

Mission

To promote the profession of nursing, provide a unified voice for nurses, and advocate for a healthier Wyoming.

As Wyoming's trusted voice for nursing, we work relentlessly to help nurses connect, grow and thrive.

No Wyoming nurse stands alone when they are a member of Wyoming Nurses Association (WNA). Together, we have the power to advance the nursing profession and create a health care environment in which nurses can succeed. We are catalysts for change, connecting nurses to do collectively what cannot be done individually.

Nursing is undergoing a fundamental shift as innovation and technology are transforming the profession. As nursing continues to evolve, WNA will lead with a clear direction and vision for the future of nursing.

We have identified four key pillars that will serve as the core of our strategic efforts. These strategies provide the direction for WNA's future.



POLICY INFLUENCE

Goal

Serve as the voice of nursing on important issues and policies that impact the nursing community. We work with local, state and federal officials advocating for the profession.

Strategies

- Maintain policy momentum and engage nurses in advocacy and policy development.
- Educate and engage Wyoming legislators with our legislative agenda.
- Secure the continuation of WyIN Funding.



PROFESSION OF NURSING

Goal

Educate the public on the value of the nursing profession and the value that we provide.

Strategies

- Increase consumers' awareness of the value that nurses provide in improving health and well-being.
- Produce a video that tells our story.
- Market the testimonies around the value a nurse provides in a wide variety of practice settings.
- Optimize the professional nursing practice.



MEMBERSHIP MANAGEMENT

Goal: To maintain and grow our membership engagement, we will deliver solutions, programs and opportunities that add value to all nurses in Wyoming.

Strategies

- Grow membership by acquiring, engaging and retaining members.
- Maintain or exceed an 80% retention rate.
- Increase direct relationships with all registered nurses
- Answer the question "what do members want?"
- Define "engagement" points for members and track number of engagements that each member has with WNA.



HEALTHY NURSE

Goal: We will continue to lead efforts that foster a safe, ethical environment that supports the health and wellness of nurses in all settings.

Strategies

- Provide innovative strategies for enriching the professional lives of our members.
- Promote a work environment that fosters a healthy work place.
- Promote an environment that serves all generations of nursing.
- Provide professional educational sessions lead by our region leadership to be shared across the state.
- Incorporate membership healthy activities in WNA sponsored events.
- Conduct a state-wide walk/run lead by WNA during nurse's week.

Vision

Wyoming Nurses Association will collaboratively lead to advance nursing practice through the distribution of resources, influence, and advocacy for the promotion of healthcare in Wyoming.