

**Beta Xi Chapter
Sigma Theta Tau International
Strategic Plan 2006-2008
Mid-Term Review**

*The following strategic plan is patterned after the Strategic Directions document. It is also influenced by President Picard's 2005-2007 Call to Action which emphasizes the importance of the **global** and **outward** focus of Sigma Theta Tau International. The plan also reflects a commitment to the involvement of nurses at all points in the career lifespan.*

Strategic Direction 1: Knowledge

Goal: Facilitate the capacity of local nurses at all stages of the career lifespan to engage in research generation and evidence-based practice.

1. Review and revise research policy and procedures to ensure alignment with current vision of STTI.
 - ◆ *Cynthia/Erlinda will check with Carolee to see if the revisions (policy and procedures, application forms) are done; Revisions will be presented at future meeting and board will vote*
 - ◆ *Research and awards committee was to review guidelines for travel awards and research funding (# of awards, limits on # of awards in certain time frames, etc.)*
 - ◆ *Governance committee will review research committee term limits (suggested two year appointment with one re-appointment possible)*
 - ◆ *The group discussed the needs for limits on funding, establishing priorities for funding national versus international conferences, presentations, etc.*

2. Expand scope of advertisement of funds.
 - ◆ *This needs to be a varied approach—from all members of the group*
 - ◆ *DNA reporter article*
 - ◆ *AI DuPont Hospital for Children research collaborative—Judy will email Paula about establishing a research collaborative much like the CCHS after consulting with Carolee.*

3. Initiate development of a research community of interest.
 - ◆ *Develop a research speakers bureau on the Beta Xi web site.*
 - ◆ *Encourage the collaboration of research projects. Erlinda shared a collaborative project which she is working on with a Florida individual named Douglas Sutton, RN, EdD. She was able to incorporate her results with his and has submitted to the Vienna conference.*
 - ◆ *Also may include e-technology and developing linkages among researchers*
 - ◆ *Provide a mechanism for nurses of all levels of interest in research to collaborate*
 - ◆ *Cynthia will send an email to get people on the web site for their research interests.*

4. Explore opportunities to support early career researchers (e.g., partnering with hospital-based programs).

- ◆ *Carolee to provide report of status of the CCHS collaborative to the board.*
- ◆ *Judy will pursue with AID Hospital for Children.*

Strategic Direction 2: Leadership

Goal: Foster leadership potential and ability in member and non-member nurses at all points in the career lifespan.

1. Continue to increase the potential, diverse leader pool via informal networking as well as formal mechanisms such as VIP profile.

- ◆ *The board and committees continue to improve its diversity and at present is the most diverse it has been at this time.*
- ◆ *This will continue to be an area of emphasis.*
- ◆ *Tom discussed the alliances which may be developed with members who are working outside the UD and at other graduate schools. The “connectedness” we discussed under research also may transcend all aspects of chapter functioning.*
- ◆ *Cynthia cited the member spotlights for the newsletters as a means to communicate member accomplishments and also cultivate other chapter members in settings besides research.*

2. Continue the leadership intern program.

- ◆ *The first year (2004) we had no applicants*
- ◆ *The second year (2005)—Lauren Bieri worked very hard, was very productive, and she has stayed active in the chapter. She is being nominated for the International Pillar of Service award.*
- ◆ *This year we had three applicants. The decision was made to accept all three. We have two undergraduate candidates and one graduate student. They will be working on three projects that are areas of need: Kids Into Healthcare careers, Fundraising, and Tutoring/Publicity.*
- ◆ *Tom brought up that we may want to move in the direction of creating the image that the Leader Intern is a competitive and prestigious program. We also want to purport the message to students about why they would want to be a leader intern. May have past leader interns speak at Induction or communicate it in some way to enhance the program.*
- ◆ *Judy will review Faculty Handbook and put in a paragraph about Sigma Theta Tau. Kathy will review.*
- ◆ *Cynthia shared the article presented in the newsletter and perhaps creating a brochure or video for future leader intern recruitment.*
- ◆ *We will continue to develop an advertising mechanism and develop the leadership*

3. Promote member participation in STTI mentoring opportunities (e.g., Omada, Maternal Child Leadership Academy, and Chiron) as both mentors and mentees.
 - ◆ *Encourage membership in these activities via newsletter announcements and word of mouth.*
 - ◆ *Kathy Schell will ask Noreen Watson and Kathy Riley-Lawless to put an article in the newsletter about their experiences. Perhaps the personalized stories may operationalize the benefits of the program better.*

4. Identify specific board and committee members who will serve as liaisons to members working in area hospitals.
 - ◆ Shelia Cushing – CCHS
 - ◆ Greg Cooper – CCHS
 - ◆ Kathy Riley-Lawless – A.I. DuPont
 - ◆ Erlinda Wheeler – St. Francis
 - ◆ *Cynthia discussed the need for ambassadors in selected areas. Cynthia suggested we operationalize the ambassador role.*
 - ◆ *We provided Nurses Weeks tables at St. Francis, CCHS, and AI DuPont*
 - ◆ *Our presence is currently limited to only a few local facilities. We need to make a concerted effort to expand our presence in both inpatient and community settings.*
 - ◆ *Lyn can assist in identifying Sigma members in Public Health*
 - ◆ *Hospices will be looked at*
 - ◆ *Lyn will work with Advanced Practice Nurses*
 - ◆ *Janice Selekman will be asked to be a liaison to School Nurses*
 - ◆ *Cathy Welde will be asked to be a liaison to the VAMC*
 - ◆ *We can also ask CCHS nurses including: Elaine Burkett, Donna Mower Wade, and others*

5. Explore potential programmatic linkages with the Delaware Organization of Nurse Executives/DNA
 - ◆ *Lyn shared information on the Nurse of the Year for 2007. The 2006 awards did not occur. The applicants for 2006 may be reviewed for the 2007 awards.*
 - ◆ *Judy will email Sarah and find out about the Nurse of the Year Program for the next year and Sigma's potential involvement. Nancy Robino was working with George Rudloff such that DONE will be leadership.*
 - ◆ *Sigma Theta Tau/DNA Research Day—the Research chair or their delegate should be part of that committee as another linkage. We need to ensure that we are fulfilling our duties of that collaborative conference.*

6. Sponsor students to attend 2007 biennium.
 - ◆ *Need to discuss the details of supporting student attendance*
 - ◆ *Need to pursue costs and potential benefits*

- ◆ *We can get a few suites to support networking*
- ◆ *Cynthia will work with Kathy RL for rooms for the conference*
- ◆ *We will also pursue University Funding for students*

Strategic Direction 3: Service

Goal: Provide opportunities for nurses of all ages to engage in socially conscious service activities that publicly promote the profession of nursing and the mission and vision of STTI.

1. Recruit chair for Outreach Committee.

- ◆ *Judy Herrman was recruited but changed to the Philanthropy Committee*
- ◆ *We decided to leave this committee without a chair and allow each outreach function to chair itself*

2. Recruit chair for Publicity Committee.

- ◆ *Jen Saylor is the chair and has been working on the newsletter*
- ◆ *Additional publicity committee members would be helpful in expanding the initiatives suggested by the committee*

3. Revitalize the “Kids into Healthcare Careers”(incorporating the Girl Scout badge and school career and health fairs), with an emphasis on promoting diversity (e.g., gender, racial) in the nursing workforce.

- ◆ *Dawn Brown was selected as a leadership intern, is working hard to renew this initiative. Cynthia met with Dawn to discuss options as far as federal funding, Girl Scout involvement, grant monies, freebies, Nursing Center involvement, and other efforts.*
- ◆ *We will work with DNA to conduct a Kids into Health Careers function with the Girl Scouts. The labs could be used for simulations. Lyn has been in touch with Bethany receive permission of the labs and to involve DNA and SNO. The potential dates are May 5th or the 12th.*

4. Revise the Outreach Committee section of the Policy and Procedure Manual to include support for the importance of the chapter’s identified service projects.

- ◆ *Cynthia discussed rationale for this discussion.*
- ◆ *This will be inserted: Outreach projects will align with the mission and goals of the chapter and of Sigma Theta Tau International. These projects will serve both long standing commitments and new needs as they emerge. The chapter will maintain the flexibility to adapt projects as needed.*

5. Continue to analyze service requests to ensure they are consistent with chapter and international missions.

- ◆ *See above*

6. Continue with current service projects (Special Olympics, Holiday Outreach, and Kids into Health Careers).
 - ◆ *Judy suggested that each board member could be asked to participate in one service project.*
 - ◆ *Erlinda suggested that this be included in the Policy and Procedure manual and that each board member should be made aware at the Leadership Transition meeting.*
 - ◆ *Cynthia shared how successful the Holiday Outreach was in December. It was published in the Rising Sun Herald.*

Strategic Direction 4: Communities

Goal: Expand collaborations and linkages with member and non-member nurses.

1. Explore potential collaboration with DNA/DONE in co-sponsoring yearly Nurse Excellence Awards.
 - ◆ *See above. We were unable to collaborate last year because DNA/DONE did not host the awards in 2006. It appears the program will go forward this year. Lyn and Judy will pursue.*
2. Increase opportunities to publicize chapter and member accomplishments in local hospital and in the community at large.
 - ◆ *Need to publicize activities of the chapter which are worthy of recognition. Need to consider what it is we want to communicate and to whom.*
 - ◆ *Use the Kids into Health Careers function to publicize the chapter to the community.*
 - ◆ *Have outreach activity committee members (those who spearhead each project) also generate one press release per year for their outreach function and include this in the position description..*
 - ◆ *Review Policy and Procedures of each board member function—Cynthia will send manual to Erlinda as chair of Governance.*
 - ◆ *This will continue to be an area of emphasis for the chapter.*
 - ◆ *Continue Nurses' Week activities to publicize chapter efforts*
3. Explore the possibility of creating a partnership between Delaware Sigma chapters.
 - ◆ *Cynthia has pursued collaboration with other chapters. She has received no response.*
 - ◆ *Cynthia would like to develop a state wide newsletter. Cynthia will send another email offering to develop the newsletter and will put it together.*
 - ◆ *The research conference is one vehicle.*
 - ◆ *Lyn suggested we invite or co-sponsor with other chapters to develop more relationships and linkages.*
 - ◆ *This continues to be an area of emphasis.*

4. Continue the chapter's participation in the Tri-State Consortium.
 - ◆ *In the past we have had 10-15 members attend per year.*
 - ◆ *Only two people participated this year.*
 - ◆ *The next year's brunch is September 30, 2007.*
 - ◆ *Each chapter will be asked to provide \$100.00 to build up the budget.*
 - ◆ *Save-the-Date cards will be sent to each member*
 - ◆ *The consortium will refund ½ for each student—we should try to market the program to students and new prospective inductees.*
 - ◆ *We may elect to reserve our recruitment this year for the Biennium.*

5. Complete an extensive overhaul and update of the chapter's website.
 - ◆ *Cynthia is working on the web site.*

6. Partner with the University of Delaware School of Nursing to ensure visibility at the 2007 biennium.
 - ◆ *Cynthia is working with Director for biennium conference sponsorship.*
 - ◆ *Region 12 is supporting three athletic activities. Beta Xi may be asked to assist both in effort and in funding.*

7. Continue fostering an active, visible, and mutually beneficial partnership with the School of Nursing.
 - ◆ *Partnership should be reinforced with the School of Nursing.*
 - ◆ *Chapter president should meet with the new Director when hired.*
 - ◆ *The new Director should be asked to attain a dual membership.*

Strategic Direction 5: Sustainability

Goal: Continue to be a thriving, model chapter by fostering the development of human and resource capital.

1. Promote diversity in membership, including race, gender, and area of practice.
 - ◆ *Continues to be an area of effort for our chapter as it reflects a core value of our work. We are constrained by the demographics of our population.*
 - ◆ *We need to pursue minority nursing organizations (Black nursing sorority, American Association of Men in Nursing, Pilipino nursing groups, etc.).*

2. Develop mechanisms to communicate with members electronically.
 - ◆ *The email list has been created.*

- ◆ *Cynthia will send an email to determine their interest in staying on the mailing list.*
3. Continue to implement and monitor the efforts of the Membership Involvement Committee.
 - ◆ *Lauren Bieri has taken over from Elaine Burkett.*
 - ◆ *Letters and surveys are sent for active, inactive, and transfers.*
 - ◆ *Deer Park Membership Appreciation Celebration was well attended and raised interest in the chapter. The UD Alumni Association has asked to partner with us. This will assist in sharing of the expenses and will also provide a mechanism to share members. We will continue this event.*
 4. Explore and implement an earlier induction timetable.
 - ◆ *An earlier fall induction is not feasible due to holidays and other calendar restrictions (homecoming, etc.).*
 - ◆ *The group discussed moving the traditional induction to the spring and move the Nurse leader induction to fall and combine with Accelerated student induction (move spring dinner meeting to fall).*
 - ◆ *Governance committee will explore*
 5. Complete an extensive overhaul and update of the chapter's website.
 - ◆ *See above*
 6. Continue to hold annual finance meetings.
 - ◆ *This will occur in the summer with the board.*
 - ◆ *The chapter should pursue financial consulting to determine how to best maximize its financial standing while also offering the most services to its members.*
 7. Continue with established fundraising initiatives and explore potential fundraising initiatives to provide money for scholarships, awards, and grants.
 - ◆ *Judy Herrman is the chair.*
 - ◆ *The name plates are still available and may continue to be a great fundraiser.*
 - ◆ *A spring fundraising event is planned as part of the Spring Dinner Business Meeting as opposed to a more traditional academic/research speaker.*
 - ◆ *All fundraising is appropriated directly to scholarships, awards, and grants. It was suggested that the budget demonstrate this more clearly.*
 - ◆ *Cynthia will pursue with Pia creating a financial report which clearly expresses our chapter's contributions to research, scholarships, and awards.*
 - ◆ *The goal is that our fundraising efforts will support all of our current awards and in the future be able to provide more.*
 - ◆ *Could pursue the establishment of additional awards/scholarships:*
 - a. *Could we have a scholarship based on the interests from our CD's.*
 - b. *May want to pursue named scholarships via members.*

- c. May consult with STTI about potential expenditures/scholarships.*
- d. Cynthia will consult with Nancy Sharts-Hopko*

8. Strive to achieve Key Award for the 2005-2007 biennium.

- ◆ *Kathy Riley-Lawless and Pat Drake will work on this year's award application.*