

SNOM STRATEGIC PLAN
2019-2022



School Nurse Organization of Minnesota Strategic Plan 2019-2020

Mission

The School Nurse Organization of Minnesota advances excellence in school nursing practice to promote student health for student success.

Vision

The School Nurse Organization of Minnesota envisions student health for student success.

Core Values: we base our core values on the following:

School nursing, a specialized practice of nursing, protects and promotes student health, facilitates optimal development, and advances academic success.

School nurses, grounded in ethical and evidence-based practice, are the leaders that bridge healthcare and education, provide care coordination, advocate for quality student-centered care and collaborate to design systems that allow individuals and communities to develop their full potential.

*From the **National Association of School Nurses** (February 2017)*

Executive Summary

The Strategic Planning Committee consisted of SNOM Board members. This committee met 8 times over the course of a year. Input was obtained from the 2017 SNOM Fall Conference evaluations, discussion with members, evaluating what we have achieved in the past and where SNOM needs to go in the future.

Elevator Speech

An important part of the strategic plan is how we communicate with others who and what SNOM is. An elevator speech is a clear, brief message or “commercial” about SNOM. It communicates who we are. It typically lasts about 30 seconds or the time it takes people to ride from the top to the bottom of a building in an elevator. The following could be included in this talk.

- We are a Minnesota organization and affiliated with the National School Nurse Organization
- SNOM’s priorities
- SNOM’s core values
- That SNOM is a welcoming organization to all Licensed School Nurses (LSN).
- That we are a family of professionals.
- What is unique about SNOM

Each SNOM Member should create their own elevator speech using the above information.

The Process



Through the SWOT process the *Strengths, Weaknesses, Opportunities and Threats* of SNOM were identified. The Strategic Planning Committee used a wide lens to ascertain our strengths, weaknesses, threats, and the opportunity our organization has. These were then used as input to develop goals.

Strengths: areas that we are strong in and do well, or advantages and how we are identified.

- Web page
- Education
- Leadership
- Good process to relay information (listserv)
- NASN affiliate-unified
- Lobbyist contracted by SNOM
- Committees: SPED, Legislative, program committee, etc.
- Recognition of members
- ANCC for fall conference (2018)
- Good participation and recognition of value at conference and LSN Orientation
- Financially sound
- Only professional school nurse organization in the state.
- Strong bipartisan relationship
- Consistent membership
- Connections with other lobbyist, presidents of other organizations, administrative organizations
- Member of Minnesota Nursing Community Policy Forum

Weaknesses: areas where we can improve in, areas to avoid and weaknesses that others see.

- Aging leadership
- LSNs want information and do not want to join SNOM/NASN
- MDE: support service coordinator is not a school nurse
- MDH: school nurse liaison has a very broad role
- Membership is stagnant
- Lack of membership participation in the organization
- Give away our practice/protect website
- Using Greater Metro meetings to get information out to nonmembers
- Consistent membership
- No uniformity of local public health agencies connected to schools
- Lack diversity in school nurses (gender, race)

Opportunities: The opportunities in MN and the community, what the current trends in nursing are, how technology has changed, government bodies changes, how to have schools recognize health services as a whole entity, changes in population served and how school nursing needs to change were discussed.

- Diverse state
- Mentorship program
- Role of ADN, LPN, and health assistance in our membership
- Increase LSN in schools
- To connect with other related services: SW, Psych, counselors
- Partner with higher education institutions for school nursing
- Using our NASN resources
- Increase our volunteers/ sign up on web
- How can we engage with MDE and MDH
- Link SNOM's web page with NASN
- Support data collection for annual state reports
- Scholarships to advance nursing research
- Increase connections with other lobbyist, presidents of other organizations, administrative organizations
- Greater Metro
- Connect with MDH with roadmaps of health informatics

Threats: Threats to our organization and LSNs.

- Administration wanting to decreasing LSN positions in districts
- Lack of volunteers
- MDE Support Service Coordinator is a SW and does not understand the LSN role.
- Anyone in the health office is a nurse
- Health services is not a focus in education
- Lack of state reporting system
- To bring Associates, LPN, unlicensed assistive personnel into membership
- Diverse state: Rural and urban
- Special interests undercutting the LSN scope of practice (Diabetes, asthma, etc.)
- Legislators reactive to issues

Summary

Through the review of the evaluations from the 2017 SNOM Fall Conference, trends in nursing, evaluation of governing bodies, SNOM's relationship with other organizations, demographics and data, the strategic planning committee identified 4 goals for SNOM. They are included as follows with strategies, implications, implementation, timeline, evaluation process, and accountability.

GOALS

Goal #1

Develop connections and partnerships with organizations that promote student health.

Strategy	Implications	Implementation	Timeline	Evaluation process	Accountability
Promote school nurse relationships with legislators.	Legislators actively seek SNOM's input on legislation. Legislative Committee will be included on developing language for bills with legislators when they are written.	The Legislative Committee will develop key ways to be identified as an organization that must be contacted and/or notified of bills that involve student health. Meetings with SNOM's Lobbyist.	Prior to formation of bills	At the end of each legislation session to evaluate timing and involvement of SNOM.	Legislative Committee
Develop a presentation with the focus to educate school administration in the role of the Licensed School Nurse.	Increase understanding of the value of the LSN's role at the administrative level. Build branding and visibility.	The presentation(s) developed will be available on the SNOM Web page. Use of common language.	Printable materials by January 2020 Promote continually	Publications completed. Request of membership how the publications have been used.	Information-Technology Committee Public Relations Committee
Develop skills within our school nurse leaders to articulate, in educational terms, the role and value added of the LSN.	School Nurses will have the information and develop skills to articulate their role and for the health and education of students. Build branding and visibility.	Each LSN will know how to develop an elevator speech to promote the practice of school nursing. Use of common language. SNOM to request LSNs to share their elevator speech via Listserv, wordle or other responses.	November 2019 at the annual SNOM meeting to introduce the use of an elevator speech	Language added to 2020 SNOM Fall Conference will include two questions regarding development and use of their personal elevator speech to promote school nursing.	Executive Committee Fall Conference Committee

		At Fall Conference in 2020, to create a word wall of elevator speeches to be displayed.			
Utilize NASN resources to update SNOM publications that promote the profession of School Nursing.	SNOM has current promotional resources.	Executive Committee to appoint a task force to review and update SNOM's publications. Review and update SNOM's School Nurse marketing materials.	Task force appointed by 2020 January 2021. Yearly review the status of promotional materials	Materials completed and available for use.	Task force Executive Committee
Share publications with MEA (MN Education Association), School Administrators, SNOM Lobbyist, and MN School Boards.	Inclusivity on developing language for bills with legislators as they are written.	Electronically mail these publications to key contacts within the stated organizations. Distribute publications in meetings with legislators.	January 2021	Count the number of contacts and material delivered.	Public Relations Committee Legislative Committee Executive Board
Establish quarterly meetings with the related service liaison at MDH and MDE.	Better relationships and communication with agencies.	President to call and schedule regular meetings with related services liaisons.	Fall 2019	President includes the status of these meetings at each SNOM Member Meeting.	President

Goal #2

Integrate the Framework for 21st Century School Nursing Practice into Minnesota Schools.

The Framework consists of 5 pillars:

1. Care Coordination
2. Leadership
3. Quality Improvement
4. Community of health
5. Students

Strategy	Implications	Implementation	Timeline	Evaluation process	Accountability
Educate membership on the Framework for 21 st Century School Nursing Practice.	Develop an awareness in membership. Members are knowledgeable and can utilize the framework. Raises the standard of practice of school nurses around the state.	Present the framework at the 2020 Fall Conference at a 45-50-minute session. Develop a Facebook page for communication and to bring awareness. Members are encouraged utilize the framework. Reserve time at each SNOM Fall Conference for SNOM Leadership to share pertinent data.	Fall 2020 Ongoing Ongoing	The 21 st Century Framework language is included in the fall conference brochure Presentation at the fall conference in 2020 is completed. Facebook page up and being utilized.	Fall Conference Committee Executive Board Public Relations Committee
Promote the resources NASN has developed to educate SNOM Membership on the framework.	LSNs able to better articulate the scope of the LSN role.	Monthly updates during the school year are done via social media. Utilize the listserv, conference, NASN resources.	Fall 2020 Ongoing	Social Media activity.	Executive Committee Information-Technology Committee Public Relations Committee
Utilize the framework for the evaluation	Update the evaluation process	A new application process to be developed using the framework.	Awards 2020	The 21 st Century Framework is	Awards Committee

process for SNOY and SNAY.

of School Nurse Practice.

Applicants utilize the framework in their application process.

used to determine the SNOY and SNAY.

Goal #3

Enhance membership in SNOM and promote the leadership skills of SNOM members.

Strategy	Implications	Implementation	Timeline	Evaluation process	Accountability
Develop, educate, and promote the use of communication tools.	Members feel connected.	<p>Increase use of social media and other tools for communication.</p> <p>Review and update the SNOM Membership materials.</p> <p>Identify social media champion to educate SNOM Board and membership.</p>	<p>May 2020</p> <p>May 2020</p> <p>May 2020</p>	Membership increased by 10% by 2023.	<p>PR Committee</p> <p>Technology Committee</p> <p>Executive Board</p>
Promote the benefits of SNOM membership.	Create excitement in SNOM members.	Messages regarding benefits of membership are sent out quarterly on the Listserve.	2020 and ongoing	Members voice satisfaction via survey.	Executive Board
Increase SNOM Membership.	SNOM membership will grow.	<p>Encourage SNOM members to offer schools of Nursing preceptor opportunities in MN schools.</p> <p>SNOM to evaluate aligning membership with NASN’s member bylaws.</p> <p>Investigate other states strategies for increasing membership.</p> <p>Encourage members to use SNOM’s elevator speech when promoting School Nursing.</p> <p>A SNOM representative at Greater Metro will acknowledge those present who are SNOM members.</p>	Ongoing	Increase membership by 10% by 2023.	<p>Membership Committee</p> <p>SNOM Board</p> <p>Vice President</p>
Feedback requested from membership on	Satisfied members.	Add questions to SNOM conference evaluations that relate to the benefits	Fall 2020	Members and attendees at	Education Committee:

needs/wants.		of belonging to SNOM, what can SNOM improve in, and what topics would membership like to see added to conferences.		conferences give feedback on questions asked.	LSN Orientation and Fall Conference
Encourage SNOM members and promote leadership skills	<p>Build leadership in SNOM.</p> <p>Connect LSNs in Minnesota.</p> <p>Establish relationships in which an experienced LSN helps to guide another LSN who may have less experience or knowledge in school nursing.</p>	<p>Recruits committee members.</p> <p>Extend personal invitations to members on attendance to SNOM Board meetings.</p> <p>Extend personal invitations to members to become involved in SNOM.</p> <p>Develop a statewide mentorship program.</p> <p>Train members on the mentorship program.</p> <p>Promote the use of School Nurse's elevator speech.</p>	<p>Ongoing</p> <p>August 2023</p>	<p>Vacancies on committees filled.</p> <p>Committees contain more than one member.</p> <p>Mentorship program completed.</p> <p>Mentorship program training completed.</p>	<p>All Committees</p> <p>All Committees</p> <p>All Committees</p> <p>Education Committee</p> <p>Executive Board</p>

Goal #4

Advocate for collection of statewide data connected to student health and school health services.

Strategy	Implications	Implementation	Timeline	Evaluation process	Accountability
Collaborate with outside agencies to collect statewide data connected to school health services.	Improve ease of data reporting for districts.	Approach MDH and MDE to share current data with SNOM. SNOM to share data received from MDH and MDE with legislators. Establish a committee to work on accurate data collection of health services in MN schools.	January 2020- next legislative session.	Accurate data collection for >50% of districts as determined by SNOM.	Legislative Committee Executive Board Research Committee
Legislative effort for state wide reporting requirements connected to student health and health services staffing.	Accurate date on health services provided in Minnesota Schools.	Create a policy brief on the state of school health in MN. Form alliances with state legislators. Work with SNOM Lobbyist.	2020	Legislative action to require reporting.	Legislative Committee Lobbyist
Promote SNOM School Nurses collecting data for NASN.	Data collected can be used to develop future goals. Members will be able to use data to promote health services needs. SNOM's influence on data platform development.	Electronic notification to members and non-members of NASNs request for data. Electronic reminders to members and non-member to collect data. Educate Greater Metro on NASNs data collection requests. Pursue participation in the NASN contact with the University of Minnesota regarding development and beta testing data platform.	Annually per NASNs timeline	NASN data report received by MN Director.	NASN Director SNOM Vice President Research Committee

Conclusion

Strategic Planning Committee consisted of Deb Mehr, Sue Nokleby, Lillian Levine, Cindy Hiltz, Liz Zeno, and Mary Heiman.

This strategic plan is a three-year plan with implementation in November 2019 through the November of 2022. It is the responsibility of the Executive Committee Chaired by the SNOM President to implement, evaluate and monitor the progress of this plan. This may be done by monthly to quarterly meetings of the Executive Board, with progress shared at the quarterly SNOM Member meetings.

Date of Implementation: November 2019

SNOM's Strategic Plan will be presented at the August 2019 SNOM Board meeting. Once the board approves the plan, it will be presented at the annual meeting in November 2019. Implementation will start post November meeting.