STATEGIC DIRECTIONS 2020

2020 ORGANIZATIONAL PRIORITY: Strengthening our organization through sound governance, building trust through positive member engagement and successfully implementing collective agreements.

1 | MEMBERSHIP - By 2020 BCNU will have anticipated and responded effectively to member needs through:
   1.1 increased member activism using constructive engagement
   1.2 enabling the support, education and mentorship of stewards and members
   1.3 informed and empowered membership that understands and enforces contract language
   1.4 successful collective bargaining and implementation of agreements
   1.5 timely resolution of member issues
   1.6 increased diverse representation at all levels
   1.7 implemented and established healthy and safe workplaces (psychologically and physically)

2 | GOVERNANCE - By 2020 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 by Council
   2.3 effective, responsive and clear communication
   2.4 fostering the development of future leaders

3 | ORGANIZATIONAL CAPACITY AND CULTURE - By 2020 BCNU will have strengthened organizational capacity and improved culture through:
   3.1 implementing Canadian Standards Association standards to support psychologically healthy and safe workplaces throughout the organization
   3.2 providing seamless interdepartmental service to our members
   3.3 utilizing technology to enhance communication
   3.4 continued outreach to potential members about the benefits of belonging to BCNU
   3.5 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:
   4.1 building relationships with nursing and labour organizations
   4.2 enhancing collaboration with external partners, including but not limited to government, HEABC, health authorities, education and research institutions
   4.3 ensuring BCNU values are the foundation of our decisions, policies, procedures and actions
   4.4 utilizing evidence and research for innovation
   4.5 advocating for front line nurses to be involved in public policy
   4.6 engaging with government and health authority professional practice departments in health care decision making
   4.7 advancing clinical practice, education, mentorship, research and leadership in nursing
   4.8 promoting our professional profile
   4.9 collaborating with schools of nursing and nursing students
   4.10 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:
   5.1 promoting its benefits
   5.2 challenging its deficits and lobbying for improvement
   5.3 researching and publicizing methods of strengthening care delivery

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