

**DIRECTORS OF PUBLIC HEALTH NURSING
STRATEGIC PLAN
2010-2013**

WORKGROUP: Leadership (Structure)			
Goal ONE	Strategic Initiatives/Strategies	Activities	Time Line
Strengthen internal decision-making, organizational communication and structure	1) Assess methods of communication between members for efficiency and consistency over time 2) Evaluate organizational capacity and continue process for sustaining a full-time Administrator 3) Develop member asset mapping by identifying member experts in selected areas	1) Appoint long term representative to Association of State & Territorial Nursing Directors (ASTDN)	May 2010
		2) Bylaw revision to allow majority attending state-wide meeting to carry changes to by-laws	Fall 2010
		3) Bylaw revision to reframe organization term of office for Executive Committee to three (3) year commitment for the President.	Fall 2010
		4) Consider a pilot Governance Committee to advise Executive Committee	Fall 2010
		5) Review and revise bylaws annually	Spring 2011
		6) Add one annual state-wide teleconference to existing meetings	Fall 2011
		7) Develop a "Members Only" Section on website for agendas, minutes, letters, position papers, photos	Fall 2011
		8) Evaluate and develop plan to scan archives to website	Spring 2011
			Fall 2010

		9) At each state-wide meeting, identify Executive Committee members and review roles 10) Review and revise strategic plan every three (3) years	June 2013
--	--	--	-----------

WORKGROUP: Leadership (Structure)

Goal TWO	Strategic Initiatives/Strategies	Activities	Time Line
Develop organizational ability to advocate for key legislation that reflects our strategic plan	Empower the Executive Committee to support and develop a position on key legislation that allows for timeliness and communication with members	1) Adopt a Legislative Advocacy Policy (MCAH Action Sample)	Fall 2010

--	--	--	--

**DIRECTORS OF PUBLIC HEALTH NURSING
STRATEGIC PLAN
2010-2013**

WORKGROUP: Leadership (Mentoring)

Goal THREE	Strategic Initiatives/Strategies	Activities	Time Line
Develop and enhance leadership skills of members, including facilitation of succession planning and mentoring	1) Strategically utilize member assets as identified in asset mapping 2) Provide leadership training at state-wide meetings 3) Develop “toolbox” of links and training summaries on website	1) Develop system for establishing mentor assignments 2) Provide training on accessing and managing funding streams targeted to Public Health Nursing 3) Post draft PHN Directors Orientation curriculum (Title 17, Regions, Executive Comm. Roles) on website in “Members Only” 4) Offer training in parliamentary procedure and post to website 5) Provide training on succession planning and post to website 6) Review and update PHN Directors Manual (South Region)	Fall 2010 March 2011 Fall 2011 March 2012 March 2012 March 2013

WORKGROUP: Leadership (Mentoring)

Goal FOUR	Strategic Initiatives/Strategies	Activities	Time Line
Maintain a robust Associate Membership	Define and develop the role of the Associate Member of DPHN	1) Develop report on recruitment and retention of Associate Members, including recommendations, for presentation at state-wide meeting	

**DIRECTORS OF PUBLIC HEALTH NURSING
STRATEGIC PLAN
2010-2013**

WORKGROUP: Leadership (Partnerships)

Goal FIVE	Strategic Initiatives/Strategies	Activities	Time Line
Expand and pursue partnerships which will contribute to achieving the goals of the strategic plan and, complement and enhance the effectiveness of DPHN	1) Strengthen bond with academia 2) Develop relationships with potential funding sources and foundations 3) Identify and connect with new partners 4) Strengthen relationships with current partners	1) Narrow and refine list of partners and make assignments: CDPH, ASTND, CSNO, ANA, ACNL, ACHNE, APHA, CINHC, University Nursing Faculty, BRN, CCLHO & Affiliates, CHEAC 2) Prioritize and consider cost/benefit/effectiveness of each partner 3) Invite selected partners to state-wide meetings as participants and speakers	1) Dec 2010 2) Dec 2010 3) Ongoing