

# 2023-2026 MNRS Strategic Plan

## Yearly Board Report: February 28, 2024



**NEW 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.

**NEW 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.

<b>Goal #1 – Membership:</b> Expand, nurture, and sustain a diverse and inclusive membership of scholars across the career lifespan.	
<b>Objectives</b>	<b>2023-2024 Outcomes</b>
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.	<ul style="list-style-type: none"> <li>• Relaunch of the Membership Committee to focus on goal 1 and collaborate with other committees on the strategic plan.</li> <li>• Developed and published a DEIB Statement that can be used to guide MNRS in all areas of the Society.</li> <li>• Assembled a Board Task Force to explore conference attendance assistance for committee leadership or a potential travel awards program.</li> <li>• Established procedure and functionality for Member Groups focused on segments of the MNRS membership.</li> <li>• Launched three (3) new MNRS Member Groups:               <ul style="list-style-type: none"> <li>○ Alumni Group</li> <li>○ Deans, Associate Deans &amp; Directors Group</li> <li>○ Mid-Career Group</li> </ul> </li> <li>• Host annual Newer Member Orientation meetings at the conferences.</li> <li>• Completed social media marketing campaigns for 2024 conference registration and membership growth, with some focus on value to nurse practitioners.</li> <li>• A 2024 pre-conference workshop was selected: Using an Equity-by-Design Process to Develop, Test, and Implement Person-Centered Nursing Interventions.</li> <li>• Provide a report on the PPC about the committee members' and conference speakers' selection processes at the 2024 MNRS Business Meeting to show transparency.</li> </ul>

### MNRS Executive Office

5034A Thoroughbred Lane, Brentwood, TN 37027, USA  
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<b>Goal #1 – Membership:</b> Expand, nurture, and sustain a diverse and inclusive membership of scholars across the career lifespan.	
Objectives	2023-2024 Outcomes
	<ul style="list-style-type: none"><li>• 2024 conference has gender-neutral restrooms, increased food selections, and faith-based space as recommended by conference evaluations, DEI, and LGBTQ+ listening session reports.</li><li>• 2024 conference theme and objectives address scientific diversity and diversity of populations where members are performing nursing research, improve health disparities, and scientific diversity.</li><li>• Attendee pronoun preferences were added to registration form.</li><li>• The student poster committee members were selected to be regionally and professionally representative (e.g., DNP and PhD-prepared committee members across the Midwest region).</li></ul>

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<b>Goal #2 – Engagement:</b> Engage members throughout the nursing community by developing pathways for education, networking, leadership, and collaboration.	
<b>Objectives</b>	<b>2023-2024 Outcomes</b>
<p>2.1. Expand opportunities for networking, career development, leadership, and collaboration within and across the RIIGs, and MNRS members.</p> <p>2.2. Develop year-round, career-spanning educational programs that complement the annual conference.</p> <p>2.3. Evaluate engagement programs for effectiveness and relevance.</p>	<ul style="list-style-type: none"> <li>• Launched a RIIG Awards Work Group to evaluate the effectiveness of the awards, calls, submissions procedures, and scoring to provide standardization across RIIGs to improve the member application process.</li> <li>• Engaged the RIIG chairs to standardize eligibility for RIIG awards including the length of RIIG membership and a limit of one RIIG award per member per year.</li> <li>• Annual RIIG Chair 101 Orientation meetings at the conference.</li> <li>• Revised the webinar application form and process for clarity.</li> <li>• ESN School Liaison program relaunch with emails to deans with information about ESN and upcoming webinars.</li> <li>• ESN info session held at the 2024 annual conference to gather interest in ESN, explore services, build the liaison program, and grow inclusivity.</li> <li>• ESN survey student members in fall 2023 to inquire about topics of interest for future webinars, networking, or other opportunities.</li> <li>• Reinstated and conducted “in person” judging of student poster competition finalists to promote discussions and engagement at the poster sessions.</li> </ul>

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Objectives	2023-2024 Outcomes
<p>3.1. Grow and sustain interactive engagement of educational, scientific, practice, and advocacy partners from other healthcare organizations.</p> <p>3.2. Pilot and evaluate new opportunities for the efficient dissemination or implementation of new nursing knowledge with emphasis on health equity.</p> <p>3.3. Promote outreach and dissemination to increase awareness and accessibility of MNRS as a model of nursing research excellence.</p>	<ul style="list-style-type: none"><li>• Formation of a new MNRS committee to focus on goal 3 and collaborate with other committees on the strategic plan.</li><li>• Developed a device/system for tracking potential targets and outreach and sharing with other committees conducting outreach for coordination of efforts.</li><li>• Outlined and designed a partnership value statement and infographic for sharing with other organizations. Available online and via PDF. <a href="#">Engagement with MNRS to Advance Implementation of Nursing Science</a></li><li>• Drafted an email to be used in outreach outlining key benefits and requesting a meeting.</li><li>• Added new opportunities to the partnership infographic for Foundation grant partnering and MNRS letters of support for grant applications.</li><li>• MNRS submitted an abstract on PhD/DNP collaboration for participation in the 2024 NONPF conference.</li><li>• Held meetings with NONPF and AANA to explore collaborations.</li><li>• 2024 Conference planning has several (n=8) sessions where equity and diversity is the focus. Opening Keynote is presenting on emerging issues surrounding social and structural determinants of health and implications for nursing science, and our Closing Keynote is presenting on designing technologies for health, the role of nursing in promoting inclusivity.</li><li>• 2024 Equity and diversity population studies are being presented in 2 guaranteed symposiums, 2 competitive sessions, 1 pre-conference, and 1 special session.</li><li>• Involve MNRS members in the selection of leading presenters (clinical/researchers) by asking about speaker suggestions when the post-conference survey is sent out: “What speakers would you like to hear from?”</li><li>• 2024 chosen symposia include partnerships among nurse researchers, including leveraging DNP and PhD partnerships to increase translational and implementation science.</li></ul>

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<b>Goal #4 - Financial:</b> Enhance fiscal responsibility and increase revenue streams to maintain and improve member benefits in support of the MNRS Mission.	
<b>Objectives</b>	<b>2023-2024 Outcomes</b>
<p>4.1. By the conclusion of FY26, increase non-dues revenue by 5%.</p> <p>4.2. Expand the partnership with the MNRS Foundation to engage and collaborate on fundraising activities.</p> <p>4.3. Enhance fiscal responsibility to maintain and expand member programs.</p> <p>4.4. Explore two new innovative membership pricing strategies to improve and maintain membership revenue.</p>	<ul style="list-style-type: none"> <li>• In December 2023, MNRS repaid \$64,200 borrowed from the MNRS investment account in 2015 and 2018 to cover operating expenses.</li> <li>• In July 2023, MNRS reached its operational cash goal to have one year’s worth of expenses, approximately \$600,000, available in the operating funds between checking and money market accounts.</li> <li>• Secured a 3-year contract for conference CE accreditation from Amedco with average yearly discounts ranging from \$1500 to \$2000.</li> <li>• Approved and established a new banking institution and money market account for the reserves account with a higher rate to max interest income and provide FDIC insurance coverage.</li> <li>• Worked with the Executive Office to review membership data, identify areas of attrition, and develop and propose strategies to the Board to encourage retention of students and retired/alumni members.</li> <li>• Developed a new student pricing structure to include a two-year bundle rate. Received Board approval and implemented in July 2023.</li> <li>• Proposed a new retiree/alumni pricing structure to a reduced rate to encourage retention. Received Board approval and implemented in July 2023.</li> <li>• Foundation grant partnering opportunities were added to the partnership value statement and infographic for sharing with other organizations. Available online and via PDF. <a href="#">Engagement with MNRS to Advance Implementation of Nursing Science</a></li> <li>• ESN assembled two Walk-a-Thon teams to support the Foundation and grants.</li> <li>• Added three (3) new institutional members in 2023-2024: Loyola University, University of Missouri, and Kent State University.</li> <li>• Donation of discounted 2025 annual conference registrations to the Foundation Walk-A-Thon to support fundraising efforts for research grants for MNRS members.</li> <li>• The Executive Office provided a Form Letter to PPC for reaching out to 2024 financial partners.</li> <li>• The spreadsheet was created by the Executive Office with the 2024 vendor list and who the office has contacted. Provided PPC and Parthenon to the local hosts to track contacts made to avoid duplication of contacts.</li> </ul>

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