



# NYS ID/DD Nurses Association, Inc.

## Strategic Plan

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Spring 2017

## Key Accomplishments 2005-2015

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- *Annual conference as an educational opportunity*
- *Scholarship program informs and attracts nursing students or those going for a higher degree as to the purpose of our organization.*
- *Recognition for successes of members - established Joyce Binder RN Award*
- *Continue to provide timely and relevant information to members through our annual conference and zone activities.*
- *Newsletter*

## S-W-O-T Analysis

Strengths	Weaknesses	Opportunities	Threats
Structure of the organization and support of zones	Difficulty drawing new & younger members to assume office	Develop Publications: Orientation Standards, Nursing School Clinical Curriculum Template, Practice Guidelines	Difficulty of recruiting nurses to this field because of misunderstanding of our function, salary disparities
Conference	Employers do not value the organization – education, networking, idea generation. Cost:Benefit	Educate hospital staff to caring for our individuals and recognizing their abilities. Look beyond the obvious	Budget cuts for services
Networking	Some Zones are struggling	Partnering with other organizations	Lack of competitive salaries and lack of annual wage increases makes it difficult to recruit and retain employees
OPWDD employees as resources	Lack of role definition and standardization	Association to attend health fairs, etc	Leadership Burnout/Recycling
Scholarship	Board Meetings can be disjointed		OPWDD Structure and Status
Recognition of Successes			Retention of Staff
Newsletter			

## Organizational Strategic Priorities Identified from SWOT Assessment

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### Top 3 Organizational Strategic Issues

1	<b>Growth of Annual Conference and other Educational/Professional Development Opportunities:</b> <i>The Corporation is primarily formed for the purposes of promoting the professional development of nurses interested in persons who are developmentally and/or intellectually disabled through: educational opportunities, sharing of information and research.</i>
2	<b>Recruitment and Retention of Nurses in the ID/DD Nursing Specialty</b>
3	<b>Sustainability of the Organization: Elected/Appointed Leader Development</b>

## Market Forces Impacting the 3 Strategic Priorities of the NYS ID/DD NA

Growth of Annual Conference and other Educational/Professional Development Opportunities

Recruitment and Retention of Nurses in the ID/DD Nursing Specialty

Sustainability of the Organization: Elected/Appointed Leader Development

### Individuals Served

- *The number of individuals in the residential system is stable.*
- *The population is aging.*
- *The number of individuals to serve with autism is growing.*
- *The number of individuals to served with dual diagnosis is growing.*

### Generational Difference

- *Volunteerism and membership declining in value.*
- *Generation X and Y are more likely to use internet-based learning and networking.*

### Competitors

- *Pharmacy Services Educational Programs*
- *Employer based organizations*
- *Online Providers of CNE*

### Payers

- *Cost pressures causing demand from payers for cost of care reductions for individuals with ID/DD.*
- *Prior authorization and other case management requirements*

### Employers

- *Do not value the organization for education, networking, idea generation.*
- *Do not recognize the cost:benefit of membership and participation.*

### Regulatory Changes

- *Self-Directed*
- *CQL*



# 2017 Strategic Plan

Priority	Objective(s)	Chosen Initiative
<p><b>Growth of Annual Conference and other Educational/Professional Development Opportunities:</b></p>	<ul style="list-style-type: none"> <li>• <b>5% increase in conference attendance in 2017.</b></li> <li>• <b>10% increase in conference attendance in 2018.</b></li> </ul>	<p><b>Develop enhanced marketing through use of social media</b>            Others discussed:            Provide employer education about benefits            Network with other organizations, including as a vendor at their conferences.            Restructure the annual conference and add one day regional events.</p>
<p><b>Recruitment and Retention of Nurses in the ID/DD Nursing Specialty</b></p>	<p><b>Publish Recommended New Nurse Orientation Curriculum for ID/DD Specialty</b></p>	<p><b>Standard Orientation Curriculum – draft to Exec Board by Fall 2017 Exec Board Meeting.</b>            Others discussed:            Collaborate with Universities for curriculum and clinical experiences development in nursing education programs.            Develop mentoring program            Complete salary survey</p>
<p><b>Organization Sustainability: Elected/Appointed Leader Development</b></p>	<p><b>7 new appointees to committees in 2017</b></p>	<p><b>Hold non-CNE session at conference about committees – what they are and do, how to lead a committee, etc.</b>            Others discussed:            Clarify Committees and list members on web site.            Recruit at Membership Table            Enhance Zone level activities</p>