

STRATEGIC PLAN 2019

AT A GLANCE

Mission

WCAPN exists to advance and support APRNs in Wyoming by providing educational and networking opportunities, by promoting our unique role within healthcare through the legislative process, and by encouraging collegial and collaborative interactions with all health care professionals.

Vision

Inspire excellence; promote professional growth.

Our strategic plan will guide our association's programs, service offerings, outreach and general operations over the year and build a foundation for growth in the APRN community. In order to accomplish this, we have identified four key pillars that will serve as the core of our strategic efforts. These strategies provide the direction for WCAPN's future.



PUBLIC POLICY

Goal: We serve as the voice of the advanced practice nurse on important policies and regulations that impact the APRN community. We are at the table with local, state and federal officials advocating for the profession.

STRATEGIES

- Collaborate with the Board of Nursing in leading the APRN advisory committee.
- Increase the exposure of the profession by increasing our exposure at Nurses Day at the Legislature and relationship with legislators.
- Provide update and education to our membership on policy.



ORGANIZATIONAL VIABILITY

Goal: Have the resources and capacity to make data-driven decisions necessary to fulfill its mission and achieve its goals.

STRATEGIES

- Develop a vision of success that is clear and succinct for the association's future.
- Maintain high-quality services to support member satisfaction and financial sustainability.
- Strengthen the development of our leadership.
- Promote the organization in other nursing publications with articles four times a year.
- Develop roles and responsibility descriptions for each position within the association.
- Diversify revenue sources and expand existing resources, while managing costs to provide the highest value to members.



MEMBERSHIP CONNECTION

Goal: To maintain and grow our membership base, we will deliver solutions, programs and opportunities that add value to all APRNs in Wyoming.

STRATEGIES

- Engage members to elicit active participation in the association to meet its vision/mission.
- Create awareness of the benefits of membership that encourage membership and participation.
- Partner with academic leaders to develop innovative programs and education that broaden professional development.
- Provide quarterly membership Zoom meetings around hot topics: Board of Nursing, reimbursement, networking and malpractice.



PROFESSIONAL PRACTICE

Goal: Develop innovative programs and partnerships that encourage, build and support evidence-, outcomes- and quality-based clinical practice resources to expand professional development opportunities for all APRNs.

STRATEGIES

- Expand existing continuing education programs and resources at the Advanced Practice Forum.
- Develop new and creative webinars to provide professional education.
- Create a hands-on skills conference around acute care.