

# 2017 Strategic Plan Status

Priority	Objective(s)	2017 Chosen Initiative	2018 Update
<b>Growth of Annual Conference and other Educational/Professional Development Opportunities:</b>	<ul style="list-style-type: none"> <li>• 5% increase in conference attendance in 2017.</li> <li>• 10% increase in conference attendance in 2018.</li> </ul>	<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.	Reg: 181 compared to 174 in 2016 (4% increase) Facebook used for postings. Adding clinical content to newsletter.  <b>2018 Initiative: 10% (199) increase in conference attendance in 2018 but recognize 5% may be more realistic. (190)</b>
<b>Recruitment and Retention of Nurses in the ID/DD Nursing Specialty</b>	<b>Publish Recommended New Nurse Orientation Curriculum for ID/DD Specialty</b>	<b>Standard Orientation Curriculum – draft to Exec Board by Fall 2017 Meeting.</b> Others discussed: Collaborate with Universities for curriculum and clinical experiences development in nursing education programs. Develop mentoring program Complete salary survey	Task Force met for first meeting at conference.  <b>2018 Initiative: Continue 2017 Plan</b>
<b>Organization Sustainability: Elected/Appointed Leader Development</b>	<b>7 new appointees to committees in 2017</b>	<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	Achieved 7 new appointees Edu. Comm. had 2 new. Bylaws had 1 new. Orientation Task Force has 6 members, 4 of whom do not hold other offices or appointment Session held at conference with CNE. Collected interest sheets. <b>2018 Initiative and Goal: 7 new appointees to committees/offices in 2018</b>