

COLLEGE OF
EMERGENCY NURSING
AUSTRALASIA

ABN 38 102 951 799



THE STRATEGIC PLAN
2017 - 2018

OUR VISION

The leader for emergency nursing: A leader of emergency care

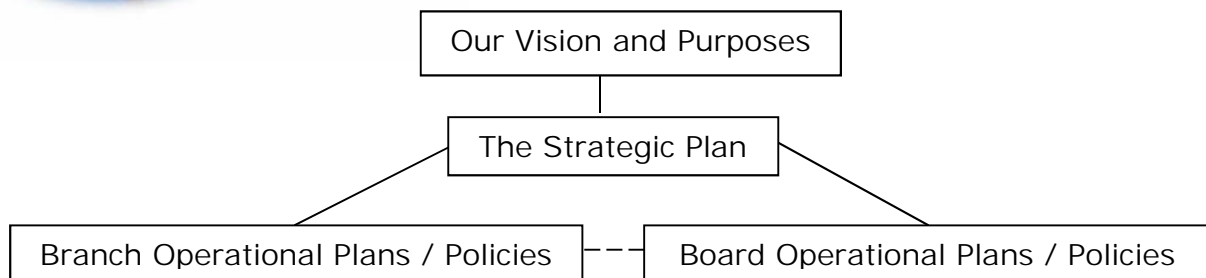


OUR COLLEGE

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.

The Strategic Plan was originally developed in 2014, in consultation with an independent consultant, College Fellows and Members, and considered discussion of the Board.

This Plan was developed in 2017, based on:

- Review of the previous Strategic Plan and activities completed since then, and
- Considered discussion of the Board.

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

OUR STRATEGY

PURPOSES

DESI RABLE 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

) Develop a framework for credentialing of emergency nurses

) Identify, prioritise, develop and publish CENA position statements
) Monitor and develop / review position statements as required
) Collaborate, promote and integrate CENA practice standards with College members and strategic partners

) Identify essential requirements for the credentialed emergency nurse
) Build capacity in the CENA Credentialing Committee
) Develop a credentialing marketing strategy

Research and evidence based practice

To support relevant nursing research and evidence based practice

) Develop research and scholarship opportunities for CENA members

) Support the AENJ Editorial team and Board 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
) Support mentorship programs for emerging researchers

) Promote various categories of manuscripts for submission to AENJ
) Apply for impact factor for the AENJ
) 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
) Publish research outcomes of studies CENA members have participated in
) Publish ICEN abstracts

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

) Evaluate participant experience (survey)

) Enhance access to educational activities for members utilising a multi-modal approach

) Deliver targeted education sessions nationally

) Improve access and usage of information technology in the delivery of education

) Continue to use external provider for monthly webinars

) Maintain education resources on CENA media

) Maintain a library of past ICEN presentations

) Develop and maintain 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 support the CENA TNP Lead and Faculty

) Increase the number of CENA TNP courses delivered

) Continually evaluate and develop CENA TNP resources

) Develop resources for participants

) Migrate resources to online learning platform

) Monitor the quality of the CENA TNP to seek continuous improvement

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

) Continue to develop relationships and activities with the College membership

) Represent emergency nurses on healthcare forums and strategic legislative bodies

) Provide recognition and support for emergency nurses

) Strengthen engagement with membership to inform strategic direction of CENA

) Expand relationships and collaborate with relevant professional bodies.
) Foster conjoint opportunities for conferences with relevant professional bodies
) Promote representation on committees related to emergency care at a national and branch level

) 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

) Pursue and represent CENA on national and branch level working parties
) Identify key stakeholders and communicate with them regularly

) Promote and sustain CENA scholarship and awards
) Promote funding/grant opportunities

) 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

) Grow College membership

) Promote the College

) Seek and obtain legal registration of CENA logo
) Monitor use of the College brand / logo

) Develop and implement a framework for marketing incentives
) Develop, review and promote membership structure
) 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

) Achieve best practice in board governance

) Achieve best practice in College administration

) Maintain fiscal sustainability to continue College growth

) Identify, mitigate and monitor risk

) Maintain compliance with legislative requirements

) Establish and maintain compliance register and schedule

) Build a framework to develop and review policies

) Conduct board structure review

) Maintain clarity and transparency

) Review the constitution of the College

) Promote professional development for board members

) Develop a communication strategy

) Maintain a central document management system

) Monitor performance against agreed performance measures with administrative service provider

) Establish a governance structure for CENA business units, including but not limited to ICEN, CENA TNP, AENJ, ANZCP shop.

) Set and monitor budget

) Stringent monitoring of financial performance and action as required

) Establish and maintain a risk register