

Canadian Nursing Students' Association

Strategic Plan
2011-2016

Submitted by
The CNSA Strategic Planning Committee
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Table of Contents

Strategic Planning Committee Members	3
Executive Summary	4
Mission	5
Vision	5
Values	5
Priority A	5
Priority B	6
Priority C	6
Appendix A: Outcomes and Priority Rating	7

Strategic Planning Committee Members

- Branden Shepitka, President
- Cyndi Jones, Director of Communications
- Carla Pittman, Director of Membership Services
- Betty Ng, Director of International Health
- Jesse Woodward, Director of National Career and Leadership Development
- Jamie Kyriacou, Ontario Regional Director
- Supriya Nishtala, Prairies Regional Director
- Jessica Gramont, Directrice régionale du Québec
- Andrea Pinsent-Martineau, Administrative Officer
- Cynthia Baker, Canadian Association of Schools of Nursing Representative

Executive Summary

The Canadian Nursing Students' Association (CNSA) has made considerable headway as being the national voice of Canadian Nursing students. Since its previous planning session in 2006 CNSA has grown its membership, earned seats on the Board of Directors of CASN, CNA, CFNU, and been part of many national projects that further Nursing Education in Canada.

At the June, and September meetings of the Board of Directors the Board and Strategic Planning Committee engaged in extensive conversation regarding the future of CNSA, the result of which is this Strategic Plan. Members were encouraged to be bold and to set a plan that will help evolve the Association.

The committee reworked the current mission statement to reflect the future of the association, and its growth to a truly national association.

Three main strategic priorities were identified to drive CNSA towards 2016:

- A. To be the primary resource for nursing students
- B. Influence and advance innovation in nursing curriculum and research
- C. Strengthening linkages and creating new partnerships

Each priority has outcomes and outputs that are realistic and measurable. This plan will be presented to the National Assembly in January 2011.

CNSA Plan – Strategic Priorities, Outcomes and Outputs

Mission

CNSA is the national voice of nursing students. We are a bilingual and pan-Canadian organization advocating for the needs of all nursing students.

Vision

CNSA fosters leadership and advocates for the evolving interests of nursing students.

Values

- Education and Research
- Inter/Intraprofessionalism
- Diversity and Inclusiveness
- Accountability and Transparency

Participants identified outcomes and outputs for the four priorities. Outcomes are defined as direct changes or impacts for CNSA’s stakeholders; outputs are defined as those activities CNSA completes to influence outcomes. For a complete glossary of terms see Appendix D. The group’s priority rating of each outcome is found in Appendix E.

Priority A: To Be The Primary Resource For Nursing Students	
Outcome #1: Accessible and relevant information and services are provided to our members	
Output # 1	Translate all official documents
Output # 2	Provide simultaneous translation at conferences and business meetings
Output # 3	Redesign and reorganize CNSA website
Output # 4	Consult members on their needs regarding services and information
Output # 5	Educate members on how to access services
Output # 6	Create an events calendar on website
Outcome #2: Nursing students, both current and potential members, are engaged	
Output # 1	Educate new delegates on roles and functions of CNSA
Output # 2	Budget for recruitment-related travel
Output # 3	Create and implement a comprehensive recruitment strategy
Output # 4	Establish new benefits of membership
Output # 5	Increase profile of new and existing initiatives
Output # 6	Continue to develop and promote National nursing students week
Output # 7	Provide a venue for a face to face committee meetings
Output # 8	Create a multimedia promotional tool

Priority B: Influence and advance innovation in nursing curriculum and research	
Outcome #1: Being involved in curriculum decisions, planning and review	
Output # 1	Maintain and create new links with accrediting bodies
Output # 2	Encourage chapter members to get involved with faculty meetings at a local level
Outcome #2: Faculty members are aware of and engaged in the organizations activities	
Output # 1	Invite faculty to CNSA events
Output # 2	Distribute information to faculty
Output # 3	Encourage the faculty advisor role for each chapter
Outcome #3: Members are given venues to share research with others	
Output # 1	National Team will have a evidence-based focus
Output # 2	Provide a space for students to present projects at conferences
	Have a section of website dedicated to featuring member research
	Create a Research discussion board section
Priority C: Strengthening linkages and creating new partnerships	
Outcome #1: External organizations are aware of and engaged in CNSA	
Output # 1	Invite stakeholders to participate in CNSA events
Output # 2	Distribute information to stakeholders
Output # 3	Have CNSA presence at stakeholder events
Output # 4	Reaching out to new organizations to build new relationships
Output # 5	Increase number of media releases surrounding CNSA events
Outcome #2: Students are represented in external organizations	
Output # 1	Approach stakeholders to discuss how CNSA can become more involved in their organization
Output # 2	Encourage general membership to attend and participate in stakeholder events
Output # 3	Pay special attention to retain and build existing relationships
Output # 4	CNSA members join stakeholder committees
Outcome #3: Students are making an impact in external organizations	
Output # 1	CNSA members join stakeholder committees
Output # 2	Where CNSA board members hold position on stakeholders, those positions should be voting positions
Output # 3	Approach stakeholders to create joint position statements and media releases

Appendix B: Outcomes and Priority Rating

	Priority		
	1	2	3
Priority A: To Be The Primary Resource For Nursing Students			
Outcome #1: Accessible and relevant information and services are provided to our members	√		
Outcome #2: Nursing students, both current and potential members, are engaged	√		
Priority B: Influence and advance innovation in nursing curriculum and research			
Outcome #1: Being involved in curriculum decisions, planning and review			√
Outcome #2: Faculty members are aware of and engaged in the organizations activities	√		
Outcome #3: Members are given venues to share research with others		√	
Priority C: Strengthening linkages and creating new partnerships			
Outcome #1: External organizations are aware of and engaged in CNSA	√		
Outcome #2: Students are represented in external organizations		√	
Outcome #3: Students are making an impact in external organizations			√