

ELPNA Goals and Strategies 2020-2022

Goal	Strategies
1. Increase ELPNA membership to 130.	<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.
2. Strengthen Organizational infrastructure and succession planning for organizational leadership	<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.
3. Continue efforts to provide resources and support that will sustain and support existing and new Lutheran ministries	<ul style="list-style-type: none"> • Review the grant application process and revise as needed. • Provide two \$750 scholarships for ministry startup in 2020

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<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. • 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>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 Megan Neubauer and 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 • Have a presence at the Rostered Leaders meeting • Explore a connection with Lutheran Services in America (LSA).

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	<ul style="list-style-type: none"> • 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>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.

Adopted 1/15/20