

**ELPNA Goals and Strategies 2020-2022 (October update)**

*\*= leader or co-leader*

Goal	Strategies	Status
<p><b>1. Increase ELPNA membership to 130.</b></p>	<ul style="list-style-type: none"> <li>• Improve membership retention rate to 95%</li> <li>• Recruit a minimum of 10 additional members</li> <li>• Those attending the Westberg Symposium (WS) can network with and encourage membership with other eligible members at the denominational meeting or other WS events.</li> <li>• Have a display booth at the WS and obtain names of potential members. Follow-up as needed.</li> <li>• Contact non-renewing members, no later than May, to encourage membership renewal and/or determine reason for not renewing.</li> </ul> <p><b><u>Task Force:</u></b> *Sue Ann Glusenkamp, *Phyllis Bruce, Marilee Tollefson, Ruth Manchester</p>	<p><b><u>4/15</u></b> Membership stands at 96 members, including 17 new members. TF asked to develop a plan to follow up with those who have not renewed. Will have virtual booth at the Westberg, so ability to interact with potential members is limited.</p> <p><b><u>5/20</u></b> Membership is now at 104. There are 29 people in Region 3 that have not renewed. The membership committee is calling all people who were members at some past date and are encouraging renewals. Conversations have gone well and those called have seemed to value the conversations. All 2019 members in Region 4 have renewed. Region 9 has 9 new members. Congratulations!</p> <p><b><u>6/17</u></b> Membership is at 113. Membership committee has completed calls to those who have not renewed. Some wonderful conversations were held.</p> <p><b><u>6/19</u></b> Membership is at 118. Dues paid in September will go toward 2021 membership</p>

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		<p><b>9/16</b> Membership committee met and discussed strategies for increasing membership, including: associate membership category, ad in Living Lutheran (to locate FCNs), contacting coordinators and faculty to identify Lutheran FCNs, and incentives to join. Michelle recently sent letter to 31 FCNs in Region 5. To date she has received one query re: membership.</p> <p><b>10/21</b> We end the membership year with 119 members. We met and surpassed our goal to recruit a minimum of 10 new members, with 18 new members in 2020. The member retention rate from 2019 to 2020 was 87%, short of our goal of 95%. The membership committee recommended raising dues to \$40 per year with the opportunity to renew for two years for \$60. They also proposed a discounted rate for those just completing a Foundations Course (\$25), and a lifetime membership rate of \$300. In addition they will develop an incentive gift that</p>

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		anyone renewing before Jan 31, 2021 will be eligible to win.
<p><b>2. Strengthen Organizational infrastructure and succession planning for organizational leadership</b></p>	<ul style="list-style-type: none"> <li>• Consult with Becky Hulden, Region 3 chair regarding access to external expertise to evaluate the current ELPNA model and alternatives that will move our mission forward and address leadership issues.</li> <li>• Solicit information from ELPNA members related to barriers for succession planning for officer positions and regional board representative positions.</li> </ul> <p><b>Task Force:</b> *Carol DeSchepper, June Sand, Andy West, Becky Hulden</p> <p><b>8/19 Proposal for the National Board:</b></p> <ol style="list-style-type: none"> <li>1. Hire a part time ‘coordinator’ or ‘executive secretary’ to support the work of the association, specifically the Chair. Title and role to be determined.</li> <li>2. Maintain the following officers: Chair, secretary, and treasurer. Treasurer will be tasked with chairing the meeting in the absence of the chair.</li> <li>3. Establish the following committees (many of which now exist as TFs or work groups around our current goals): <ol style="list-style-type: none"> <li>a. Membership</li> <li>b. Education</li> <li>c. Scholarships and grants</li> <li>d. Bylaws</li> </ol> </li> </ol>	<p><b>5/20</b> The TF has met. Two efforts are underway. The current board is being polled regarding barriers to running for office and recruiting new regional reps. Also, Andy, Phyllis, June and Carol are logging the hours they dedicate to ELPNA and the functions that are consuming the time. An analysis of this information will lead to next steps. The TF will meet again in early June.</p> <p><b>6/17</b> The TF has met. They reviewed time study data gathered by Phyllis, June, Andy and Carol. They also reviewed responses from the board regarding barriers to running for office. They then brainstormed some options that might address succession planning. Awaiting conversation with Region 3</p>

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	<ul style="list-style-type: none"> <li>e. Outreach (will redraft that Marketing and Public Relations committee charter to include additional efforts at networking – ELCA, WELCA, seminaries, etc. See Goal 5)</li> <li>f. Communications (continued focus on the website and FB)</li> <li>g. Nominating Committee – <b>Ad hoc committee only</b></li> </ul> <ol style="list-style-type: none"> <li>4. Actively seek more committee members who are NOT board members</li> <li>5. Write committee charters for all committees.</li> </ol>	<p>leadership and their decision regarding the future of their board.</p> <p><b>8/19</b> The Task Force continues to meet. The TF submitted a proposal to the board. <b>See strategy column to the left.</b></p> <p><b>9/16</b> The TF proposal was presented and accepted by the board. Job descriptions for the Executive Director and Chair were also accepted. Follow-up work on the Org Chart will be done.</p> <p><b>10/21</b> Revisions were made to the Org Chart and were approved by the board. The TF recommended retaining Carol DeSchepper as an Executive Director for a pilot project period of one year (calendar year 2021) at the rate of \$20 per hour for 20 hours per month. Funding would come from the Regional accounts (\$15 per member), our Williams Wishes funds, Thrivent Funds, and other liquid assets. The proposal was approved by the board.</p>

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<p><b>3. Continue efforts to provide resources and support that will sustain and support existing and new Lutheran ministries</b></p>	<ul style="list-style-type: none"> <li>• Review the grant application process and revise as needed.</li> <li>• Provide two \$750 scholarships for ministry startup in 2020</li> </ul> <p><b>Task Force:</b> *Lu Kimpel, Marie Wiegert, Marilee Tollefson</p>	<p><b>4/15</b> Scholarship info and app added to the website. Phyllis will feature in the next newsletter. Decision was made to leave the scholarship process open ended for now (no deadlines).</p> <p><b>5/20</b> There have been no scholarship applicants to date, which is not surprising, given the demands of ministry at this point. Lu will double check the dates on the website posting and adjust as necessary. Marilee reported that when she was making membership committee calls she mentioned the scholarships as a way to assist with succession planning in congregations.</p> <p><b>6/17</b> Scholarship dates on the website have been modified so applications will be received until the end of the year. Phyllis is seeking better ways to promote the scholarship. No applicants to date.</p> <p><b>8/19</b> There has been no scholarship applications to date. Marilyn Kranich asked for direction as to whether a new aspect of ministry she is helping initiate would be eligible for funding. The program for elder</p>

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		<p>care support and resources was deemed eligible for funding from National and/or Region 9.</p> <p><b>9/16</b> Two applications were received and met the criteria for funding. One is from Peace Lutheran Church in Ft. Myers, FL. The other is from Spirit of Life Lutheran Church in Port Orchard, WA. The TF is planning to revise the rubrics and/or the application.</p> <p><b>10/21</b> The rubric document has been revised. Checks have been mailed to the entities that sought scholarships.</p>
<p><b>4. Offer education and networking opportunities to ELPNA members</b></p>	<ul style="list-style-type: none"> <li>• Host a minimum of one virtual event in each region in 2020.</li> <li>• Host a 2 hour virtual educational event for all members during 2020</li> <li>• Explore requirements for offering CEUs through ANCC and pursue as able for educational offerings.</li> </ul> <p><b>Task Force:</b> *Carol DeSchepper, Marie Wiegert, Lu Kimpel</p>	<p><b>5/20</b> The TF has met. Since then Region 4 hosted a virtual gathering for members in that region via Zoom. It was very well received. The Regional group will meet again in a couple of months. Early research is being done on planning for a virtual education event. The TF will meet again in June.</p> <p><b>6/17</b> TF met and are seeking additional regions who are willing to host a virtual membership call for their region. Lu has developed guidelines for hosting an even and she and Carol will assist with organizing</p>

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	<ul style="list-style-type: none"> <li>• Enhance our presence and visibility on our website and FB page               <ul style="list-style-type: none"> <li>a) Check with the webmaster about website security and determine whether to add.</li> <li>b) Continue to monitor Google Analytics data, developing a benchmark document for</li> </ul> </li> </ul>	<p>and set up. Beginning to talk about educational topics for a virtual educational event. Carol will be sending an email for board input.</p> <p><u>8/19</u> Seventy-three (73) people responded to the Education survey. The TF will proceed with planning for an educational event focused on something related to the pandemic. Speaker ideas were requested from the board.</p> <p><u>9/16</u> The TF has retained Rev. Dr. Tim Van Duivendyk as a speaker for an event on 11/10 from 6-8 pm CT. He has many credentials, but among others, he was in chaplaincy at Herman Memorial Hospital. As soon as we know more info about the topic, a save the date will be sent.</p> <p>In addition, Region 2 held a virtual event with approximately 18 present.</p> <p><u>10/21</u> The November 10 event is planned and CEUs have been applied for. The flyer will be distributed in the next day or two.</p> <p><u>4/15</u> Webmaster has been authorized to add security certificate to the website, add a</p>

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	<p>the most useful indicators of website use.</p> <p>c) On the ELPNA website encourage members to use the Westberg Institute Knowledge Sharing Platform by providing more information about its purpose. Once invited to join the Knowledge Sharing Platform, encourage members to join all appropriate groups, including the Lutheran group and the ELPNA group.</p> <p>d) More effectively utilize Facebook as a communication tool.</p> <ul style="list-style-type: none"> <li>✓ Work with the webmaster to link Facebook to the web site and on the web site to Facebook.</li> <li>✓ Recruit a member who will manage our FB page</li> </ul> <p>e) Send out an e-blast newsletter every two months increasing the open rate to 60%</p> <p>f) Recruit someone to help Phyllis with the web site updates.</p> <p><b><u>Communications Committee:</u></b> *Phyllis Bruce, Carolyn Crowe, Nancy Deetz</p>	<p>search feature, and provide a FB link on the website and vice versa. Open rate for the last newsletter was 60%</p> <p><b><u>5/20</u></b> The webmaster has linked the webpage and the FB page. She is working on the SSL Certificate to secure the website and the Google search function. We have obtained permission from Living Lutheran to post the recent article on our website. Phyllis has the needed information. It was suggested that we consider archiving past issues of the bi-monthly newsletter on the website.</p> <p><b><u>6/17</u></b> The search function has been added to our webpage. Security certificate is still in process. All Regional page membership lists have been updated with 2020 members.</p> <p><b><u>8/19</u></b> The security function is in place for our website. Carol has been posting on FB. The committee will look at whether we need guidelines for our FB page and discuss who should be able to post.</p> <p><b><u>9/16</u></b> Phyllis reported that the newsletter was sent out on September 9. To date we have a</p>

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		<p>50% open rate. During the month of August we had 913 page views, including 52 visitors on August 11. Many people visit the regional pages. Work continues on keeping the website current.</p> <p><u>10/21</u> Phyllis reported on the Google Analytics. The Regional Pages remain in the top ten pages that are viewed by website users. FB guidelines have been drafted by the Communications Committee and will be distributed to the board. The September newsletter had a 55% open rate.</p>
<p><b>5. Further ELPNA’s relationship with seminaries, Lutheran denominational and Synod leaders, and with the national ELCA office.</b></p>	<ul style="list-style-type: none"> <li>• Continue dialogue with Joe Young and the staff of ELCA Poverty and Justice to seek joint ministry opportunities.</li> <li>• Submit at least one article for publication to denominational publications featuring Faith Community Nursing.</li> <li>• Send a letter to the appropriate person (will vary by Synod) in every synod office sharing information regarding parish nursing and ELPNA to include, at minimum, the ELPNA website, links to videos about FC Nursing, and a contact name. Request ongoing partnership and dialogue.</li> <li>• Work with the ELCA Planning, Research, and Evaluation staff to construct a methodology to survey congregations regarding a parish nursing presence on the ministry team.</li> <li>• Have a presence at the WELCA Triennial gathering (deferred to 2021)</li> <li>• Have a presence at the Rostered Leaders meeting</li> <li>• Explore a connection with Lutheran Services in America (LSA).</li> <li>• Continue dialogue with Megan Brandsrud (Editor of Living Lutheran) and Elizabeth Hunter (Editor of Gather) re: an ELPNA and health education presence on their websites.</li> <li>• Offer assistance and mentoring to the new ELCA parish nurse</li> </ul>	<p><u>4/15</u> Have been unable to connect with ELCA staff. Megan Neubauer is no longer with the organization. Will continue to seek dialogue, which may be difficult during the pandemic. No definitive plans for the WELCA Triennial at this point. Website says a decision is still pending. An article was published in the March Issue of Living Lutheran – A Network of Care’.</p> <p><u>5/20</u> Obtained permission from Megan Brandsrud, Content Editor for Living Lutheran, to put a link on our website to the</p>

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	<ul style="list-style-type: none"> <li>• Work with ELCA staff to determine contacts for seminaries and seek opportunities for education and networking with seminary faculty and seminarians.</li> <li>• Explore with Mark Burkhardt, Director of Faith Formation, what contributions faith community nurses could make to resources for Christian Ed Leaders and Lutheran Schools.</li> </ul> <p><b>Task Force:</b> Carol DeSchepper*, Sue Ann Glusenkamp, Ruth Manchester, Marilee Tollefson, Marie Wiegert, Deloris Bills</p>	<p>Living Lutheran Article. No additional efforts have been made to contact Joe Young.</p> <p><b>6/17</b> Carol had a long phone conversation with Joe Young on May 29. A summary of that phone conversation has been shared with the board. No further action as of this date.</p> <p><b>9/16</b> Michelle will be speaking with the secretary of the ELCA who is a member of her congregation. She will discuss the issue of identifying parish nurses in congregations throughout the ELCA.</p> <p>Ruth will also be in dialogue with Megan Brandsrud from Living Lutheran and will discuss options for ELPNA visibility.</p> <p><b>10/21</b> Carol will draft an update to send to Joe Young and include the goals update/status report.</p>

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<p><b>6. Enhance participation in public health advocacy</b></p>	<ul style="list-style-type: none"> <li>• Highlight justice and poverty efforts by members in the ELPNA newsletter</li> <li>• Make a donation to a justice and poverty initiative that supports the health of vulnerable populations.</li> </ul> <p><b><u>Task Force:</u></b> Karen Setzer*, Sue Ann Glusenkamp*, Marilyn Kranich</p>	<p><b><u>4/15</u></b> Karen has placed a call to the director of Justice and Poverty in CO to see what their priorities are.</p> <p><b><u>5/20</u></b> Marilyn Kranich wrote an article for the recent ELPNA newsletter regarding efforts within her congregation in response to Covid 19. Additional stories were requested.</p> <p><b><u>6/17</u></b> Requesting additional stories for the website and newsletter.</p> <p><b><u>8/19</u></b> There's an article for inclusion in the next newsletter. Also, there was a meeting/discussion regarding the ELCA social justice statement that I hope to have a summary for very soon. That will be place on the ELPNA website.</p> <p><b><u>9/16</u></b> Karen reported that Marilyn had downloaded the ELCA Statement on Social Justice and the TF will work on a summary. Karen also has talked to the Director of Justice and Poverty in CO on</p>

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		the possibility of communicating with people who are incarcerated or recently released as an outreach project. 10/21 Still awaiting responses from some of those contacted.

*Adopted 1/15/20*