

**Sigma Theta Tau International
Beta Omicron Chapter**

**Strategic Plan
2003-2007**

Goal I: Knowledge Development

Action:

A. Foster an environment conducive to development of nursing knowledge through

1. Annual research conference
2. Biennial regional research conference - one (1) every other year with Emory, GSU, UAB and affiliated Sigma Theta Tau Chapters
3. Program meetings 2x/year
4. Recognition of scholarly achievement
 - i. Annual Graduate Student award
 - ii. Annual Excellence in Nursing awards to member for research, publication & teaching
 - a. Criteria for awards will be reviewed at least every 2 years and revised as necessary
5. Research grants funded annually
6. Publication of study abstracts in the newsletter

B. Create research partnership with others in nursing and in other disciplines through

1. Cosponsoring research conferences and programs (as above plus MCG, CNR, and area chapters and healthcare institutions).

Goal II: Knowledge Dissemination

Action:

A. Increase the dissemination of nursing knowledge through

1. Travel awards as budget permits
2. Publication of study results in newsletter
3. Publication of study results in the media

B. Communicate research findings to multiple audiences through

1. Annual research conferences with general sessions
2. Publication of study results in the media

C. Home Page (WWW) utilization (Electronic Goals)

1. Web Page established through the School of Nursing Home Page
2. Meeting Agenda and Minutes sent to the Board electronically by 2003
3. Establish electronic list of all active members
4. Members have chosen between electronic or regular mail newsletters

Goal III: Knowledge Utilization

Action:

A. Encourage appropriate use of nursing knowledge in practice:

1. Annual research conference
2. Program meeting 2/year
3. Newsletter 3/ year (Fall, Winter, and Spring) to include message from the Dean in the Fall issue.

Goal IV: Resource Development

Action:

A. Promote the growth of Sigma Theta Tau International membership:

1. Maximize the opportunities for qualified individuals to join
 - a. Invite all qualified individuals to membership
 - b. Recruit community leaders to membership through member nomination announcement in newsletter annually.
 - c. Personally address methods of membership with individuals who inquire
2. Maximize participation of members
 - a. Identify organization representation at each community agency
 - b. Alternate program meeting at local facilities
 - c. Program meeting 2x/year
 - d. Contribute to International for special projects
 - e. Orientation on "Opportunities to Serve" for new members
 - f. Reminder letters for membership renewal to previous year inductees

B. Promote growth of Sigma Theta Tau International chapter

1. Annual board and committee chair retreat (every year)
 - a. Annual review and update of strategic plan
2. Network across chapters at President's conference calls, regional meetings, and biennial conventions.
3. Financial management
 - a. Finance report each Board Meeting and membership business meeting
 - b. Audit completed every two years by Certified Public Account
 - c. Investment portfolio report annually
 - d. Finance committee established
 - e. Develop a fund raising plan

C. Recognize achievement of individuals and groups through

1. Announcement of achievements in the newsletter and other media
2. Acknowledgment of achievements at program and induction meetings
3. Annual Excellence Awards to members for research, publication, and teaching

Strategic Plan 2001-2005 - Beta Omicron Chapter

This five-year plan is dedicated to increasing the viability, stability, and visibility of Beta Omicron Chapter, through focusing on membership, communication and socialization of ourselves as an organization. A strategic planning task force should be appointed annually, to review and revise the plan as appropriate and necessary.

CORE VALUE	FOCUS	ACTION STEP	RESPONSIBLE PERSON/GROUP
Viability	Membership	1. Recruit at least one new inductee to identified committees.	Committee Chairs Eligibility Committee
		2. Provide name tags and introduce members attending the general meetings.	Membership Involvement Committee
		3. Collect data from members to assist in program planning.	Program Committee and Newsletter Editor
		4. Establish fundraising plan to present to the Board.	Fundraising and Bylaws Committees
		5. Provide a specific time on general meeting agendas to "brainstorm" member identified needs.	President
	Communication	1. Attend each board meeting or send designee. Reflect Committee Chairs in each agenda.	Committee Chairs or designees. President
		2. Report board meetings minutes in subsequent newsletter.	Secretary
	Socialization of Members	1. Contact all new inductees regarding continued membership.	Membership Involvement Committee
		2. Utilize task forces to complete specific duties.	President, Officers, Committee Chairs
Stability	Membership	1. Create a "Council of Past Presidents" to provide guidance and advice to current board of directors.	President and President-Elect
		2. Develop and implement a tracking and reporting system to increase the stability of membership.	Membership Involvement Committee Board of Directors
		3. Recruit "Community Leaders" for membership.	Board of Directors Agency Representatives
	Communication	1. Update the 5-Year Calendar and Strategic Planning Task during the	Board of Directors and Committee Chairs

CORE VALUE	FOCUS	ACTION STEP	RESPONSIBLE PERSON/GROUP
		annual Board Retreat	
		2. Publish 3 newsletters annually (Fall, Winter, Spring).	Newsletter Editor
	Socialization of Members	1. Orient new members prior to induction.	Membership Involvement Committee
		2. Recognize co-sponsors, planners, and volunteers at chapter events.	Membership Involvement Committee Program Committee
		3. Involve previous year's inductees in sponsoring an activity for new inductees.	Membership Involvement and Eligibility Committee
Visibility	Membership	1. Sponsor area network activities at various facilities.	Agency Representatives and Membership Involvement Committee
		2. Display archives at general meetings and Chapter Induction to highlight history.	Heritage Committee
		3. Implement a community service project.	Task force appointed by President
	Communication	1. Provide news releases to area newspapers focusing on members accomplishments.	Publicity Committee
		2. Interface with Home Page managers for accurate and timely information.	Publicity Committee
		3. Provide chapter highlights to local facilities and encourage them to print in their publications.	Publicity Committee
		4. Identify new and different ways to recognize member accomplishments.	Research and Award Committee
		5. Inform employers of their employees who are Chapter Award winners.	Research and Award Committee
		6. Increase use of bulletin boards in local facilities.	Publicity committees and agency representatives
		7. Establish electronic Agenda & Minutes.	President, Secretary, and Web Master
		8. Establish electronic newsletters.	Newsletter Editor and Web Master

