



International Family Nursing Association

Strategic Plan 2016 - 2019

Vision Statement

Nurses transforming health for families worldwide.

Mission Statement

The mission of the International Family Nursing Association (IFNA) is to transform family health by:

1. Serving as a unifying force and voice for family nursing globally
2. Sharing knowledge, practices, and skills to enhance and nurture family nursing practice; and
3. Providing family nursing leadership through education, research, scholarship, socialization, and collegial exchange on all aspects of family nursing.

Organizational Purpose

Support members as they pursue excellence in their education, research, and practice activities to enhance family nursing and transform family health worldwide.

Goal 1

EXPAND FAMILY RESEARCH RESOURCES (Research Committee)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
IFNA becomes a credible source for research resources	<ol style="list-style-type: none"> 1. Develop a measurement resources repository to collect and critique instruments 2. Call for resource submissions 3. Select, evaluate, and post to website five new research resources every year 4. Offer 2 research-focused webinars every year 	<ol style="list-style-type: none"> 1. Attracts more members to website 2. Creates tangible member benefits 3. Increases IFNA research visibility globally 4. Fosters research mission



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Goal 2

PROMOTE INTERNATIONAL COLLABORATIONS (Research, Education, and Practice Committees)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
Facilitation of international collaborations among members	<ol style="list-style-type: none"> 1. Research Committee identifies collaborations fostered through committee work 2. Education Committee identifies collaborations fostered through committee work 3. Practice Committee identifies collaborations fostered through committee work 4. Create section on “International Collaborations” on website listing work identified above 5. Develop a mechanism to facilitate consultation with senior family nursing researchers, educators and clinicians 	<ol style="list-style-type: none"> 1. Promotes family nursing collaborations that have international applicability 2. Demonstrates how international collaborations advance research, education, and practice 3. Invites members to think globally and engage globally when educating, researching, and practicing family nursing

Goal 3

PROMOTE FAMILY NURSING PRACTICE COMPETENCIES AND CURRICULA (Communications, Practice, and Education Committees)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
Global access to and monitoring use of all IFNA Position Statements	<ol style="list-style-type: none"> 1. Post IFNA position statements on website 2. Collect samples of competency-based curricula 3. Create forum for curricula-based questions and answers 4. Develop webinar(s) to provide educators with support in creating and implementing competency-based curricula 5. Translate position statements into other languages; post to website 6. Identify five distribution avenues 7. Track use of position statements and feedback on their utility 	<ol style="list-style-type: none"> 1. Shows a fortified commitment to competency-based learning 2. Identifies IFNA as the leader in this development area 3. Provides international collaborations in family nursing education for members 4. Increases access to educational resources for non-native English speakers by providing position statements in multiple languages 5. Fosters family nursing resource sharing through global dissemination networks 6. Enhances position statements in response to feedback.



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Goal 4

INCREASE IFNA CROSS-COMMITTEE INTERACTIONS AND INITIATIVES (All relevant committees)		
Outcome	Metric	Value
Increased power of IFNA change activities by engaging all appropriate committees in key efforts	<ol style="list-style-type: none"> 1. Identify current projects and activities for all committees 2. Develop relational matrix for all IFNA projects and activities showing the cross-committee applicability and engagement 3. Identify current silo structures and transition into cross-collaboration between committees 	<ol style="list-style-type: none"> 1. Fortifies the importance of collaborative committee infrastructure within IFNA leadership and membership 2. Fosters team approaches; avoids duplication of effort and ideas 3. Increases communication to members as information on IFNA activity is cross-promoted and cross-disseminated 4. Increases momentum and relevance of change activities

Goal 5

INCREASE RANGE OF SOURCES AND AMOUNTS OF SUPPORT TO SUSTAIN IFNA AND ITS MISSION (Membership Committee, RAC)		
Outcome	Metric	Value
Financial Stability	<ol style="list-style-type: none"> 1. Activate the IFNA Foundation with goal of at least \$5,000 in donations by end of 2016 2. Increase new membership rolls by 5% in even years and 10% in odd years 3. Develop and implement marketing strategies to retain existing members 4. Increase participation of IFNA Board Member giving to the organization to 100% in all years 5. Increase participation of member giving to 25% 	<ol style="list-style-type: none"> 1. Increases IFNA visibility 2. Develops non-dues revenue activities to sustain IFNA 3. Promotes visibility outside of current membership 4. Highlights the value of membership and promotes the satisfaction level of members 5. Allows IFNA to re-invest financial resources to promote the IFNA mission 6. Strengthens the culture of philanthropy within IFNA



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Goal 6

SUPPORT DEVELOPMENT OF FAMILY NURSING EDUCATORS (Education Committee)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
Increased resources for promoting educator development	<ol style="list-style-type: none"> 1. Survey member needs 2. Evaluate current educational tools, products, and activities 3. Create, update, or revise products and activities 4. Develop a repository of resources for educator development 	<ol style="list-style-type: none"> 1. Promotes cross-committee collaborations 2. Increases IFNA credibility among family nursing educators 3. Increases member satisfaction by promoting engagement in the identification, development, and achievement of IFNA's educational mission 4. Attracts new members and retains current members with new products and projects

Goal 7

ORGANIZE A BIENNIAL CONFERENCE THAT MEETS THE NEEDS OF GLOBAL MEMBERS IN THE AREAS OF EDUCATION, PRACTICE, AND RESEARCH (Conference Committee)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
An excellent biennial international conference	<ol style="list-style-type: none"> 1. Attract at least 500 attendees 2. Attract participants from at least 30 countries 3. Include topics and speakers that will provide immediate benefits to attendees and foster the implementation of change 	<ol style="list-style-type: none"> 1. Promotes each part of IFNA's mission 2. Contributes to member networking 3. Fosters global collaboration in all family nursing work 4. Allows access to premier educational materials 5. Provides for dissemination of current family nursing research and practice materials 6. Promotes family health globally



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Goal 8

BUILD CAPACITY FOR FAMILY NURSING SCHOLARSHIP AMONG GRADUATE NURSING STUDENTS AND FAMILY NURSE EDUCATORS, CLINICIANS, AND RESEARCHERS (All appropriate committees)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
Enhanced capacity for family nursing practice, education, and research among members, including graduate nursing students	<ol style="list-style-type: none"> 1. Identify a plan to reach graduate nursing students 2. Identify talking points about IFNA that would be of interest to graduate students 3. Establish a point-of-entry for graduate students to participate in IFNA activities and access our resources 4. Involve education, research, practice, and communication for mentorship, recruitment and dissemination activities 	<ol style="list-style-type: none"> 1. Builds a pipeline for new membership 2. Promotes the influx of new ideas, learning methods, and technologies 3. Promotes mentorship opportunities throughout IFNA 4. Enables emerging family nursing leaders to contribute to the achievement of IFNA's global mission 5. Shows that IFNA is progressive and focusing on sustainability

Goal 9

ENHANCE VISIBILITY FOR IFNA AS A CREDIBLE GLOBAL VOICE FOR FAMILY NURSING (Awards, Communication, Nominating and Resource Advancement Committees)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
Recognition of IFNA and its members as global family nursing leaders	<ol style="list-style-type: none"> 1. IFNA Awards Program recognizing excellence in family nursing 2. Promote the accomplishments of award recipients globally 3. Establish ties with 5 nursing organizations whose missions complement IFNA's mission 4. Evaluate and enhance disclosures about director qualifications, board composition and board assessment processes 5. Integrate diversity, expertise and tenure considerations into board composition and succession planning 	<ol style="list-style-type: none"> 1. Recognizes family nursing excellence 2. Promotes IFNA visibility and credibility 3. Supports member accomplishments 4. Identifies leaders in the field and their connection and commitment to IFNA 5. Fosters novel contributions to IFNA and the IFNA Foundation 6. Highlights diverse contributions by granting awards in all areas of family nursing



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Goal 10

BUILD LEADERSHIP CAPACITY IN IFNA MEMBERS REGARDING ALL ASPECTS OF FAMILY NURSING (Board of Directors)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
Succession plan for IFNA committees	<ol style="list-style-type: none"> 1. Identify Co-chairs for all IFNA committees 2. Establish regular two-way communication between Board and Committee leaders 3. Review, approve and support Committee missions, goals, and responsibilities 4. Provide at least one leadership development activity per year or materials to support current leaders 5. Recognize leadership contributions annually 6. Develop succession plan for committee leadership recruitment, retention, or replacement 	<ol style="list-style-type: none"> 1. Retains current members, particularly leaders 2. Promotes value of member involvement 3. Increases leadership visibility 4. Contributes to the succession planning efforts 5. Promotes the importance of IFNA as an organization governed by family nurses, products developed by family nurses for other family nurses, and shows nurse leadership capabilities.

Goal 11

PROMOTE GLOBAL DEVELOPMENT OF FAMILY AS THE UNIT OF NURSING PRACTICE (Research, Education and Practice)		
<i>Outcome</i>	<i>Metric</i>	<i>Value</i>
Increased focus on delivery of family nursing care in all nursing practice settings.	<ol style="list-style-type: none"> 1. Promote integration of care for the family into existing practice settings 2. Support institutional nurse-governance that promotes family nursing as the unit of care 3. Promote visibility of family nursing care, and encourage healthcare leaders to implement a family nursing focus 4. Support the collection of family outcome data in clinical practice 	<ol style="list-style-type: none"> 1. Improves overall family health 2. Empowers practicing nurses to shift the focus of care from the individual to the family 3. Involvement with family in patient care provides better health outcomes 4. Enhances understanding of efficacy of family nursing practices