

ELPNA Goals and Strategies 2020-2022 (June update)

**= leader or co-leader*

Goal	Strategies	Status
<p>1. Increase ELPNA membership to 130.</p>	<ul style="list-style-type: none"> • Improve membership retention rate to 95% • Recruit a minimum of 10 additional members • Those attending the Westberg Symposium (WS) can network with and encourage membership with other eligible members at the denominational meeting or other WS events. • Have a display booth at the WS and obtain names of potential members. Follow-up as needed. • Contact non-renewing members, no later than May, to encourage membership renewal and/or determine reason for not renewing. <p><u>Task Force:</u> *Sue Ann Glusenkamp, *Phyllis Bruce, Marilee Tollefson, Ruth Manchester</p>	<p><u>4/15</u> 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><u>5/20</u> 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><u>6/17</u> Membership is at 113. Membership committee has completed calls to those who have not renewed. Some wonderful conversations were held.</p>

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<p>2. Strengthen Organizational infrastructure and succession planning for organizational leadership</p>	<ul style="list-style-type: none"> • 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. • Solicit information from ELPNA members related to barriers for succession planning for officer positions and regional board representative positions. <p>Task Force: *Carol DeSchepper, June Sand, Andy West, Becky Hulden</p>	<p>5/20 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>6/17 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 leadership and their decision regarding the future of their board.</p>
<p>3. Continue efforts to provide resources and support that will sustain and support</p>	<ul style="list-style-type: none"> • Review the grant application process and revise as needed. • Provide two \$750 scholarships for ministry startup in 2020 <p>Task Force: *Lu Kimpel, Marie Wiegert, Marilee Tollefson</p>	<p>4/15 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>

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<p>existing and new Lutheran ministries</p>		<p>5/20 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>6/17 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>4. Offer education and networking opportunities to ELPNA members</p>	<ul style="list-style-type: none"> • Host a minimum of one virtual event in each region in 2020. • Host a 2 hour virtual educational event for all members during 2020 • Explore requirements for offering CEUs through ANCC and pursue as able for educational offerings. <p>Task Force: *Carol DeSchepper, Marie Wiegert, Lu Kimpel</p>	<p>5/20 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>6/17 TF met and are seeking additional regions who are willing to host a virtual</p>

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	<ul style="list-style-type: none"> • Enhance our presence and visibility on our website and FB page <ul style="list-style-type: none"> a) Check with the webmaster about website security and determine whether to add. b) Continue to monitor Google Analytics data, developing a benchmark document for the most useful indicators of website use. 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. d) More effectively utilize Facebook as a communication tool. <ul style="list-style-type: none"> ✓ Work with the webmaster to link Facebook to the web site and on the web site to Facebook. ✓ Recruit a member who will manage our FB page e) Send out an e-blast newsletter every two months increasing the open rate to 60% f) Recruit someone to help Phyllis with the web site updates. <p><u>Communications Committee:</u> *Phyllis Bruce, Carolyn Crowe, Nancy Deetz</p>	<p>membership call for their region. Lu has developed guidelines for hosting an even and she and Carol will assist with organizing 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>4/15</u> Webmaster has been authorized to add security certificate to the website, add a search feature, and provide a FB link on the website and vice versa. Open rate for the last newsletter was 60%</p> <p><u>5/20</u> 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><u>6/17</u> The search function has been added to our webpage.</p>

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		Security certificate is still in process. All Regional page membership lists have been updated with 2020 members.
<p>5. Further ELPNA’s relationship with seminaries, Lutheran denominational and Synod leaders, and with the national ELCA office.</p>	<ul style="list-style-type: none"> • Continue dialogue with Joe Young and the staff of ELCA Poverty and Justice to seek joint ministry opportunities. • Submit at least one article for publication to denominational publications featuring Faith Community Nursing. • 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. • 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. • Have a presence at the WELCA Triennial gathering (deferred to 2021) • Have a presence at the Rostered Leaders meeting • Explore a connection with Lutheran Services in America (LSA). • 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. • Offer assistance and mentoring to the new ELCA parish nurse • Work with ELCA staff to determine contacts for seminaries and seek opportunities for education and networking with seminary faculty and seminarians. • Explore with Mark Burkhardt, Director of Faith Formation, what contributions faith community nurses could make to resources for Christian Ed Leaders and Lutheran Schools. <p>Task Force: Carol DeSchepper*, Sue Ann Glusenkamp, Ruth Manchester, Marilee Tollefson, Marie Wiegert, Deloris Bills</p>	<p>4/15 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>5/20 Obtained permission from Megan Brandsrud, Content Editor for Living Lutheran, to put a link on our website to the Living Lutheran Article. No additional efforts have been made to contact Joe Young.</p> <p>6/17 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>

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<p>6. Enhance participation in public health advocacy</p>	<ul style="list-style-type: none"> • Highlight justice and poverty efforts by members in the ELPNA newsletter • Make a donation to a justice and poverty initiative that supports the health of vulnerable populations. <p><u>Task Force:</u> Karen Setzer*, Sue Ann Glusenkamp*, Marilyn Kranich</p>	<p><u>4/15</u> Karen has placed a call to the director of Justice and Poverty in CO to see what their priorities are.</p> <p><u>5/20</u> 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><u>6/17</u> Requesting additional stories for the website and newsletter.</p>

Adopted 1/15/20