

" The outward work will never be pun y  
if the inward work is great."

Meister Eckhart,  
German writer and  
theologian, 1260- 1328



# **COLORADO NURSES ASSOCIATION**

# **STRATEGIC PLAN**

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1. Promote greater power in numbers for a unified voice for professional nursing in Colorado.
2. Advance the role of nurses to enhance safety, quality, & access to care.
3. Facilitate member engagement, inclusivity, visibility, and sustainability to promote the association's mission now and in the future.
4. Improve operational effectiveness and efficiency, and minimize legal risk for the association.

## **Vision of the Colorado Nurses Association:**

*Strong together to advance the profession of nursing and to improve health care for all.*

## ***Core Values***

Caring  
Respect  
Integrity  
Diversity  
Excellence

**It is our vision to be strong together to advance the profession of nursing and to improve health care for all.**

## **Philosophy**

Members of the Colorado Nurses Association (CNA) believe that nursing is a science and a caring art. Nursing involves the use of the nursing process to apply knowledge, skills and attitudes for the protection, promotion, and optimization of health. The nursing process contributes to the prevention of illness and injury, advocacy, and care of individuals, family and communities by promoting comfort and alleviating suffering through the diagnosis and treatment of human responses to actual or potential health problems. Nursing, as a dynamic profession, demonstrates growth and development of its body of knowledge through basic and advanced nursing programs, ongoing research, application of evidence-based practice, and a commitment to lifelong learning. Further, members of the Colorado Nurses Association believe in the collaboration and cooperation of nursing with consumers and other members of the health care team for the improvement of health care.

The members of the Colorado Nurses Association promote the registered nurse as provider of care to all members of society unrestricted by age, color, creed, disability, gender, health status, lifestyle, nationality, race, religion, or sexual orientation. We consider the registered nurse as accountable for all aspects of the practice of nursing and that the nurse has the right and responsibility to establish and maintain control of nursing practice; to participate in public policy processes; to promote employment conditions for nurses, which foster high quality care; and to serve as an advocate in protecting the rights of health care consumers (adopted by the CNA Board of Directors May, 1996; revised December, 2012; updated August, 2016).

## **Mission**

As a professional organization of registered nurses in Colorado and a constituent of the American Nurses Association, CNA exists to provide direction to and a voice for the nursing profession in the health care environment and the community. CNA works to advance the nursing profession by addressing nursing practice, public policy, education, and workplace issues. We believe in our role in analyzing societal trends to provide direction for the future; in interpreting and communication of nursing to others; in providing an environment for leadership development; and in recognizing excellence in nursing.

Colorado Nurses Association  
Strategic Plan 2017-2019

What	Why	How	Specific Strategy
Advocacy	Promote greater power in numbers for a unified voice for professional nursing in Colorado.	Identify and enhance the value of membership.	Continue a yearly membership assembly and offer a diverse speaker and CE program of interest to RNs and student nurses.
			Continue public policy work and legal defense of nursing interest.
			Continue the <i>Emerging Leaders Project</i> .
			Develop a volunteer recruitment and training process, which includes development of competencies for self-directed volunteer teams.
			Continue the work of the <i>Member Value Task Force</i> to achieve affordability for members without compromising CNA's operational sustainability.
			Develop a CNA Members-Only web page.
Education	Advance the role of nurses to enhanced safety, quality, & access to care.	Promote and facilitate professional development.	Continue to award ANCC contact hours for educational activities.
Engagement	Facilitate member engagement, inclusivity, visibility, and sustainability to promote the association's mission now and in the future.	Market CNA to members, prospective members, and non-members.	Develop a proposal for improving the marketing of CNA.
			Continue to support CNA external projects that further nursing interests and/or strengthen collaborative partnerships.
Sustainability	Improve operational effectiveness and efficiency, and minimize legal risk for the association.	Strengthen the structure/ operations/ governance of CNA.	Define a sustainable infrastructure for CNA.
			Explore and develop proposals for restructure of CNA for presentation to the Membership Assembly in 2017.
			Implement <i>DNA/SIG Dues Centralization and Distribution</i> procedures.
			Continue to invest in revenue-generating opportunities (non-dues income).