



DERMATOLOGY NURSES' ASSOCIATION®

Dermatology
Nurses'
Association

STRATEGIC PLAN
2017-2019

2019 WORKING DOCUMENT

Mission Statement:

The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise.

Core Purpose:

To promote excellence in dermatological care.

Core Organizational Values:

- **Integrity:** Evidenced by transparent decisions, honest actions and ethical behavior consistent with an abiding respect for the dignity and value of individuals.
- **Credibility:** Evidenced by earned respect for empowering education, excellence in advocacy and quality resources that support growth and development of the individual and the profession.
- **Visionary Leadership:** Evidenced by innovative programs and services continually focused on advancing the interests and meeting the needs of our patients and profession in a changing world.
- **Collaboration:** Evidenced by an inclusive culture that appreciates the value of diverse perspectives, the power of common vision, and the satisfaction of equalitarian relationships among peers, mentors and friends.

Vision:

DNA will be the global authority for knowledge and expertise in dermatology care.

Vivid Description of a Desired Future:

DNA is at the hub of a vibrant global network of dermatology care providers. Health care professionals from around the world access DNA's knowledge and expertise in dermatology care through a wide variety of high quality educational resources including a premiere journal, international conferences and cutting edge technology. DNA members serve as content experts, educators, and advisors in collaborative health initiatives to assure inclusion of the dermatology nursing perspective. Because DNA is consistently quoted in reputable media, patients and consumers look to DNA for accurate and up-to-date information about skin health and disease prevention measures. DNA's influence on governments assures that there is equitable access to dermatology care.

Goals and Objectives

Goals represent **outcome-oriented statements** intended to guide and measure the organization's future success. The achievement of each goal will move the organization towards the realization of its "Envisioned Future" within a 3-5 year time frame. Supporting **objectives further clarify direction** and describe what the organization wants to have happen in the next 1-3 years. In other words, a descriptive statement of what constitutes success in measurable terms. Objectives indicate a direction by using terms like increase, decrease, reduce, consolidate, abandon.

Strategies

Strategies describe how the association will commit its resources to accomplishing a goal and its companion objectives. Strategies bring focus to operational allocation of resources and indicate an activity - redesign, refine, identify, revise, develop, implement, create, study, establish, publish, improve, etc. These activities are for a one to three year timeframe and serve as a link from long-term planning to annual planning.

GOAL #1: Educational Resources

DNA will be recognized as the leading educator for dermatology care.

Objectives:

1. Increase competency and knowledge in dermatology care.

- ~ Actively recruit writers, Editorial Board members, and reviewers for the Journal of the Dermatology Nurses Association
- ~ Recruit 4th Edition Core Curriculum editors and writers
- ~ Evaluate potential 4th Edition Core Curriculum contributors
- ~ Education Advisory Council (EAC) Evaluate and bring recommendations to the Board of Directors regarding the AAD weekly training materials, available to medical students via PowerPoint presentations. (i.e. Visual DX opportunity: Learn Derm)
- ~ Determine which and repurpose those recorded sessions from 2018 Convention (5 or more)
- ~ Determine if the title for the RN Online Review course is too similar to the current Dermatology Nursing Essentials Workshop, and make a recommendation of title for review course to the Board of Directors

2. Expand forums for dissemination and discussion of information.

- ~ Develop a DNA library of photos that would be available for use by DNA members.

- ~ Inquire from DNCB (lists/numbers of passing DNCB exam) starting 90 days post launch of the course and following each exam date (6-8 weeks afterward).
- ~ Create ongoing database of all MA/LPN workshop attendees, including 2017 and previous workshop attendees.
- ~ Create e-Blasts to members when new educational offerings launched
- ~ Instruct IT to place new educational opportunities on website, making them highly visible

3. Study and disseminate evidence based research.

- ~ Form Research Task Force after Convention 2018 and begin work.
- ~ Collaborate with Coalition of Skin Disease organizations regarding research efforts to be involved
- ~ Develop a list of Doctorate of Nursing and PhD programs for potential collaboration for research projects
- ~ Include new research information in the quarterly FOCUS and as needed e-Blasts
- ~ Continue and spark conversations surrounding dermatology research interest

4. Initiate and support original nursing research in dermatology.

- ~Same as #3 above

Goal #2 – Membership

DNA will be an inclusive organization of interdisciplinary professionals committed to advancing dermatology care.

Objectives:

1. Increase recruitment of new members: by 3% year one, 5% year two, and 7% year three Improve retention.

- ~ Encourage DNCB to develop a campaign on the value of certification to market to our members and promote around National Nurse Certification day (*In March*)
- ~ Evaluate upcoming meetings to attend: feasibility and Return on Investment opportunities for membership recruitment efforts
- ~ Develop a membership recruitment campaign to advertise
- ~ Focus on RN/LPN/MA/Associate recruitment when placing membership information in publications
- ~ Collaborate with ADAM members on value of the nurse in DNA
- ~ Collaborate with ADAM for a free list of their members for a DNA recruitment campaign
- ~ Update and create mailing lists of dermatologists on a state-by-state basis to utilize in membership recruitment
- ~ Continue membership campaign outreach at healthcare meeting events and conferences
- ~ Send membership and other materials to chapter meetings for membership recruitment
- ~ After focusing on dermatology specialty to recruit members, determine if and when we can reach outside our specialty to recruit membership of Primary Care NPs.
- ~ After focusing on dermatology specialty to recruit members, determine if and when we can reach outside our specialty to recruit membership of other like organizations.
- ~ Utilize state-by-state mailing lists of dermatologists maintained by staff in

membership recruitment efforts

- ~ Continue membership campaign outreach at healthcare meeting events and conferences when in attendance
- ~ Evaluate upcoming meetings to attend: feasibility and Return on Investment opportunities for membership recruitment efforts

2. Improve retention to 100%

- ~ Determine if there is an old new member mentor program for the membership committee to include in 90 day new member information
- ~ Develop an evaluation tool (survey) to evaluate for deficiencies or exclusion of member needs annually
- ~ Create a contest and provide a “prize” for member to come up with the best gamification

3. Outreach to promote diversity

- ~ Interface with rural and urban practices.
- ~ Reach out to non-dermatology practices.
- ~ Continue collaborative efforts with other like organizations executive staff in reciprocal efforts i.e. speakers, journal articles, advertising
- ~ Obtain list of organizations AJJ manages to determine if collaborative efforts a potential
- ~ Promote diversity in communications and messaging in FOCUS, e-Blasts, and Social media outlets
- ~ Charge contacts from Nigeria to write an article for the FOCUS on diversity. Establish a deadline for submission

Goal #3 – Public Awareness and Advocacy

DNA will be recognized and resourced for their knowledge, expertise, and advocacy in dermatology.

Objectives:

1. Increase DNA's visibility nationally.

- ~ Decide what disease specific groups they wish to engage with and prioritize the list
- ~ Engage with industry partners and potential industry partners as the opportunities arise
- ~ Maintain DNA's membership and support efforts in the Coalition of Skin Diseases
- ~ Monitor and inform Board American Nurses Association activities in which to participate
- ~ Research patient advocacy groups the DNA is not currently engaged with and provide the Board with a prioritized list
- ~ Continue membership and collaborative efforts with the Nursing Community

2. Increase DNA's visibility globally.

- ~ Participate in the World Congress of Dermatology and International League of Dermatology Societies.
- ~ Consider developing a nursing World Congress hosted by DNA
- ~ Hold Leadership summit at WCD 2019
- ~ Remain a member of the ILDS
- ~ Evaluate the effectiveness of current DNA representation to the ISNG
- ~ Explore options for participation at World Congress 2019
- ~ Develop a relationship with other nursing organizations from other countries to determine opportunities of collaboration for program development
- ~ Evaluate the effectiveness of the ISNG: potentially coordinate a new Coalition of organizations to be more effective by having BDNG conversation.
- ~ Encourage members to submit abstracts to international conferences by disseminating the information when obtained
- ~ Create a Marketing video around membership campaign created

3. Support advocacy efforts for health policy and public health awareness.

- ~ Provide advocacy issues/events information for HPAC to consider to have posted on social media and e-Blasts
- ~ Support the Health, Policy, and Advocacy Committee actions by posting their information to DNA membership
- ~ Determine dates of ANA Coalition lobby days and disseminate information to the Board of Directors
- ~ Provide advocacy issues/events information for staff to post on social media and e-Blasts
- ~ Continue monthly calls with chair and DNA staff, and chair will continue to submit monthly committee reports to the Board of Directors board books to keep DNA President and Staff apprised of Health, Policy, and Advocacy committee activities

Goal #4 – Financial Sustainability

DNA will remain financially solvent.

Objectives:

1. Increase non-dues revenue by 25% each year.

- ~ Market around CE Center and new CE Center activities as they become available
- ~ Provide activities on the Digitell Platform (DNA CE Center)
- ~ Determine available items in online store and evaluate stats of purchases, making any necessary recommendations to the Financial Oversight Committee/Board

2. Minimize organizational expenses.

- ~ Explore conference rotation schedule in major cities
- ~ Develop long term contracts with hotels and food/conference facilities
- ~ Determine who will attend meetings
- ~ Charge IT to evaluate the effectiveness and provide further options

for DNA to optimize software capabilities to eliminate any unnecessary products
~ Market available educational resources in FOCUS newsletter
~ Continue to evaluate expenditures to ensure elimination of any duplication of resources
~ Review reimbursement policy each year

3. *Ensure financial transparency.*

~ Provide Financial Oversight Committee orientation to new members as needed
~ Provide Board of Directors and Financial Oversight Committee monthly financial reports
~ Provide quarterly financial updates in FOCUS

4. *Review financial strategy.*

~ Review services and performance of Financial Planner
~ Strive to increase reserves each year by 2% over the cost-of-living index, *dependent on state of finances.*
~ Review minimum requirements of investments/reserves/bank account annually

Goal #5 – Governance and Structure

DNA will have an effective, balanced structure and governance.

Objectives:

1. *Promote leadership succession planning*

~ Implement succession and mentorship plans within all DNA organizational groups after reviewed and revision then place on each committee's agenda for discussion and implementation within their committees
~ Review and update succession and mentorship plans for Board approval
~ Evaluate which committees currently implement a succession plan and which ones need to be charged with implementing
~ Develop individual succession plan based upon role: to determine if already included in mentorship program and revise to include if not already there

2. *Review and evaluate governance structure, implementing change as needed*

3. *Promote leadership competency*

~ Evaluate generational differences and needs of our members in determining levels of leadership: Board vs chairs vs committee members

Goal #6 – Volunteerism

DNA will foster active participation by its members and community in a volunteer-driven environment.

Objectives:

1. Restore volunteer engagement program

- ~ Develop a list of incentives for volunteers for board to approve
- ~ Create and publish on website resource page a list of resources (AAD skin screenings, advocacy, patient education) for members to provide resource or program in their community (to include permission to use photographs)
- ~ Provide BOD previous Volunteer/Ambassador Management program to review and update for implementation
- ~ Continue volunteer snapshot in FOCUS quarterly as volunteer incentive. Also place info on Facebook and on website. Also highlight a committee each month on website/Facebook.
- ~ Volunteer column in each FOCUS newsletter to promote the value of the volunteer program

2. Promote value of volunteerism

- ~ Promote volunteer opportunities
- ~ Place on website volunteer opportunities

Goal #7 – Community

DNA will nurture relationships through communication and collaboration.

Objectives:

1. Improve social media outreach

- ~ Communications Coordinator to develop communications calendar and promote pertinent information

2. Effective and timely communication to members

- ~ Create a President's video on Community forum.
- ~ Potentially charge all committees to create a video on their committee to promote on website and social media outlets
- ~ Provide summary of Board minutes to be published in each FOCUS
- ~ Consider opening up in-person Board of Director meetings to members by evaluating agenda and open to interested parties
- ~ Include website orientation at 2019 Convention by charging DNA IT to develop. Also place on website when available
- ~ Create video to promote DNA CE Center to be placed on website and social media outlets
- ~ Create video(s) on value of certification to promote on website and social media outlets
- ~ Create a Pre-Convention video to be placed on DNA website and Convention website

- ~ Create video while in DC “Your President coming to you from the White House (monuments) to promote convention
- ~ Create video on “Who We Are” to be placed on website and social media outlets

3. *Seek opportunities for collaboration*

- ~ Consider all options as the opportunities arise

4. *Provide public dermatology education and resources*

- ~ Consider options with Health Monitor Network and other collaborative resources as the opportunities arise