

JULY 2023



Strategic Plan: 2023-2026

Advance Science. Foster Leadership. Drive Dissemination. Improve Health Equity.

Midwest Nursing Research Society

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Our Mission

The mission of the Midwest Nursing Research Society is to generate knowledge, translate evidence into practice, and enhance careers through collaborative engagement, implementation, and dissemination among diverse scholars.

Our Vision

The vision of the Midwest Nursing Research Society is to be the premier society that advances science, fosters leadership, and drives dissemination to improve health equity for all people.

About Us

The Midwest Nursing Research Society (MNRS) originally began to provide a place for nurses to collaborate, and collaborate they did! Over time, the founding members began to realize the benefits of having an organization dedicated specifically to nursing research. With some careful attention and a lot of hard work, we have grown into the organization it is today. We're a society where scientists, innovators, and drivers of clinical practice across the career trajectory, come together to share ideas and grow our field through innovative research.

Each year, we host a state-of-the-art conference that draws over 900 attendees from all over the United States and beyond. But we're much more than the annual conference alone. We provide a vast array of networking and learning opportunities every day to help our members advance their careers in nursing science and practice. We've been making an impact for over 48 years, and we're still going strong.

Strategic Planning Task Force

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GOALS

1. MEMBERSHIP:

Expand, nurture, and sustain a diverse and inclusive membership of scholars across the career lifespan.

2. ENGAGEMENT:

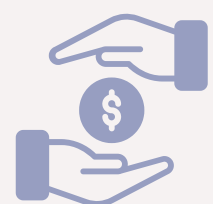
Engage members throughout the nursing community by developing pathways for education, networking, leadership, and collaboration.

3. EXTERNAL RELATIONS/DISSEMINATION:

Enhance dissemination of research findings to transform healthcare practices and improve population health equity.

4. FINANCIAL:

Enhance fiscal responsibility and increase revenue streams to maintain and improve member benefits in support of the MNRS Mission.



1. MEMBERSHIP:

Expand, nurture, and sustain a diverse and inclusive membership of scholars across the career lifespan.

OBJECTIVES

- 1.1. Increase membership by 10% by the end of FY26.
- 1.2. Promote representation of underrepresented populations to include the broad spectrum of the nursing community.
- 1.3. Provide accessible, supportive services to members for the optimal member experience.
- 1.4. Encourage and promote the scientific diversity of MNRS members.
- 1.5. Discover and analyze trends in membership to reduce attrition by 10% by the end of FY26.



Objective 1.1. Increase membership by 10% by the end of FY26.

- 1.1.1 Establish a baseline and tracking mechanisms to document the current membership to measure growth.
- 1.1.2 Continue to grow and expand the MNRS Institutional Membership Program and increase their engagement within the society with a special focus on smaller institutions.

Objective 1.2. Promote representation of underrepresented populations to include the broad spectrum of the nursing community.

- 1.2.1. Define and identify underrepresented audiences.
- 1.2.2. Develop mechanisms to track underrepresentation quarterly.
- 1.2.3. Develop 3 to 4 outreach initiatives tailored to underrepresented audiences.

Objective 1.3. Provide accessible, supportive services to members for the optimal member experience.

- 1.3.1 Identify member needs and expand supportive services to meet needs and ensure inclusivity.
- 1.3.2 Host year-round events for first-time conference attendees and new members to meet and share experiences.
- 1.3.3 Develop and articulate a membership value proposition based on the membership's needs in an ongoing and digestible way.
- 1.3.4 Implement services and activities for the student, early-career, retiree, mid-career, and dean membership groups.

Objective 1.4. Encourage and promote the scientific diversity of MNRS members.

- 1.4.1. Actively promote the call for abstracts to a targeted group of external organizations to elevate the annual meeting as the place to present and receive cutting-edge research and clinical expertise.
- 1.4.2. Highlight and promote member achievements throughout the year.
- 1.4.3 Continue monitoring trends in emerging science and respond by adjusting the RIIGs.

Objective 1.5. Discover and analyze trends in membership to reduce attrition by 10% by the end of FY26.

1.5.1 Establish a baseline and tracking mechanisms to document the current membership to measure attrition.

1.5.2 Develop an ongoing data reporting structure to measure membership engagement across membership activities and demographics.

1.5.3 Create a process to explore desired membership benefits and reasons for attrition to determine benefits that will appeal to members and professional gaps for MNRS to fill.



2. ENGAGEMENT:

Engage members throughout the nursing community by developing pathways for education, networking, leadership, and collaboration.

OBJECTIVES

- 2.1. Expand opportunities for networking, career development, leadership, and collaboration within and across the RIIGs, and MNRS members.
- 2.2. Develop year-round, career-spanning educational programs that complement the annual conference.
- 2.3. Evaluate engagement programs for effectiveness and relevance.



Objective 2.1. Expand opportunities for networking, career development, leadership, and collaboration within and across the RIIGs, and MNRS members.

2.1.1 Expand the Emerging Scholars Network's marketing, resources, and engagement.

2.1.2 Evaluate RIIG activities and engagement and recommend programming and processes for retention and engagement.

2.1.3 Provide opportunities for networking and collaboration outside of the annual meeting.

Objective 2.2 Develop year-round, career-spanning educational programs that complement the annual conference.

2.2.1 Create a mentoring program for early-career and mid-career professionals that utilizes retirees/alums.

2.2.2 Develop a career track educational program that provides relevant career-spanning learning.

2.2.3 Introduce a multi-faceted learning program, inclusive of micro-learning, that enables individuals to learn and discuss important topics in a reduced time span.

2.2.4 Explore the development and implementation of continuing education programs with an emphasis on students and early careers.

Objective 2.3. Evaluate engagement programs for effectiveness and relevance.

2.3.1 Better leverage data to foster organizational interconnectivity and dialog within the membership.

2.3.2 Assess member feedback, identify trends to sunset, and/or create additional offerings.

2.3.3 Explore, implement, and educate on using online technologies to assist members in communication/networking.

3. EXTERNAL RELATIONS/ DISSEMINATION:

Enhance dissemination of research findings to transform healthcare practices and improve population health equity.

OBJECTIVES

- 3.1. Grow and sustain interactive engagement of educational, scientific, practice, and advocacy partners from other healthcare organizations.
- 3.2. Pilot and evaluate new opportunities for the efficient dissemination or implementation of new nursing knowledge with emphasis on health equity.
- 3.3. Promote outreach and dissemination to increase awareness and accessibility of MNRS as a model of nursing research excellence.



Objective 3.1. Grow and sustain interactive engagement of educational, scientific, practice, and advocacy partners from other healthcare organizations.

3.1.1 Develop a list of new collaborators to broaden the depth and reach of MNRS.

3.1.2 Craft a marketing program that defines the value of MNRS to other healthcare organizations and outlines mutual benefits to all partners.

3.1.3 Explore an ambassador position(s) to maintain communication channels with other organizations.

Objective 3.2. Pilot and evaluate new opportunities for the efficient dissemination or implementation of new nursing knowledge with emphasis on health equity.

3.2.1 Provide one educational activity to the nursing community with a clinical partner organization between each annual conference cycle.

3.2.2 Establish and host an annual town hall to educate and collaborate on trending topics and challenges throughout the nursing community.

3.2.3 Solicit invited plenary, symposia, and workshops from leading clinical presenters for collaboration with researchers.

3.2.4 Build a structure to evaluate, capture and track research initiatives that address health equity.

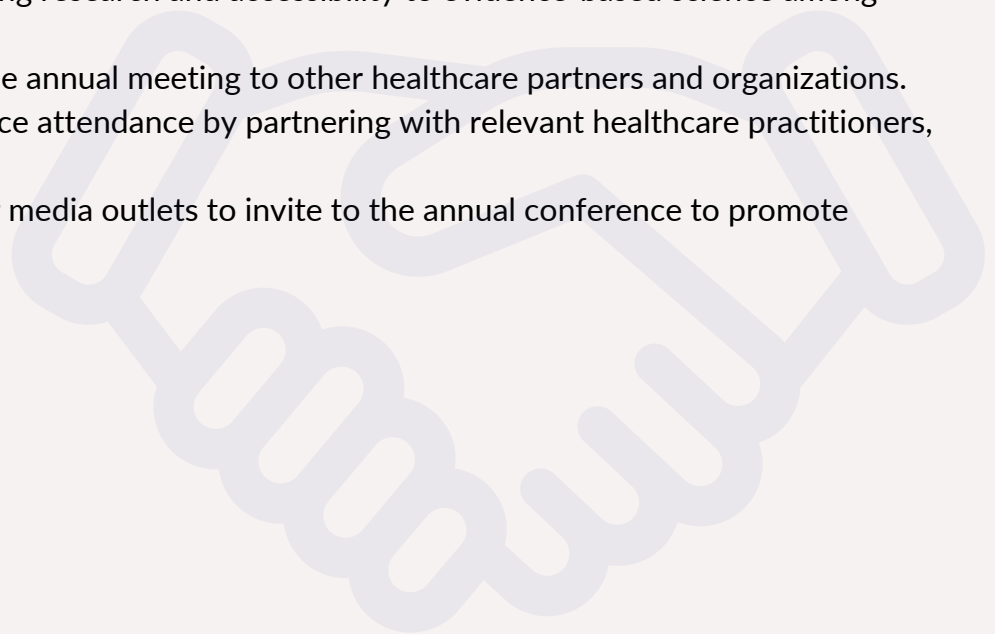
Objective 3.3. Promote outreach and dissemination to increase awareness and accessibility of MNRS as a model of nursing research excellence.

3.3.1 Drive adoption of nursing research and accessibility to evidence-based science among clinical practitioners.

3.3.2 Extend invitations to the annual meeting to other healthcare partners and organizations.

3.3.3 Increase local conference attendance by partnering with relevant healthcare practitioners, hospitals, and organizations.

3.3.4 Identify print and other media outlets to invite to the annual conference to promote specific content and events.



4. FINANCIAL:

Enhance fiscal responsibility and increase revenue streams to maintain and improve member benefits in support of the MNRS Mission.

OBJECTIVES

- 4.1. By the conclusion of FY26, increase non-dues revenue by 5%.
- 4.2. Expand the partnership with the MNRS Foundation to engage and collaborate on fundraising activities.
- 4.3. Enhance fiscal responsibility to maintain and expand member programs.
- 4.4. Explore two new innovative membership pricing strategies to improve and maintain membership revenue.



Objective 4.1. By the conclusion of FY26, increase non-dues revenue by 5%.

- 4.1.1 Explore and implement three (3) additional revenue streams, one (1) each fiscal year.
- 4.1.2 Establish three (3) new sponsors from partners and organizations for the annual conference, one (1) each fiscal year.
- 4.1.3 Relaunch the MNRS Career Center promotional campaign using the updated YMCareers marketing tools.
- 4.1.4 Grow institutional membership income by expanding to include three (3) healthcare partners and three (3) new institutions by the conclusion of FY26.
- 4.1.5 Explore annual meeting registration discounts for other healthcare partners and organizations and bulk registration rates for institutional members.

Objective 4.2. Expand the partnership with the MNRS Foundation to engage and collaborate on fundraising activities.

- 4.2.1 Support and market Foundation fundraising activities to MNRS members.
- 4.2.2 Promote Foundation calls for grant applications and provide grant reviewers.
- 4.2.3 Increase awareness of the MNRS Foundation and grant research benefits among MNRS members and the healthcare community.

Objective 4.3. Enhance fiscal responsibility to maintain and expand member programs.

- 4.3.1 Evaluate and adjust yearly budgetary allocations to member programs based on the strategic plan.
- 4.3.2 Pursue vendor contracts that monetarily benefit MNRS.
- 4.3.3 Design and adopt a balanced budget annually.
- 4.3.4 Monitor financial investment accounts to maximize interest income or minimize loss.

Objective 4.4. Explore two new innovative membership pricing strategies to improve and maintain membership revenue.

- 4.4.1 Develop mechanisms to identify membership attrition and track it yearly.
- 4.4.2 Using survey results, adjust Student Membership pricing to increase revenue retention by 10% by the conclusion of FY26.
- 4.4.3 Using survey results, adjust Retiree/Alumni membership pricing to increase revenue retention by 10% by the conclusion of FY26.