







**The Center for Nursing at the Foundation of NYS Nurses, Inc.
Strategic Plan 2018-2020**

Mission: The Center for Nursing at the Foundation of New York State Nurses promotes nursing leadership, research, and education to enhance the health and well-being of New Yorkers through preservation of its history and advancement of the profession.




Vision: To be widely recognized as a valuable resource that curates the past, cultivates the present, and crafts the future of nursing in NYS.

PRIORITY AREA: Visibility & Marketing					
GOAL:	Increase the visibility of the Center for Nursing at the Foundation statewide and nationally through a variety of marketing and communication channels.				
OBJECTIVE	STRATEGIES	RESPONSIBLE INDIVIDUAL(S)	MEASURES OF EFFECTIVENESS	STATUS UPDATE	DATE FOR COMPLETION
Execute a marketing plan that addresses key elements of: (a) dissemination to the community and profession, (b) standardized communications, and (c) use of social media and publications.	Convene a work group to review existing marketing practices and communication processes, and to develop a set of marketing strategies, expected outcomes and recommendations for presentation to the BOT.	Marketing & Communications Committee	A. Workgroup convened.		12/31/17
	A. Convene a workgroup B. Develop a marketing plan for the Center.		B. Marketing plan developed and presented to the Board of Directors.		April 2018
	C. Implement at least three strategies outlined in the marketing plan.		C. Three strategies of the marketing plan implemented.		TBD
	Identify stakeholder groups and target audiences, organizational strengths for marketing purposes, and relevant personnel and financial resources needed.	Marketing & Communications Committee	A. Top 5 stakeholder groups and target audiences identified.		April 2018
	A. Identify stakeholder groups and target audiences. B. Identify organizational strengths for marketing purposes.		B. Top 5 organizational strengths identified.		April 2018
	C. Identify resources needed to execute a successful marketing plan		C. Resources identified.		April 2018

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PRIORITY AREA: Organizational Development					
GOAL:		Optimize organizational structures and processes of FNYSN			
OBJECTIVE	STRATEGIES	RESPONSIBLE INDIVIDUAL(S)	MEASURE OF EFFECTIVENESS	STATUS UPDATE	DATE FOR COMPLETION
Ensure that organizational structures and processes support the purpose and function of the Center for Nursing at the FNYSN	Establish a plan for ongoing monitoring and revision of bylaws.	Governance Committee	Annual report of review and proposed amendments of bylaws to the Board.		November 2018
	Oversee personnel recruitment, evaluation, and development A. Determine the personnel needs and skill sets needed to successfully implement the Center's Strategic Plan. B. Assess existing personnel and their skills in relation to Center needs. C. Develop a plan for staff development in relation to the above assessment.	Executive Director Board liaison for staff development	Annual report to the Board that includes personnel needs and skill set and plan for staff development		April 2018
	Develop a plan for recruitment, orientation of roles and expectations, and evaluation of board members.	Governance Committee	Plan developed and presented to BOD.		April 2018

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PRIORITY AREA: <i>Fund Development</i>					
GOAL:		Increase fundraising and revenue generation to provide financial stability and advance the mission of the Foundation.			
OBJECTIVE	STRATEGIES	RESPONSIBLE INDIVIDUAL(S)	MEASURE OF EFFECTIVENESS	STATUS UPDATE	DATE FOR COMPLETION
Enact a development plan that cultivates sustainable revenue streams.	A. Create a fund development plan that engages traditional and non-traditional partners to a) develop networks; and b)one that considers needs associated with advanced operations	Development Committee	Establishment of a fund development plan		April 2018
	B. Define mechanisms to leverage and expand existing and new partnerships to ensure mutually beneficial relationships. C. Develop a mechanism to evaluate effectiveness of current partnership and programs. D. Fundraising plan should include sponsorships, grant opportunities, and other promotional items as well as opportunities for expanding resources associated with the Gala. E. Seek new opportunities for revenue generation such as utilization of space for lease or rental, and conducting continuing education programs and other revenue generating offerings.		Execution of a fund development plan		TBD

STATUS UPDATE KEY:  Green – on target
 Yellow – making progress
 Red - not in progress yet