

**COLLEGE OF
EMERGENCY NURSING
AUSTRALASIA**

ABN 38 102 951 799



**THE STRATEGIC PLAN
2016**

OUR VISION

The leader for emergency nursing: A leader of emergency care

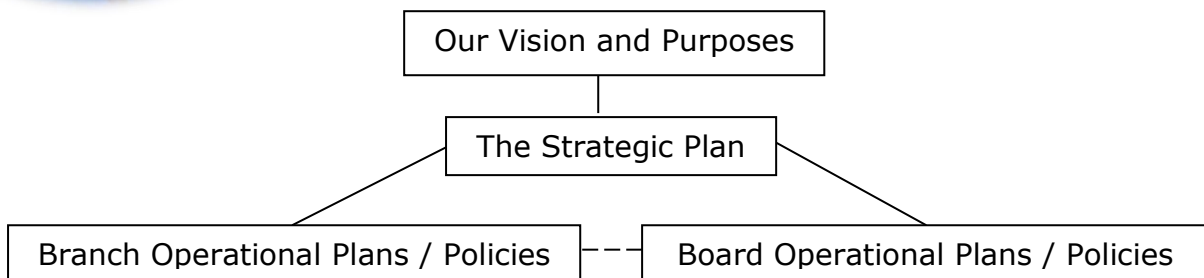


OUR COLLEGE

The College of Emergency Nursing Australasia is the peak professional association representing emergency nurses.

There are large numbers of nurses working in hospital emergency departments and many more nurses in circumstances which see them providing emergency care to patients. This includes nurses working in small regional and rural hospitals, health care centres and flight nurses.

OUR PLANS



EXPLANATORY NOTES

The 'Strategy' is owned by the Board of the College.

The 'Desirable Outcomes' are owned by the Board and the Board subcommittees.

The 'Specific Projects / Activities' are owned by the Board Subcommittees, Branches, and Fellows or Members co-opted to provide operational activities to meet the aim.

Some of the Desirable Outcomes are overlapping in achieving many of the Strategies. Similarly, some of the Specific Projects / Activities align with multiple Desired Outcomes.

The information pertained in this document is presented in no particular order of priority.

This Plan has been developed during 2014 and 2015, based on:

- Engagement of an independent consultant,
- Considered discussion of the Board, and
- Consultation with some College Fellows and Members.

This plan will be reviewed prior to the end of The Strategic Plan period or earlier by the Board

OUR STRATEGY

PURPOSES

DESIRABLE OUTCOMES

SPECIFIC PROJECTS / ACTIVITIES

Practice standards

To define and promote the practice standards of emergency nursing outlining optimal care, safety and advocacy for our patient population

- Provide evidence based practice standards relating to professional Australasian emergency nursing practice
- Investigate the feasibility of credentialing

- Identify, prioritise, develop and publish CENA position statements
- Develop a framework for position statements review
- Collaborate, promote and integrate CENA practice standards with College members and strategic partners
- Undertake a pilot of credentialing
- Disseminate pilot outcomes to members

Research and evidence based practice

To support relevant nursing research and evidence based practice by promoting best practice and challenging existing boundaries

- Develop research and scholarship opportunities for CENA members
- Maintain the clinical relevancy and academic standard of the AENJ
- Promotion of AENJ
- Disseminate relevant research outcomes to CENA members

- Monitor and review research application processes
- Investigate the development of an online journal club
- Develop a mentorship program for junior researchers
- Promote various categories of manuscripts for submission to AENJ
- Apply for impact factor
- Perform a review of the editorial board
- Promote the AENJ through distribution at forums such as CENA TNP, education workshops, universities and conferences
- Interview AENJ authors and publish video
- Utilise social media platforms
- Produce and disseminate a monthly clinical research update
- Publish research outcomes of studies CENA members have participated in
- Publish ICEN abstracts on the College website

Education and specialised skills

To define and promote the education and specialised skills of emergency nurses

- Continue to deliver best practice education to emergency nurses
- Increase opportunities to provide education to emergency nurses in Australasia
- Lead the educational preparation of emergency nurses throughout Australasia
- Continue expansion and enhancement of CENA TNP throughout Australasia
- Implement best practice for reviewing education programs
- Standardise documents to plan and promote educational events
- Evaluate participant experience (survey)
- Enhance access to educational activities for members utilising a multi-modal approach
- Deliver targeted education sessions nationally, aligned with needs analysis
- Improve access and usage of information technology in the delivery of education
- Continue to use external provider for monthly webinars
- Place education resources on CENA website
- Host a library of past ICEN presentations
- Develop relationships with tertiary institutions
- Develop a structured transition to practice framework which articulates to tertiary sector
- Promote the use of the CENA Practice Standards within postgraduate emergency nursing programs
- Develop and implement a framework for external course endorsement
- Increase the number of CENA TNP instructors
- Increase the number of CENA TNP courses delivered
- Launch new manual and workbook
- Develop resources for participants
- Disseminate resources electronically

Leadership, support and representation

To provide an emergency nursing perspective in the discourse on healthcare issues through leadership, support and representation for emergency nurses

- Continue to build relationships with international emergency nursing organisations and emergency healthcare organisations
- Expand and collaborate with relevant professional bodies, e.g., ACEM, PA.
- Investigate conjoint opportunities for conferences with relevant professional bodies
- Promote representation on committees related to emergency care at a national and branch level
- Continue to develop relationships and activities with the College membership
- Define relationship between Fellows and the College
- Promote applications for Fellowship of the College
- Promote and articulate benefits for members
- Continue to support and grow ICEN annually
- Represent emergency nurses on healthcare forums and strategic legislative bodies
- Pursue and represent CENA on national and branch level working parties
- Identify key stakeholders and communicate with them regularly
- Provide recognition and support for emergency nurses
- Develop and promote CENA scholarship and awards framework
- Promote funding/grant opportunities
- Strengthen engagement with membership to inform strategic direction of CENA
- Target forums such as the AGM, CENA website, social media
- Active consultation with Fellows

Image

To promote the professional image of emergency nurses and the College

- Consistency in the use of CENA branding
- Review, develop and implement style guidelines including ICEN, AENJ, TNP, e-blasts, newsletters, social media
- Develop guidelines for use of the College brand / logo
- Grow College membership
- Develop and implement a framework for marketing incentives
- Develop, review and promote membership structure
- Promote the College
- Explore opportunities for merchandising market and promote College activities
- Ensure preparedness of the College to respond to enquiries regarding emergency care

Resources and administration

CENA achieves its purposes through excellence in board governance, branch management and administration of personnel and resources

- Meet government/ regulatory requirements/ compliance
- Meet legislative requirements
- Establish and maintain compliance register and schedule
- Achieve best practice in board governance
- Build a framework to develop and review policies
- Conduct board structure review
- Maintain clarity and transparency
- Review the constitution of the College
- Develop and monitor feedback processes between the Board and stakeholders
- Promote professional development for board members
- Develop a communication strategy
- Achieve best practice in College administration
- Implement a central document management system
- Monitor performance against agreed performance measures with administrative service provider
- Maintain fiscal sustainability to continue College growth
- Set and monitor budget
- Stringent monitoring of financial performance and action as required
- Establish an advertising policy
- Identify, mitigate and monitor risk
- Establish and maintain a risk register

ACEM: Australasian College for Emergency Medicine, **AENJ:** Australasian Emergency Nursing Journal, **AGM:** Annual General Meeting, **CENA:** College of Emergency Nursing Australasia, **ICEN:** International Conference for Emergency Nurses, **PA:** Paramedics Australasia, **TNP:** Trauma Nursing Program.