

2024- 2025 Strategic Plan

Guiding Principle: The work of the NYS ID/DD Nurses Association will be driven by a strategic plan that promotes the good of the nursing profession and the people entrusted to our care.

Priority 1: Educational and Program Development Committee Growth of Annual Conference and other Educational/ Professional Development Opportunities.		
Objectives	Initiative	Updates
<p>Increase enrollment each year.</p>	<p>Increase Technology use to reach members. New for 2021</p> <p>Develop enhanced marketing through use of social media 2020. Social Media Committee formed to update:</p> <ul style="list-style-type: none"> • Using Facebook • LinkedIn • Evaluate Instagram vs Twitter to attract younger members <p>Provide one educational training in lieu of conference to members</p>	<p>2024:</p> <ul style="list-style-type: none"> • Added H3: Membership and Conference Management Platform annual contract signed. Should save in conference planning time, registration, and post conference reporting and improve organization efficiency. • Looked into updating Zoom to accommodate more users. Decided the cost was prohibitive at this time. Will increase capacity when necessary. This will save cost. • Facebook and web design contract for new logo and updates annual contract signed. • 3 round tables and other Zoom series will be offered. • Added RN-BSN scholarship and will be looking at increasing these for our next calendar year. • We have had nurses become members within Nurse Honor Guard. • Marketing efforts with new logo and materials for statewide distribution initiated are being printed and distributed in a bulk mailing to all ID/DD related agencies across NYS. <p>2023:</p> <ul style="list-style-type: none"> • Purchased 4 projectors for conference use, compatible with laptops; will save with rentals from venue and stress around working with venue tech person while running 3 concurrent sessions. • 174 Conference attendees <p>2022:</p> <ul style="list-style-type: none"> • Promote and return to an in- person conference with CEUs offered. MET

		<ul style="list-style-type: none"> • Implement new process for dissemination of Association funds to all members for educational and professional development at the State and Zone level. • Offer members and nurses in the field additional webinar offerings. • Continue virtual updates with Sue Prendergast via Association Zoom platform. • Recruit Conference Chair and committee members for 2024. • 134 Conference attendees. <p>2021:</p> <ul style="list-style-type: none"> • Webinar offerings (2-3) via online platform in place of annual conference. MET • Offer webinar for spring. • Offer Annual Diabetes Update – cert valid until July. MET • Plan for 2022 Conference in person with possible webinar component. • Obtain ZOOM online meeting platform to provide web-based offerings. MET/ ongoing <p>2020:</p> <ul style="list-style-type: none"> • Annual Diabetes Update via self-study. Members to receive certificate of completion worth 1 CE credit DDNA. MET • 50% membership at ZOOM annual meeting 9/15/20 9a–10am – MET 95 attendees • T. Sandford working with T. Potocar to manage LinkedIn and interface with Facebook. Met/ongoing. <p>2019</p> <ul style="list-style-type: none"> • Registration 179; no change from 2018. <p>2018</p> <ul style="list-style-type: none"> • Registration 179; compared to 181 in 2017 (1% decrease) <p>2017</p> <ul style="list-style-type: none"> • Registration 181; compared to 174 in 2016 (4% increase)
--	--	--

Priority 2: Membership Committee
Recruitment and Retention of ID/DD Nursing Specialty.

Objectives	Initiative	Updates
<p>Publish Recommended New Nurse Orientation Curriculum for ID/DD Specialty.</p> <p>Prevent Nurse Burnout.</p>	<p>For 2023-2024</p> <ol style="list-style-type: none"> 1. Explore the use of a social media Promoter for the Association 2. Reach out to Agency Boards / President of Board to help agencies become aware of what the Association offers to nurses. 3. Request a proposal to present at a conference for agency administrators, possibly a poster presentation with members present to answer questions. 4. Consider sending officers to be an exhibitor at a conference for administrators. 5. Reach out to nursing schools to inquire about job fairs; send officers to recruit. (Edie provided a list of Associate Degree, BSN, and MSN nursing schools in NYS) <p>Standard Orientation Curriculum completed.</p> <p>Met/Ongoing.</p> <p>Impact nursing case loads</p> <ul style="list-style-type: none"> • Meet with OPWDD • Consider convening expert panel <p>Compile and share a list of external resources for 24/7 Nursing On-Call support.</p>	<p>2024:</p> <ul style="list-style-type: none"> • Obtained statewide list of agencies. Mass mailing annual. • Initiative to reach to retired members as “Honorary Members” to keep historical perspective. • Vending tables and outside presentation to be handled case by case. Need to evaluate benefit vs. cost. • Nursing school list will be sent the marketing materials. • Susan Pendergast and George Shaw doing nursing update web and presentation at Annual Conference. • Bylaw review every 5 years. <p>2023:</p> <ul style="list-style-type: none"> • Nurse recruitment and retention committee formed; compiled list of external resources for members to share with their agencies re: use of Telemedicine and Nurse On-call coverage services to reduce staffing burden and recruit and retain RNs. • For 2024 the Executive Board voted to trial one RN to BSN scholarship of \$1000, formed a committee to make recommendations to the Executive Board for implementation / determine requirements for 2024 scholarship with goal to review applications at the Spring 2024 Board meeting. <p>2022:</p> <ul style="list-style-type: none"> • Create committee to address issues relative to recruitment and retention of nurses in the ID/DD nursing specialty. <p>2021:</p> <ul style="list-style-type: none"> • Continue work at Fall Exec board mtg • Schedule meeting with Sue Prendergast OPWDD DON to meet with members. <p>2020:</p> <ul style="list-style-type: none"> • Curriculum distributed at Spring 2020 Executive Board meeting. Publish via NYSIDDDNA website and to members. <p>MET and ongoing.</p>

Priority 3: Organization Sustainability: Elected/Appointed Leader Development

Conference and Membership Processing and Bookkeeping/Management of Finances – New to 2021

Objectives	Initiative	Updates
<p>Elect/Appoint new members to officers or committees each year</p> <p>Obtain platform independent of manager/planner position to maintain functions of conference registration, evaluation processing, and membership processing.</p> <p>New 2021:</p> <ul style="list-style-type: none"> • Move all association funds to central bank accounts to limit and safeguard fiduciary responsibility. • Hire accounting/tax service to manage bookkeeping services/tasks. • Establish role of Treasurer as an oversight position to bookkeeping service. 	<ol style="list-style-type: none"> 1. Place an assessment of interest form in each new member mailing and as a handout for conference. 2. Develop presentation to be used at Zone meetings. 3. Adoption of electronic management platform for conference registration and evaluation processing. 4. Adoption of electronic management platform for membership. 	<p>2024:</p> <ul style="list-style-type: none"> • Platform complete. • Committees to move documents to a thumb drive to Corresponding Secretary & Planning Manager. • Committees assigned. • Collaboration with Nurse Honor Guard. <p>2023-2024</p> <ul style="list-style-type: none"> • In process of moving conference registration to on-line through H3 Web Designs. <p>2022 -2023</p> <ul style="list-style-type: none"> • H3 Web Designs became website manager (Jason) • Annual Membership moved to on-line process to auto generate member list. • All funds moved to State Treasurer and bookkeeper roles. Zone Treasurer positions discontinued. Implementation of Request / Reimbursement form and process for distribution of funds to Zones to be used within Association guidelines. <p>2022:</p> <ul style="list-style-type: none"> • Hybrid State Board spring meeting. • Recruit and retain Zone Officers. <p>2021 #1:</p> <ul style="list-style-type: none"> • One new chair – scholarship committee achieved with member participation. • Bylaws & Standing Rules Committee – M. Keegan Chair w/ new members. <p>2021 #2: Ongoing.</p> <p>2021 #3 & 4:</p> <ul style="list-style-type: none"> • Approved by Exec Board members for 2020, but not used due to Covid changes. Will re-evaluate for 2022 with in-person conference.

		<ul style="list-style-type: none"> • Considered using X-CD Technologies Inc. Association & Conference Management, Software Proposal for conference registrations, evaluation processing, and membership processing. NOTE: Postponed due to pandemic and cancellation of in-person conference in 2021. <p>2020:</p> <ul style="list-style-type: none"> • 1. One new chair – nominating committee w/ 2 new members; 1 new member to social media committee. • 2. Ongoing – presentation not yet completed. • 3 & 4. Approved by Exec Board members for 2020 • Review in process by the Executive Board of X-CD Technologies Inc. Association & Conference Management, Software Proposal for conference registrations, evaluation processing, and membership processing. <p>2019:</p> <ul style="list-style-type: none"> • Achieved 1 new Conference Committee Chair with 3 new appointees to committee. <p>2018:</p> <ul style="list-style-type: none"> • New appointees to Conference Committee cochairs. Zone 7 active. <p>2017:</p> <ul style="list-style-type: none"> • Achieved 7 new appointees.
--	--	--