STRATEGIC DIRECTIONS 2023

2021 ORGANIZATIONAL PRIORITY Strengthen our organization’s outreach and member involvement through innovative and responsive delivery methods focused on members’ health and safety and the implementation of collective agreements.

1 | MEMBERSHIP By 2023 BCNU will have anticipated and responded effectively to member needs through:
   1.1 increased activism using constructive engagement to optimize member influence
   1.2 enabling robust and innovative education, mentorship and support of stewards and members
   1.3 informed and empowered membership who are provided resources to understand and enforce contract language
   1.4 supporting members to utilize their professional voice to address practice concerns
   1.5 successful collective bargaining and implementation of agreements
   1.6 timely resolution of member issues
   1.7 recognizing and addressing systemic racism and the need for inclusivity and diversity through education, advocacy, and leadership
   1.8 implementing and establishing healthy and safe workplaces (psychologically and physically)

2 | GOVERNANCE By 2023 BCNU Council will have effectively governed and fostered a member-centric culture through:
   2.1 modeling our values
   2.2 knowledge-based, inclusive and policy-driven decision making
   2.3 effective, responsive, and clear communication
   2.4 fostering the development of future leaders

3 | ORGANIZATIONAL CAPACITY AND CULTURE By 2023 BCNU will have strengthened organizational capacity and improved culture through:
   3.1 enhanced coordinated interdepartmental services
   3.2 utilizing technology, innovation and evidence based best practices
   3.3 supporting a learning environment
   3.4 implementing Canadian Standards Association standards to support psychologically healthy and safe workplaces throughout the organization
   3.5 continued outreach to potential members about the benefits of belonging to BCNU
   3.6 recognizing achievements and celebrating successes

4 | PROFESSIONALISM, RELATIONSHIPS AND REPUTATION By 2023 BCNU will have demonstrated it is the professional voice of nursing and a respected, influential health-care leader through:
   4.1 ensuring BCNU values are the foundation of our decisions, policies, procedures, and actions
   4.2 building relationships with nursing and labour organizations
   4.3 exploring opportunities with external partners, including government, HEABC, health authorities, education, and research institutions and other health-care providers
   4.4 addressing inequities in diversity and inclusivity
   4.5 advocating for nurses to be involved in public policy
   4.6 engaging external partners on health-care matters that impact nurses and the delivery of safe patient care
   4.7 increasing public and industry recognition of the BCNU brand and image
   4.8 increasing outreach and development to enhance relationships with schools of nursing and nursing students
   4.9 lobbying for additional nursing school admissions and career laddering opportunities
   4.10 being the key source of communication for nursing and professional practice

5 | HEALTH-CARE SYSTEM By 2023 BCNU will have remained a strong defender of a publicly funded and delivered health-care system through:
   5.1 promotion and advocacy
   5.2 challenging the government on deficits and lobbying for improvement
   5.3 researching and publicizing methods of strengthening care delivery
   5.4 recognizing and responding to public health emergencies
   5.5 lobbying for improved health-care services for special populations

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