

TEXAS ENA STRATEGIC PLAN 2025–2030

OUR MISSION: To lead the advancement of excellence and innovation in emergency nursing through research, education, resources, advocacy, and collaboration.

1. PROFESSIONAL EXCELLENCE

Focus: Elevating education, certification, and clinical practice

- Expand access to ENA educational courses
- Increase engagement in TNCC, ENPC, and professional development offerings
- Strengthen evidence-based practice and clinical excellence

Success Measures:

- Course attendance increased by **≥5% annually**
- Growth in educational participation and engagement



**PROFESSIONAL
EXCELLENCE**

2. ADVOCACY

Focus: Amplifying the voice of emergency nurses across Texas

- Strengthen Government Affairs (GA) communication and visibility
- Increase engagement in legislative and workplace violence initiatives
- Promote awareness through coordinated messaging and outreach

Success Measures:

- Increased number of **GA communications (email, media, postings)**
- Active participation in advocacy initiatives



ADVOCACY

3. COMMUNITY

Focus: Building strong partnerships and future workforce pipelines

- Engage nursing students and academic partners
- Expand community outreach and injury prevention efforts
- Strengthen relationships with local chapters and stakeholders

Success Measures:

- Increased **student participation and attendance**
- Growth in **nursing school engagement and partnerships**



COMMUNITY

4. MEMBERSHIP

Focus: Growing and retaining a strong, engaged membership base

- Implement targeted membership recruitment and retention strategies
- Enhance member value through communication and engagement
- Support local chapters with tools and resources

Success Measures:

- Membership growth of **5–10% annually**
- Improved retention and engagement metrics



MEMBERSHIP

5. OPERATIONAL EXCELLENCE

Focus: Ensuring strong governance, financial stewardship, and execution

- Maintain fiscal responsibility and budget alignment
- Optimize meeting execution and member experience
- Strengthen organizational infrastructure and processes

Success Measures:

- **Balanced annual budget**
- Successful execution of quarterly meetings and events
- High-quality AV and operational performance



**OPERATIONAL
EXCELLENCE**