

BCNU STRATEGIC DIRECTIONS 2020

2018 ORGANIZATIONAL PRIORITY: *Strengthen our organization through sound governance, strong member advocacy and successful collective bargaining.*

1 | MEMBERSHIP - By 2020 BCNU will have responded effectively to member issues through:

- > increased member activism using constructive engagement
- > supported and educated stewards
- > informed membership that understands and enforces contract language
- > successful collective bargaining and implementation of agreements
- > timely resolution of member issues
- > increased diverse representation at all levels
- > protected and improved member health and safety

2 | GOVERNANCE - By 2020 BCNU Council will have effectively governed and all leaders throughout the organization will have modeled a culture based on our values through:

- > knowledge based and inclusive decisions by Council
- > regular review and approval of policies by Council
- > effective, responsive and clear communication
- > ensuring psychologically healthy and safe workplaces

3 | ORGANIZATIONAL CAPACITY AND CULTURE - By 2020 BCNU will have strengthened organizational capacity and improved culture through:

- > implementing Canadian Standards Association standards to support psychologically healthy and safe workplaces throughout the organization
- > enabling staff and activists to collaboratively educate and mentor members
- > providing seamless interdepartmental service to our members
- > utilizing technology to enhance communication
- > continued outreach to potential members about the benefits of belonging to BCNU
- > recognizing achievements and celebrating successes

4 | PROFESSIONALISM, RELATIONSHIPS AND REPUTATION - By 2020 BCNU will have demonstrated it is the professional voice of nursing and a respected, influential health care leader through:

- > building relationships with nursing and labour organizations
- > enhancing collaboration with external partners, including but not limited to government, HEABC, health authorities, education and research institutions
- > ensuring BCNU values are the foundation of our decisions, policies, procedures and actions
- > utilizing evidence and research for innovation
- > advocating for front line nurses to be involved in public policy
- > engaging with government and health authority professional practice departments in health care decision making
- > advancing clinical practice, education, mentorship, research and leadership in nursing
- > promoting our professional profile
- > collaborating with schools of nursing and nursing students
- > addressing societal inequities in our communities

5 | HEALTH CARE SYSTEM - By 2020 BCNU will have remained a strong defender of a publicly funded and delivered health care system through:

- > promoting its benefits
- > challenging its deficits and lobbying for improvement
- > researching and publicizing methods of strengthening care delivery