



# STRATEGIC DIRECTIONS 2020-2024

## 2023 ORGANIZATIONAL PRIORITY

*To bargain clear and enforceable collective agreements that serve to strengthen and unite our membership so that we can achieve improved working conditions and safe patient care.*

### 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 experience.
- 1.2 Enabling robust and innovative education, mentorship and support for stewards and members.
- 1.3 Successful collective bargaining and implementation of agreements, including access to resources to interpret and enforce contract language.
- 1.4 Recognizing and addressing systemic racism and the need for inclusivity and diversity through education, advocacy, and leadership.

### 2 | GOVERNANCE

By 2023 BCNU Council will have effectively governed and fostered a member-centric culture through:

- 2.1 Modelling our values and building trust through effective, responsive and clear communications.
- 2.2 Timely and inclusive decision making, that is based on evidence and organizational knowledge, and informed by policy.
- 2.3 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 Improved coordination of services between departments, recognizing achievements and sharing successes.
- 3.2 Supporting learning experiences and utilizing technology, innovation and evidence-based best practices.

- 3.3 Implementing the CSA Psychological Health and Safety Standard to support psychologically healthy and safe workplaces throughout the organization.
- 3.4 Continued outreach to potential members about the benefits of belonging to the BCNU.

### 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 Engaging external partners on health-care matters that impact nurses and safe delivery of patient care.
- 4.3 Addressing inequities in diversity and inclusivity.
- 4.4 Increasing outreach and development to enhance relationships with schools of nursing and nursing students.
- 4.5 Building relationships with nursing and labour organizations.

### 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 Recognizing and responding to health-care emergencies.
- 5.2 Challenging decision makers on deficits and lobbying for improvement in all health-care services, including special populations.
- 5.3 Research, advocacy, and the promotion of strengthened care delivery models.