

TSGNA STRATEGIC PLAN

DEFINITIONS:

<i>Mission Statement:</i>	Identifies the core members and the unique needs this organization can address for them.
<i>Goals:</i>	Statements which define the primary concerns of the organization.
<i>Objectives:</i>	Described desired outcomes related to each of the identified goals.
<i>Strategies:</i>	Specific programs, projects or activities that will lead to the achievement of the general objectives. Should include a clear statement of how much and by when.

TSGNA'S MISSION

The Tennessee Society of Gastroenterology Nurses and Associates, Inc. (TSGNA) is a professional organization of nurses and associates dedicated to the safe and effective practice of gastroenterology and endoscopic nursing. TSGNA carries out its mission by advancing the science and practice of gastroenterology and endoscopic nursing through education, research, advocacy and collaboration, and by promoting the professional development of its members in an atmosphere of mutual support.

GOALS

To carry out its mission, TSGNA identifies and pursues specific goals. These goals will drive TSGNA's structure, governance, staffing, and budgeting, and will serve as the basis for all evaluations of achievement and performance. TSGNA goals were designed to take maximum advantage of the opportunities outlined and to deal with challenges that arise, recognizing that almost every challenge brings the seeds of new opportunity.

GOAL 1

PROGRAMS AND SERVICES: TSGNA will provide contemporary programs and services that advance the practice of gastroenterology and Endoscopy nursing.

Objective 1.1:	Maintain the type, amount and quality of CEU offerings. (Assigned to Division Officers, Program Committee, and President, annually.)
	Strategies: <ul style="list-style-type: none">-Evaluate new opportunities for improved and/or additional educational offerings.-Consider concentrated sessions that include hands on training seminars conducted by experienced personnel and sponsored by vendors.-Seek out sources to obtain CEU credit for courses at a minimal fee.
Objective 1.2:	Develop and market products/services other than education. (Assigned to Communications and Points Committees and assigned Directors.)
	Strategies: <ul style="list-style-type: none">-Maximize usage of TSGNA website, www.TSGNA.org-Develop divisional e-mail/fax set-up for quick info output to members and participants.

Objective 1.3: Promote professional development by increasing member awareness of scholarships for certification/recertification and continuing education. (Assigned to Points, Education and Communication Committees and assigned Directors and Division Officers.)

Strategies: -Promote scholarships and requirements, individually, at divisional and regional meetings, through poster exhibits, games or other visual aids.
-Add details for eligibility and application to the website.
-Utilize divisional e-mail/fax contacts to remind members of upcoming deadlines.

Objective 1.4: Improve post-activity evaluation process. Use results to improve/modify subsequent activities. (Assigned to Program Committee, President and Board of Directors.)

Strategies: Evaluation summaries will be recapped and results provided to the Board via e-mail within one month of the activity.

GOAL 2

IMAGE AND IDENTITY: TSGNA will define the organization's image and specialty's identity.

Objective 2.1: Develop and project a unified partnership with SGNA and other Regional Societies. (Assigned to the President, President-Elect and Board of Directors.)

Strategies: -Send TSGNA President, President-Elect and other selected officers to SGNA's Leadership Conference annually.
-Send the President and President-Elect to the SGNA House of Delegates, annually. Support smaller Regions to send their representatives as budget allows.

Objective 2.2: Increase visibility and promote practice through alliances with other nursing organizations, including GI physician groups, government, vendors, other health professional groups and the public. (Assigned to President, President-Elect, Board of Directors and Division Officers.)

Strategies: -Partner with TNA in defining role changes and responsibilities of the GI nurse.
-Initiate statewide awareness program to bring colon cancer awareness to the forefront. Use March of each year to set up in malls and pass out information to the public.
-Celebrate GI Nurses day in unique ways to bring attention to their accomplishments at the division levels.

Objective 5.2 Provide mentoring programs for new TSGNA leaders. (Assigned to TSGNA leaders, as designated by the President.)

Strategies -All members of the board should utilize the knowledge and guidance of the Board Advisor.
-Encourage the person leaving a position to mentor the incoming board member as much as needed, knowing that you are truly successful when the person you have mentored exceeds your accomplishments.

GOAL 6

FISCAL RESOURCES: TSGNA will maintain a well managed, dynamic and financially stable organization, responsive to member needs.

Objective 6.1: Conduct the business of TSGNA in a financially responsible manner. (Assigned to the Treasurer and Budget and Finance Committee and the Board of Directors.)

Strategies: -Develop and manage an annual operating budget.

Objective 6.2: Maintain a reserve position of 6 months operating revenue. (Assigned to the Treasurer and Budget and Finance Committee.)

Strategies: -Quarterly reports will be provided to the President.
-An informal report shall be provided upon request by the President or the Board of Directors.
-Reserve position will be reported to the Board at each meeting.
-Points scholarships (amount and number), as well as Board and Director benefits, in addition to other expenditures will depend on reserve amount and will be reflected in the annual operating budget.

Objective 6.3: Continue to explore revenue sources beyond members and vendors. (Assigned to the Board of Directors.)

Strategies: -Board members to survey other professional nursing organizations to determine potential resources.

GOAL 7

STRUCTURE AND GOVERNANCE: TSGNA will maximize the efficiency and effectiveness of its structure and governance.

Objective 7.1 Evaluate the structure and functions of the organizational units
Board of Directors Divisions
Ad Hoc Committees Standing committees
(Assigned to the Board of Directors)

Strategies: -Recommendation for improvements to existing structure and functions, determined through the evaluation process, should be presented to the Board for input and approval.

Objective 7.2: Recruit qualified candidates for office. (Assigned to Nominations and Elections Committee, Divisional Officers, and the Board of Directors.)

Strategies: -Promote recruitment of volunteers through:
TSGNA website, local announcements and
"Willingness to Serve" form.