



ARKANSAS CENTER FOR NURSING

Strategic Plan 2020-2022

The mission of the Arkansas Center for Nursing is to promote a culture of health for the citizens of Arkansas by advancing nursing education, practice, leadership and workforce development.

STRATEGIC INITIATIVE I: Promote academic progression, lifelong learning, and workplace transition among Arkansas nurses.

EDUCATION	Tactic	Target Date	Completion Date	Progress
Objective 1: Improve retention in the profession.	1. Examine trends of nurses who have left the profession.			
Objective 2: Increase mentor relationships.	1. Complete a needs assessment on mentorship throughout the state.			
Objective 3: Create and sustain a culture and environment for evidence-based practice.	1. Assist nurses with conducting and disseminating EBP projects by providing training, infrastructure, and/or scholarships for presenting at conferences			
	2. Highlight the EBP work that is being done by Arkansas nurses by creating a database of scholarly work in Arkansas.			
	3. Host an annual summit to highlight the work being done around the state			
Objective 4: Increase the number of Arkansas nurses with BSN by 2% annually.	1. Post the updated list of BSN/MSN and graduate programs and Foundational Course Crosswalk on the ACN website.			
	2. Measure and report enrollment, retention, and graduation rate of AR			

	Prelicensure BSN, LPN to BSN, RN to BSN/MSN and graduate programs.			
	3. Partner with community college leaders & advisors about seamless academic progression including general education prerequisite foundational courses that transfer to BSN programs			
	4. Report the current number of BSN nurses each fiscal year.			
Objective 5: Increase diversity of the AR nursing workforce.	1. Share resources available on the Center to Champion Nursing in America website with schools of nursing about retention support needs of diverse student groups.			
Objective 6: Increase new graduate nurse residency programs in the state.	1. Track the number of nurse residency programs being offered in the state. 2. Identify barriers to implementation of nurse residency programs.			
Objective 7: Increase awareness of COH at school of nursing to prepare nurses to lead community action.	1. Work with other states identified by Robert Wood Johnson Foundation PHNL on developing and integrating Culture of Health (COH) content into nursing curricula.			
	2. Integrate COH content in nursing curricula in at least five AR schools of nursing.			

STRATEGIC INITIATIVE II: Improve consumer access to high quality, cost efficient health care by removing practice barriers so nurses may practice to the full extent of their education, training, licensure and certification.

PRACTICE	Tactic	Target Date	Completion Date	Progress
Objective 1: Improve access to care in rural areas.	1. Examine resources to incentivize nurses to work in rural areas			
	2. Create resources for nursing students in rural areas to succeed and stay to serve the community			
	3. Conduct and publish needs assessment in rural areas of AR			
Objective 2: Increase the presence of the ACN by providing important data to stakeholders	1. Identify 5 ACN members for every legislator and develop relations between ACN and state legislators.			
	2. Provide frequent reports to legislators showing outcomes of ACN programs			
	3. Educate and identify interested members on how to get involved in health policy			
	4. Increase nurse participation at the Capitol			
	5. Increase awareness of undergraduate nurses in health policy			
Objective 3: Build coalitions with communities of interest	1. Include other healthcare professions/organizations in the work of ACN			
Objective 4: Support legislative initiatives related to nursing practice.	1. Continue to provide nursing statistics as requested by stakeholders.			
	2. Participate in Nurses' Day at the Capitol			
	3. Provide a representative to participate in the Nursing Roundtable meetings.			
Objective 5: Expand outreach efforts related to nursing issues.	1. Disseminate information regarding national and regional initiatives that affect nursing practice.			

	2. Educate nurses, APRNs, hospital administrators, allied health professionals, and members of the community.			
	3. Maintain a list of schools, professionals and civic organizations that may be interested in hearing the message			
	4. Find our new grassroots person to continue the work of previous volunteer – One nurse for every legislator			
	5. Find key speakers to help spread the message.			
	6. Establish the ability to connect through webinars to increase the number of individuals reached			

STRATEGIC INITIATIVE III: Empower Arkansas nurses to lead culture of health initiatives and guide redesigning health care to provide improved care for all populations.

LEADERSHIP	Tactic	Target Date	Completion Date	Progress
Objective 1: Change public opinion of nursing	1. Share opportunities for nurses to present at non-nursing conferences			
	2. Highlight nursing innovation throughout the State			
	3. Increase collaboration with other healthcare professions			
Objective 2: Promote leadership growth in nurses.	1. Sponsor the 40 Under 40 recognition program annually.			
	2. Continue the Young Leader Program semi-annually.			
Objective 3: Provide leadership training for nurses at all levels.	1. Hold "Nurses on Boards" training sessions for nurses across the state.			
	2. Develop a resource list and tool kit of state boards and committees that promote COH.			
	3. Recruit 40 Under 40 awardees to COH-promoting boards and committees.			
	4. Survey COH promoting boards/committees for nursing participation (establish baseline).			
	5. Evaluate "Nurses on Boards" training for participation in COH- promoting boards and committees.			

STRATEGIC INITIATIVE IV: Coordinate the collection, analysis and dissemination of statewide nursing workforce data.

WORKFORCE	Tactic	Target Date	Completion Date	Progress
Objective 1: Supply workforce data to all stakeholders	1. Publish workforce report and make available on website.			
	2. Track retention and report as a portion of the Workforce Report			
	3. Initiate personal communication to interested individuals.			
	4. Develop educational tools in various formats such as infographics and various social media platforms.			
Objective 2: Develop and implement a plan to collect workforce demand data.	1. Collaborate with healthcare groups who can assist with data collection.			
Objective 3: Support participation in the National Forum of Nursing Workforce Centers.	1. Continue ACN membership in the National Forum			
	2. Financially assist two Board members to attend the annual meeting.			

STRATEGIC INITIATIVE V: Develop a sustainability plan to include funding and marketing.

	Tactic	Target Date	Completion Date	Progress
Objective 1: Develop an annual event to raise money and draw attention to nurse leaders.	1. Hold a “Nightingale” or restructure the “Keeper of the Lamp” as an annual fundraiser			
	2. Hold a Nurse Author Book Auction			
	3. Bring in National Nurse Leaders for annual fundraising event			
	4. Celebrate Florence Nightingale’s 200th birthday with a fundraiser			
	5. Recognize a Nurse Legend in the state at an annual fundraising event			
	6. Recognize nurse innovators at an annual fundraising event			
Objective 2: Ensure resources are sufficient to accomplish activities of the Center.	1. Work with legislators to pass statute allocating \$5 from every nurse licensure fee to go to fund ACN.			
	2. Explore sources of external funding which will provide a constant revenue stream.			
	3. Seek opportunities for grant funding.			
Objective 3: Promote ACN to stakeholders	1. Identify key conferences to attend (speaker and/or booth).			
	2. Publish articles/advertisements in local publications to promote the achievements and mission of the ACN.			
Objective 4: Promote the Center via electronic means.	1. Maintain current information on the website.			
	2. Ensure social media information is current and relevant.			