

NurseTRUST

Three-Year Strategic Plan Schematic: FY 2019–FY 2021

<p>NurseTRUST</p> <p>Purpose and Direction <i>NurseTRUST is a not-for-profit organization whose mission is to engage nurses in life-changing leadership. Through adding unparalleled values based on trusted and collaborative relationships, NurseTRUST aspires to intentionally disrupt healthcare to improve health and to inspire and equip nurses to lead courageously.</i></p> <p>Values</p> <ul style="list-style-type: none"> • Intentional • Courageous • Innovative • Confident <p>Our Promise NurseTRUST will sustain and harness our member network of nurse leaders to support the development of nurse leaders.</p> <p>NurseTRUST Challenges No professional discipline currently 'owns' health. Through the voice of NurseTRUST, we have an opportunity to claim health to advocate for individuals, patients, families, and consumers.</p>	Our Mission				
	<i>To Engage Nurses in Life-Changing Leadership</i>				
	Our Vision				
	<i>To transform health through optimizing nursing</i>				
	Our Strategic Initiatives				
	Membership <i>Building Capacity</i>	Annual Summit <i>Coordinating Annual Meeting</i>	Products and Services <i>Leverage CCL resources, develop offerings</i>	Magic <i>Capitalize member wealth</i>	Fund Development <i>Lead philanthropic efforts</i>
	<ul style="list-style-type: none"> • Attract, recruit and retain members • Engage ENF members to gain retention • Identify types of membership • Member benefits • Membership support • Mentorship • Mentee membership paths • Build partnerships 	<ul style="list-style-type: none"> • Develop theme & content • Explore venues through leveraging member resources • Assemble call to membership with expertise in summit content • Provide CEU 	<ul style="list-style-type: none"> • Develop member services and products • Explore leveraging CCL resources • Develop webinars • Develop business model for next two years of restricted funds (18-month plan) • Poll members 	<ul style="list-style-type: none"> • Define our Magic • Use Magic knowledge to transform leadership • Enhance our network • Research on ENF leadership development journey • Capture and document ENF stories • Identify partners and sponsors 	<ul style="list-style-type: none"> • Explore and maximize funding held at the Illinois Prairie Fund • Create an inaugural 3-year fund development plan through various giving vehicles • Explore the potential of corporate gifts • Explore the potential of project grants • Create a marketing plan for various fund development vehicles
	Our Strategic Results				
	<ul style="list-style-type: none"> • Membership: Number of new members, retention rate, committee participation, annual conference attendance, member satisfaction • Growth: Various website performance analytics (# of programs, # of webinars, % revenue growth, # of partnerships/alliances) 		<ul style="list-style-type: none"> • Communication: web site analytics, media impressions, satisfaction scores, distribution of e-News, social medial #NurseTRUST • Planning: net operating profit margin, revenue 		

