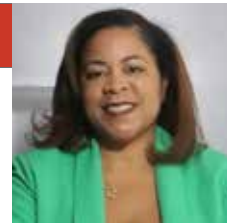


SCNA Strategic Planning



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Have you ever wondered, “What is Strategic Planning”? It’s a widely used term across multiple industries and disciplines. It is vital to the success of any organization or business and can even be used on a personal level. Simply put, a strategic plan takes strategy and turns it into action. Having an established plan can create an environment for clear direction and focus. It also facilitates better decision making, which can enhance organizational performance. This is the year for SCNA to update our strategic plan. This opportunity will allow us to promote adaptability as we navigate the ever-changing landscape of healthcare in the United States and it will align our vision with the national and statewide plans. This year, I was elected to Director Seat 1 of the South Carolina Nurse’s Association. The primary focus of this Board position is to establish the strategic plan for SCNA’s path forward. The great news for me is that I don’t have to do this alone! The best plans come from the collective voice of the people we serve, which are our members of SCNA.

The American Nurse’s Association has established a Vision statement: “A healthy world through the power of nursing”; and the Mission Statement: “Lead the profession to shape the future of nursing and healthcare.” The ANA strategic plan for 2023 – 2025 has three goals:

1. Elevate the Profession of Nursing Globally,
2. Evolve the Practice of Nursing to Improve Health, Healthcare and Health Equity, and
3. Ensure the Professional Success of Nurses.

We look ahead and press onward, as we push past the status quo, to carve out a space for the premier nursing organization in South Carolina to have a collective voice. “Alone we can do so little; together we can do so much.”

— Helen Keller

These goals are stated with clarity and simplicity, yet they are profound. You can learn more about the roadmap to get there via this link <https://www.nursing-world.org/ana/about-ana/anae-strategic-plan/>.

The South Carolina Nurse’s Association will keep in alignment with the national

goals. The Board has met and established six key goals for our organization. Currently, our plan is fluid and evolving. We are looking to solidify where we are going as an organization by including all voices, thoughts and perspectives as we work on our updated state strategic plan. If you’ve ever had the privilege of speaking with our current President, Dr. Jada Quinn, you know that her platform is to increase Innovation throughout SCNA and our operations. We have identified five preliminary operating goals for our strategic plan that will carry us from 2025 – 2027. They are as follows:

1. Innovation
2. Community Engagement/Involvement
3. Legislative Advocacy
4. Organizational Growth
5. Professional Development

As we continue to meet and formulate key actions that will push us to meet and exceed these goals, we welcome input from the greater body of SCNA. If you are a general member of SCNA, please consider joining one or more of our Chapters. This is the best way to push your ideas up to the Board and we will consider all feedback. You can join multiple chapters based on your interests. The chapters available are: Acute Care Chapter, APRN Chapter, Nurse Educator Chapter, Psychiatric-Mental Health Chapter and the Women and Children’s Chapter. Each of the chapters will hold meetings throughout the year and, at that time, you can inform the Chair of any feedback or key actions that can be taken to meet the strategic goals. You can also reach out to me individually by email (jnb2295@yahoo.com) with the title — SCNA Strategic Plan Feedback. We would like to have a working document available during the State Convention in October 2025. ■