



SVN Strategic Plan 2019-2021

Mission

To provide a professional community for nurses focused on advancing the care of persons living with vascular disease through excellence in evidence based practice and education.

Values

- **Excellence** in vascular nursing practice through innovation, research, and education.
- **Respect** for individual member's contributions, values, and perspectives.
- **Advocacy** for vascular nurses and persons living with vascular disease.

Vision

SVN will be the premier vascular nursing organization.

Key Objectives				
Recruit and retain an active membership of vascular nurses	Produce and disseminate a repository of nursing resources on the website	Increase practice guidelines	Develop orientation guidelines for new vascular nurses	Deliver dynamic professional development opportunities to vascular nurses
Initiatives				
<ul style="list-style-type: none"> • Create corporate membership with SVS • Identify contacts at magnet hospitals, heart and vascular institutes, VQI participants, SVS members • Implement marketing campaigns to raise awareness among vascular community 	<ul style="list-style-type: none"> • Develop list of resources to create one-stop shop of information on svnnet.org 	<ul style="list-style-type: none"> • Develop and identify guidelines for vascular nurses to have up-to-date guidelines for patient care 	<ul style="list-style-type: none"> • Develop outline for standardization of vascular nursing orientation 	<ul style="list-style-type: none"> • Increase vascular nursing knowledge and collaboration

<ul style="list-style-type: none"> Develop membership survey to expired members to evaluate why they did not renew 				
Action Plan				
<ul style="list-style-type: none"> Create membership task force to establish contact for marketing campaigns 	<ul style="list-style-type: none"> Create website resources task force to develop list of repository topics 	<ul style="list-style-type: none"> Clinical Practice & Research Committee to develop guidelines 	<ul style="list-style-type: none"> Create orientation task force to develop guidelines for new vascular nurses 	<ul style="list-style-type: none"> Create program planning task force to develop annual conference program
Measure				
<ul style="list-style-type: none"> Membership revenue increased Over 300 members by 2021 	<ul style="list-style-type: none"> Resources developed by 2/2020 	<ul style="list-style-type: none"> Annual guidelines published 	<ul style="list-style-type: none"> Outline completed by 12/31/2019 	<ul style="list-style-type: none"> Annual Conference attendance