

## School Nurse Organization of Minnesota Strategic Plan 2015-2018

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

**Mission:** The School Nurse Organization of Minnesota advances excellence in school nursing practice to promote and support student health for student success.

Goal #1: SNOM will be an influential advocate for high quality school health services in the state of Minnesota.

Strategy	Who	Action Steps	Evaluation
Partner and collaborate with communities and professional organizations	Executive Board	<ol style="list-style-type: none"> <li>1. Continue to foster partnerships with organizations and state agencies who support student health and school nursing practice.</li> <li>2. Seek and develop new strategic partnerships which support SNOM's mission.</li> </ol>	
Support members in legislative involvement.	Legislative Committee	<ol style="list-style-type: none"> <li>1. Represent the interest of school nursing practice in the political process.</li> <li>2. Build and maintain relationships with legislators</li> <li>3. Dissemination of information on legislative activities to enable members to advocate for improvements of school nursing practice and school health services.</li> </ol>	
Maintain SNOM website to generate interest and highlight current topics.	Info. & Technology Committee; SNOM President	<ol style="list-style-type: none"> <li>1. Update SNOM President's Message and Current News minimally after every board meeting.</li> <li>2. Committee's to review and update information including links and attachments atleast annually.</li> </ol>	
Provide marketing tools that promote the practice of school nursing.	Public Relations Committee	<ol style="list-style-type: none"> <li>1. Use general SNOM marketing information to advocate for link between student health and school success</li> <li>2. Develop School Nurse Day celebration ideas and present to SNOM Board</li> </ol>	

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Goal #2: SNOM will provide a network of professional support for all licensed school nurses in Minnesota.

Strategy	Who	Action Steps	Evaluation
Promote recruitment and retention of SNOM membership	Membership Committee	<ol style="list-style-type: none"> <li>1. Review NASN monthly membership lists</li> <li>2. As new members join, a welcome email will be sent out informing the member of how to access the SNOM Discussion list and website (including member's only section).</li> <li>3. As NASN informs membership chair of almost lapsing and lapsing members, a "we miss you" message will be sent out.</li> <li>4. Review SNOM/NASN membership initiatives and bring information to board members for discussion.</li> </ol>	
Offer educational opportunities that will advance school nursing practice and show the link between student health and academic outcomes.	Education Committee	<ol style="list-style-type: none"> <li>1. Host annual fall conference for licensed school nurses addressing current topics in school health practice.</li> <li>2. Host annual summer orientation program for new licensed school nurses. Encourage new LSNs to engage with experienced licensed school nurses.</li> <li>3. Host annual spring conference addressing current issues in special education.</li> <li>4. Offer education around funding for school health services.</li> </ol>	
Use SNOM scholarship funds to promote school nursing.	Scholarship Committee	Fund scholarships to: <ol style="list-style-type: none"> <li>1. promote the awareness of school nursing as a specialty practice</li> <li>2. encourage nursing students to pursue careers in school nursing</li> <li>3. provide scholarship funds to current SNOM members to pursue advanced coursework in an area that would enhance school nurse practice.</li> </ol>	

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Goal #3: Accelerate the leadership and research involvement of SNOM members			
Strategy	Who	Action Steps	Evaluation
Promote and facilitate SNOM members certification as National Board Certified School Nurses	NBCSN Committee	<ol style="list-style-type: none"> <li>1. Promote NBCSN certification as a professional goal.</li> <li>2. Provide SNOM members with NBCSN information: benefits of certification, eligibility, how to apply and prepare for exam.</li> <li>3. Provide school district lead nurses with information for their staff.</li> <li>4. Promote use of SNOM scholarship funds for exam fee.</li> </ol>	
Promote and encourage leadership practice.	Executive Board	<ol style="list-style-type: none"> <li>1. Use 2014 SNOM Membership Guide to promote member involvement in SNOM committees.</li> <li>2. Make personal connections to encourage member involvement.</li> <li>3. Every two years sponsor an Educational Policy Fellowship program participant.</li> <li>4. Encourage members to attend SNOM and NASN sponsored events..</li> </ol>	
Recognize outstanding SNOM members as leaders.	Awards Committee	<ol style="list-style-type: none"> <li>1. Promote the recognition of SNY and SNAY and Special Recognition awards annually.</li> <li>2. Recognize and celebrate awardees and other outstanding leader's contribution.</li> </ol>	
Encourage SNOM members to conduct school nursing research.	Research Committee	<ol style="list-style-type: none"> <li>1. Encourage all members to participate in school nursing research (ex. Step Up and Be Counted)</li> <li>2. Highlight a NASN research article quarterly and post on SNOM Discussion List and /or website.</li> <li>3. Encourage members to exhibit a research topic via the poster session at the fall conference.</li> <li>4. Manage SNOM School Nursing Research Grant process and budget.</li> </ol>	
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