



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