

**SCCM Nursing Section
Strategic Plan
Goals and Objectives
2010-2012**

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	Progress	Completion
Goal 1. Nursing Section Organization and Structure (Strengthen It)		
Develop and maintain processes which improve and strengthen the organization and structure of the Nursing Section, and its relationship within the Society		
G. 1. Objective 1. Develop the Nursing Section Organizational Chart		
Strategy 1. Utilize the Section nursing leadership to develop an organizational chart which reflects the Section structure accurately, including names and terms.		
Strategy 2. Disseminate the Nursing Section Organizational Chart to Section Members (Blast e-mails, I-Room, Section Webpage, present to Section members at Congress 2011.		
Strategy 3. Update organizational chart annually.		
G. 1. Objective 2. Develop and Implement a Nursing Section Strategic Plan		
Strategy 1. Develop a draft Strategic Plan among the Section Chairs and Steering Committee.		
Strategy 2. Disseminate and Refine the draft Strategic Plan with input from Section Leadership.		
Strategy 3. Disseminate and Refine the draft Strategic Plan with input from the Section membership.		
Strategy 4. Section membership to vote upon Plan Adoption by 3Q 2010.		
Strategy 5. Implement the Plan and evaluate and update annually.		
G. 1. Objective 3. Strengthen the development and tracking of Nursing Section activities among the Section Leadership		
Strategy 1. Enact an organized method for Nursing Section Steering Committee interaction every 6 weeks.		
Strategy 2. Enact an organized method for Nursing Section Leadership (Section Chairs, Steering Committee, and Committee Chairs) interaction quarterly.		
G. 1. Objective 4. Increase the activity of the Section Committees		
Strategy 1. Develop a document outlining Committee Purposes, Goals and Objectives for each section committee.		
Strategy 2. Promote quarterly conference calls among each committees membership.		
Strategy 3. Communication between section committee chairs and Steering Committee liaison at least quarterly.		
Strategy 4. Develop a process for section committees to apply to the Steering Committee for funding of ad hoc committee activities.		
G. 1. Objective 4. Improve Communication By and Within the Section.		
Strategy 1. Prepare and disseminate bi-monthly blast emails to the Section membership.		
Strategy 2. Create a new Section Committee: the Communication and Recognition Committee.		
Strategy 3. Educate Section Leadership and membership on I-room use.		

Strategy 4. Update the Section Website.		
Strategy 5. Investigate the methods and need for Section communication using alternate technologies.		
Goal 2. Education (Learn It)		
Enhance and expand Nursing input and focus in the offerings and distribution of SCCM Educational Programs		
G. 2. Objective 1. Increase nursing representation on SCCM committees responsible for planning educational programs		
Strategy 1. Communicate with SCCM leadership to encourage nursing representation on educational endeavors, both programs and technologies.		
Strategy 2. Encourage nursing section membership to volunteer for SCCM educational endeavors (call for volunteers, target specific expertise).		
G. 2. Objective 2. Submit an Annual Congress proposal for an Advanced Practice Concurrent session annually		
Strategy 1. Subgroup of the Nursing Section Advanced Practice/Professional Development Committee to spearhead and coordinate.		
Goal 3. Integrated Team and Dedicated Experts (Deliver It)		
Describe and promote the role of nurses in compassionate, patient-centered care delivered by an integrated team of dedicated experts who provide service both to the individual patient and to the organization of the ICU		
G. 3. Objective 1. Increase Nursing Section membership from within the Society		
Strategy 1. Clearly identify the benefits of the Nursing Section to potential new Section members.		
Strategy 2. Assure that all nurse members of the Society are aware of the benefits of the Nursing Section.		
Strategy 3. Organize Nursing Section First Timers meeting at Congress annually.		
Strategy 4. Obtain list and contact by email all nurse members of SCCM that are not members of the Nursing Section to advise of section benefits and invite to join.		
Strategy 5. Obtain names of nurses with SCCM Committee or project appointments, and if not SCCM nursing section members contact them personally, both as a mechanism to increase section membership but also to facilitate their representation of our Section on these committees (not just our professional discipline).		
G. 3. Objective 2. Increase Nursing Section membership by recruiting from outside the Society		
Strategy 1. Develop activities / methods to attract new members from all critical care nursing roles to SCCM		
Strategy 2. Recruit current members to participate with SCCM staff at SCCM's booth at AACN annual meeting (NTI).		
Strategy 3. Identify other nursing organizations that have goals congruent with SCCM for potential contact.		
G. 3. Objective 3. Develop activities that add value and promote retention of nurse members		
Strategy 1. Promote the involvement of nurse members in section committees by publicizing annual meeting times and maintaining ongoing contact, including through committee work throughout the year.		
Strategy 2. Promote the involvement of nurse members in section leadership roles by soliciting nominations for open positions and mentoring.		
Strategy 3. Develop and annually update a Nursing Section Welcome Packet; post on Section website.		
Strategy 4. Develop a marketing plan (Phase Four of the Initiative to Reverse the Nursing Section Membership Decline) for submission to the Strategic Planning Committee in 2011.		
G. 3. Objective 4. Increase nurse representation in Society leadership positions		
Strategy 1. Mentor/groom nurse nominees for Society leadership positions.		

Strategy 2. Encourage all Section members to vote in annual election by blast emails to support nurse candidates and optimize nursing representation in the voting process.		
G. 3. Objective 5. Increase nurse representation in Society Committees		
Strategy 1. Encourage members to complete SCCM Committee application annually (emails and at Congress).		
Strategy 2. Identify qualified nurse candidates for specific Society committees and directly approach them to apply.		
G. 3. Objective 6. Increase recognition for nurses in Society awards and honors, and the American College of Critical Care Medicine		
Strategy 1. Solicit and mentor eligible nurses in the ACCM application process. (Recognition Committee)		
Strategy 2. Increase nurse representation on the ACCM Board of Regents. (Section Leadership)		
Strategy 3. Prepare and submit names of nurses eligible for Presidential Citations annually. (Recognition Committee)		
G. 3. Objective 7. Increase knowledge of the APN role preparation, implementation, and contributions to outcomes in critical care for Section members and other Society disciplines		
Strategy 1. Develop a resource for APNs on job/role descriptions, credentialing and privileging, and billing.		
Strategy 2. Develop various dissemination strategies for this resource.		
Goal 4. Outcome Measurements and Reporting (Measure It).		
Promote quality critical nursing care that is evidence based.		
G. 4. Objective 1. Increase Scientific Session research abstract submissions by Nurses		
Strategy 1. Send blast emails notifying Section members of abstract submission due dates; provide mentorship for young investigators by offering preliminary abstract reviews upon request.		
Strategy 2. Continue to offer 2 section research scholarships.		
Strategy 3. Implement a Section recognition for Best Nursing Research Abstract.		
Strategy 4. Send congratulations messages to all nurse abstracts accepted.		
G. 4. Objective 2. Support the maintenance and growth of the Norma J. Shoemaker research Award		
Strategy 1. Support the Society efforts to procure ongoing funds for this award.		
G. 4. Objective 3. Provide support and education of nurse scientists performing research and nurse clinicians providing evidenced based care.		
Strategy 1. Develop and maintain a database of nurse scientists and areas of expertise for the purpose of collaboration and mentoring.		
Strategy 2. Develop and maintain a citation list of research reports authored by nurses.		

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