. See section 2:1:B Colorado nurses Association Affiliate Membership program	
3:3:D	Government affairs chair to develop a timeline, plan of action, and approximate budget to add nurses / ancillary staff to the felony / assault law. ( Must review 501C3 for conflicts)	
3:3:E	In conjunction with the ENPC Committee: identify a plan of action in regards to adding ENPC / Pediatric Education as a State Emergency Medical Trauma Advisory Council (SEMTAC) requirement for trauma centers.	
<b>3:4</b>	<b>ENCARE INJURY PREVENTION INSTITUTE: Chairperson: Vicky Cassabaum</b> <b>Objective: To promote injury prevention activities by ENA members</b>	
3:4:A	Provide grants to fund injury prevention activities by members. Two members may be reimbursed up to \$250.00 to purchase materials for injury prevention activities. Submit a completed Injury Prevention Request for Funds Form to Vicky Cassabaum, ENCARE Chairperson. Activities must be reported to EN CARE institute chairperson in order to be reimbursed. Activities eligible include gun safety, alcohol awareness, bicycle helmet, child passenger safety, domestic violence and other general injury prevention programs. The Form for reporting activity can be accessed from the "Forms" link on the main webpage.	
3:4:B	Encare Chair to provide for 1 ENCARE Instructor course in 2009. Colorado ENA to reimburse \$50 per manual or online program to individuals attaining Injury Prevention Instructor Status.	
3:4:C	Colorado ENA to provide funding to host a seatbelt safety initiative during the Memorial Day Holiday week. Program to elicit activity from any ED / Care Facility, and promote seatbelt safety through a handout given at discharge, One representative from each ED to be elicited and report back total number of educational opportunities to ENCARE chair. This initiative to once again be written up for an ENA connections article.	
<b>3:5</b>	<b>Membership Committee: Chairperson: Kristin Madsen</b> <b>Objective: To promote recruitment and retention for membership in Colorado ENA.</b>	
3:5:A	Continued recruitment of new members: Goal for 2009: 850 members	
3:5:B	Attempt to improve retention of members about to expire. Along with committee, develop a mechanism to contact ENA members about to expire in order to remind them of CENA Benefits.	
3:5:C	Continued development and utilization of the ED Liaison program. GOAL for 2009: 50 liaisons Letter / communication with each liaison monthly in order to discuss upcoming benefits /deadlines.	

<b>3:6</b>	<b>Fundraising Committee; Chairperson: Seleem Choudhury</b> <b>OBJECTIVE: To develop and hold three fundraising activities for the benefit of Colorado ENA</b>	
3:6:A	Fundraising committee to research and report back to the board of directors on the cost and mechanism of creating a ED Nursing License plate	
3:6:B	Fundraising committee to identify the mechanism of holding an online auction for the benefit of Colorado ENA	
3:6:C	Fundraising committee to identify items available for raffle for a booth at the 2009 Scientific Assembly	
3:6:D	Fundraising committee to solicit vendors / donors for items available for auction ( Must review 501C3 for conflicts)	
<b>4</b>	<b>PROMOTE INTEREST IN RESEARCH ACTIVITIES</b>	
<a href="#">RETURN TO TOP</a>		
4:1:A	Provide two (2) \$250.00 grants to subsidize emergency nursing research projects. Must be COMIRB approved. Submit Grant Application to Eric Christensen, President. First come, first serve. Research Grant Application can be found on the “Forms” link on the main page.	
4:1:B	Encourage ENA members to submit presentations at appropriate venues. Provide reimbursement for registration, lodging and transportation up to \$1000 maximum for one individual. Submit a Request for Reimbursement Form to Halle Freidman; Treasurer.	
<b>5</b>	<b>Promote the Emergency Nurses Association Foundation</b>	
<a href="#">RETURN TO TOP</a>		
5:1:A	Contribute Annually to the ENAF: SEE 1:1:A- Colorado ENA to purchase CEN review manuals for 30 members- Member required to donate \$20 to ENAF (Total donation 600.00)	
5:1:B	Participate in the ENAF silent auction at the Scientific Assembly: Jewelry in the amount of \$200 to be purchased and submitted for auction.	
<b>6</b>	<b>Enhance Public Awareness and Communication</b>	
<a href="#">RETURN TO TOP</a>		
6:1	<b>Objective: Promote public awareness of the role of Emergency Nursing and Prevention of Illness and Injury.</b>	
6:1:A	Use media access to promote Emergency Nursing and to educate the public regarding injury prevention. Colorado ENA to submit an interview on local radio in regards to one current issue.	
6:1:B	Utilize media (locally) and nursing publications to promote Colorado Emergency Nurses and prevention of injury and illness. Colorado ENA to fund an ad on Injury prevention 2x year.	

6:2	<b>Objective: To enhance and promote ENA by maintaining the website with current information.</b>	
6:2:A	Webmaster will solicit information from Officers, Committee Chairs and general membership and maintain the website with current information.	
6:2:B	Meeting minutes will be maintained on the website. Committee reports will be included in the meeting minutes	
6:2:C	Maintenance of Website	
6:2:D	Webmaster to research software updates to improve website and report back to board members	
<b>7</b>	<b>Organizational Strength and Competency</b>	
<a href="#">RETURN TO TOP</a>		
<b>7:1</b>	<b>Objective: increase membership participation, and retention</b>	
7:1:A	CENA to offer a one year membership or renewal to one attendee at each state meeting. Recipient to be selected by lottery drawing.	
<b>7:2</b>	<b>Objective: Strengthen Leadership skills of 2009 State Officers</b>	
7:2:A	2010 Colorado State Council Board of Directors will attend the National Leadership Symposium. Attendance at the State Leaders meeting is required. Upon completion of the Conference, attendees will be compensated \$1200.00 for travel, travel insurance, 5 nights lodging, transfers, and registration. This is taxable income.	
<b>8</b>	<b>PROVIDE ECONOMIC WELL BEING FOR COLORADO ENA</b>	
<a href="#">RETURN TO TOP</a>		
<b>8:1</b>	<b>Objective: Maintain Articles of Incorporation</b>	
8:1:A	Annual report to Colorado Sec. Of State and responsibilities of maintenance to be completed by Halle Freidman	
<b>8:2</b>	<b>Objective: Maintain Liability and Board of Director Insurance to protect state council</b>	
8:2:A	Colorado ENA to maintain liability insurance for the executive board members. In the event that National ENA does not cover this expense, it will be absorbed by the CENA with terms of 1 million / 5 million no deductible	
<b>8:3</b>	<b>Objective: Create a mechanism for fluid movement of funds with limited risk.</b>	
8:3:A	JANUS Funds: \$300.00 to be invested quarterly, if funds allow. Goal is to maintain 6 months of working capital	
8:3:B	Re-evaluation of the Janus fund- Has been doing well, but are we in the best investment?	
8:3:C	Colorado ENA to open a separate interest bearing savings account: Goal is to have an interest earning account where we can move funds back and forth. In the current economy, when stocks are down, dipping into our Janice fund has an increased impact.	
<b>8:4</b>	<b>Objective : Provide for the administrative costs associated with running CENA</b>	
8:4:A	Plan and budget for the following admin costs:	

	Items budgeted based on 2008 expenditures. Tax preparation 350 Bank Fees- 200.00 Computer / updates- 100.00 Meeting Expense ( not including RMTC) -1,200.00 attempt to offset by vendors Postage and Delivery: 1,000.00 Printing and reproduction: 1,000.00 Miscellaneous- 500.00	
<b>8:5</b>	<b>Objective: Maintain CENA 501C3 status</b>	
8:5:A	Secretary Halle Freidman to maintain and renew articles of incorporation.	
<b>9</b>	<b>Continued Reevaluation of the Strategic plan</b>	
<a href="#">RETURN TO TOP</a>		
<b>9:1</b>	<b>Objective: State council board members will meet, discuss and evaluate the Current Strategic plan, making adjustments where necessary.</b>	
9:1:A	State council board members will evaluate reports from various committee chairs and those needs presented by general membership. Adjustments will be made accordingly, considering finances, resources and personnel available at that time.	