



**NC Organization of Nurse Leaders
Strategic Plan
2022-2025
Updated 3.17.24**





2022-2025 Strategic Priorities

The mission of NCONL is to serve as a voice for NC Nurse Leaders and be a catalyst for transforming patient care through high-performing Nurse Leaders.



Priority 1: Improve Health Through Advocacy

- Collaborate with key relationship organizations to advocate for NC nurses & their patients
- Advocate for nurse leader voices to be heard in legislative and regulatory discussions on workforce issues
- Improve nurses' work environments

Priority 3: Advance and Promote Affordable, Value-informed Healthcare

- Advance Nursing Leadership
- Promote the growth and development of optimal health care delivery models of care in NC
- Embrace technology in all settings

Priority 2: Lead, Influence, and Support the Healthcare Workforce

- Prepare and engage diverse nursing workforce for emerging models of care
- Promote healthy practice environments to support nurses' well-being
- Champion the optimal use of the nursing workforce
- Strengthen nurse leaders' career progression and succession planning
- Intentional focus on healthy workplace environment & WPV

Priority 4: Strengthen NCONL's Voice Through a Highly Engaged, Inclusive, and Diverse Membership

- Enhance and support NCONL's professional community for nurse leaders
- Increase and diversify NCONL membership
- Assess Board make-up with a focus on diversity, work practice area and inclusivity
- Promote value of DE&I in membership & board
- Shape the narrative of the contribution of nurses to NC healthy communities

NCONL 2022-2025 Strategic Plan

Updated January 2024

MISSION

To serve as a voice for North Carolina Nurse Leaders and be a catalyst for transforming patient care through high performing Nurse Leaders.

CORE BUSINESS

Advocacy
Professional Development
Healthy Practice Environment

KEY RELATIONSHIPS LIAISONS

Consumers
American Organization of Nurse Leaders (AONL) – Mary Ellen Bonczek, Chantal Howard
NC Future of Nursing Action Coalition (NCFON) – Donna Wimberly, Waqiah Ellis
NC Healthcare Association (NCHA) – Donica O’Leary, Priscilla Ramseur
NC Board of Nursing (NCBON) – Donna Wimberly, Sarah Heath, Ruth Marescalco
NC Nurses Association (NCNA) – Kimberly Gordon, Donna Wimberly
NC Association of Nursing Students (NCANS) – Samantha Belden, Tiffany Burton
NC General Assembly (NCGA) – Kimberly Gordon
NC Institute of Medicine (NCIOM) – Donna Wimberly

Strategic Priority	Strategic Objective	Tactics	Measures of Success/ Dashboard Metrics	Action Items/Current State
<p>Priority 1: Improve health through advocacy</p>	<p>NCONL collaborates with key relationship organizations to advocate for NC nurses & their patients.</p>	<p>Promote dialogue with key relationship organizations to advocate for the nursing profession and our patients.</p> <p>Collaborate/communicate with key relationship organizations on any issue that may impact NCONL members.</p>	<p>Liaisons actively participate in key relationships and report to the Board as needed.</p>	<p>None at this time</p>
	<p>NCONL advocates that the perspective & needs of nurse leaders are heard in legislative and regulatory discussions on workforce issues.</p>	<p>Support the removal of scope-of-practice barriers to allow all nurses to practice to the full extent of their education and licensure.</p> <p>Provide regular legislative updates to the membership via Board, District and Annual meetings.</p> <p>Develop and market an advocacy educational toolkit for NCONL members.</p>	<p>Increase awareness about importance of involvement in legislative & regulatory activities.</p> <p>Establish a Voting Campaign to encourage participation in all local & national elections.</p> <p>Develop and market an advocacy educational toolkit for NCONL members.</p>	<p>Provide regular legislative updates to Board, District mtgs & other NCONL educational programs – Legislative Committee</p> <p>Develop & share Advocacy Educational Toolkit– Legislative Committee</p>
	<p>Advocate at the health system level to improve nurses' work environments.</p>	<p>Collaborate with key relationship organizations on workplace initiatives that align with NCONL's strategic goals.</p> <p>Develop a nursing workforce/delivery of care model toolkit for nurse leaders.</p>	<p>Liaisons actively participate in key relationships and report to the Board as needed.</p> <p>Following AONL's workplace environment initiative, develop a toolkit reflecting best practice models of care.</p>	<p>Best practices currently under review with data collection & interviews being finalized - Practice Committee</p> <p>Web-based toolkit will be shared upon completion– Practice Committee</p>

Strategic Priority	Strategic Objective	Tactics	Measures of Success/ Dashboard Metrics	Action Items/Current State
<p>Priority 2: Lead, Influence, and Support the Healthcare Workforce</p>	<p>Promote the value of diversity, equity, and inclusion in NCONL Membership & Board positions.</p>	<p>Prioritize conference programming on diversity, equity, and inclusion.</p> <p>Develop strong database to evaluate member & board demographics.</p>	<p>Hold a minimum of 2 DE&I offerings annually.</p> <p>80% of current members update personal/professional profile in NCONL website, by the end of 1st quarter.</p> <p>Analysis of how our membership represents the state and how our board represents NCONL membership I completed by end of 2nd quarter.</p>	<p>Ensure 2 DE&I programs are scheduled – Program Committee</p> <p>Encourage profile updates – All</p> <p>Complete analysis & make recommendations to Board – Membership/Diversity Committee</p>
	<p>Prepare and engage nursing workforce for emerging models of care. Champion the optimal use of the nursing workforce.</p>	<p>Develop toolkit to optimize workforce best practices to respond to nurse leaders’ needs.</p>	<p>Following AONL’s workplace environment initiative, develop a toolkit reflecting best practice models of care.</p> <p>(Shared Initiative with Priority #1)</p>	<p>Best practices currently under review with data collection & interviews being finalized - Practice Committee</p> <p>Web-based toolkit will be shared upon completion– Practice Committee</p>
	<p>Promote healthy practice environments to support nurses’ well-being.</p>	<p>Support nursing EBP & research around nurse manager and staff well-being. Prioritize nurse manager and staff well-being in call for abstracts in 2024.</p>	<p>Program evaluation results are in top quartile.</p> <p>Priority focus is established in 2024 around healthy workplace and workplace violence (WPV).</p>	<p>Prioritize nurse manager and staff well-being in call for speakers in 2024 – Program Committee</p> <p>Healthy Workplace Environment with focus on WPV created.</p> <p>Tactics identified to be deployednd Q 2024</p>
	<p>Strengthen nurse leaders’ career progression and succession planning.</p>	<p>Promote statewide networking about career opportunities through annual conference career event and job boards.</p> <p>Further develop Emerging Leader (EL) Program</p> <p>Develop Mentorship Program</p>	<p>Have at least 20 (max 25) participants complete the EL Cohort</p> <p>Develop mentorship Program by end of 3rd quarter & implement in 4th quarter.</p>	<p>Networking opportunities are included in program agendas – Program Committee</p> <p>Enroll & achieve success with at least 20 members in the EL educational cohort & develop Mentorship Program – EL Co-leads</p> <p>Develop mentorship Program by end of 3rd quarter & implement in 4th quarter - EL Co-leads</p>

Strategic Priority	Strategic Objective	Tactics	Measures of Success/ Dashboard Metrics	Action Items/Current State
<p>Priority 3: Advance and promote affordable, value-informed healthcare</p>	<p>Advance Nursing Leadership & promote the growth and development of optimal health care delivery models in NC.</p>	<p>Prepare our leaders to effectively lead in these challenging times through education & mentorship.</p> <p>Develop shared District educational offerings – District Reps</p>	<p>District meetings held, at minimum, quarterly to include educational offering & business meeting.</p> <p>NCONL to complete requirements to become CE Provider</p>	<p>Shared agenda items for District meeting are developed – District Reps</p> <p>Deliver contemporary, high-quality Spring & Fall conferences to meet the needs of nurse leaders – Program Committee</p> <p>Pursue NCONL as CE Provider – Executive Director</p>
	<p>Embrace technology in all settings.</p>	<p>Promote best practices in the use of technology in clinical settings, team building opportunities and social media settings.</p> <p>Continue use of virtual options for District meetings & Fall conference</p>	<p>Launch & go-live on LinkedIn before March annual meeting.</p> <p>Engage Board in active participation on social media platforms.</p>	<p>Continue virtual meetings - District Leads</p> <p>Continue use of virtual meetings for Fall conference – Program & Information Services Committee</p> <p>Add LinkedIn to social media presence – Information Services Committee</p> <p>Develop rotation schedule for Board members to actively engage on social media platforms – Information Services Committee</p>

Strategic Priority	Strategic Objective	Tactics	Measures of Success/ Dashboard Metrics	Action Items/Current State
<p>Priority 4: Strengthen NCONL's voice through a highly engaged, inclusive, and diverse membership</p>	<p>Enhance and support NCONL's professional community for nurse leaders</p>	<p>Increase awareness of DE&I strategies that support nursing leadership.</p>	<p>Demonstrate change in DE&I in membership.</p> <p>Analysis of how our membership represents the state and how our board represents NCONL membership I completed by end of 2nd quarter. (shared initiative with Priority #2)</p>	<p>Share AONL's DE&I Guiding Principles & Toolkit resource – Executive Director</p> <p>Complete analysis & make recommendations to Board – Membership/Diversity Committee</p>
	<p>Increase and diversify NCONL membership.</p>	<p>Monitor membership demographics quarterly.</p>	<p>Use baseline membership data to monitor growth and guide initiatives.</p> <p>Increase memberships in broader nursing work areas and practice.</p>	<p>Develop initiatives to increase diversity in membership as demonstrated by data collected – Membership/Diversity Committee</p>
	<p>Shape the narrative of the contribution of nurses to NC healthy communities.</p>	<p>Explore increased marketing through use of social media platforms.</p> <p>Position NCONL to be recognized with AONL Affiliate Achievement Award</p>	<p>Social Media platforms active will be Facebook & LinkedIn for 2024</p> <p>Major initiatives have identified goal and measures of success. Documentation of implementation and evaluation are evident</p>	<p>Facebook Group page created. LinkedIn presence will be established. Board members to actively engage, post & respond to comments. – Information Services Committee</p> <p>Identify major initiatives and establish project plan template – Executive Committee</p>