

San Antonio Emergency Nurses Association
2027 – 2031 Strategic Plan 2027
Approved: August 20, 2026

Strategic Pillar	Goal	Objective	Actions	Metrics
Professional Excellence	Advance excellence in emergency nursing by developing and delivering innovative education, training, and resources, setting standards of care, and leading the future of emergency nursing.	A. Deliver evidence-based education and specialty training B. Promote Scholarships, certifications, and quality initiatives	A. Annual hybrid conference; annual TBON event; quarterly educational offerings; TNCC, ENPC, certification review courses; evaluate learner feedback. B. Advertise scholarships, Lantern Award, BCEN opportunities through chapter channels	A. ≥90 conference attendees (not including speakers/ workers) B. ≥15 TBON attendees/year C. 5 educational offerings at business-meeting/year D. At least 4 TNCC courses/year; 3 ENPC courses/year E. Promote 2 academic/ 2 conference scholarships/ year
Advocacy	Amplify the voice and influence of emergency nurses and ENA by proactively advocating for issues that impact the profession and improve patient care	A. Improve standards of care and health equity by developing and communicating bold positions on issues that impact emergency nurses and our patients. B. Lead collaboration and advocacy with key stakeholders on strategic opportunities to advance the emergency nursing profession. C. Empower emergency nurses in all stages of their career through education, support, and resources to advocate for themselves and the profession. D. Provide information to San Antonio ENA members on legislative and regulatory issues impacting emergency care monthly through social media channels E. Collaborate with other professional organizations (nursing and non-nursing) to leverage ENA influence over legislation impacting emergency nursing	A. Provide financial support for San Antonio ENA Government Affairs representatives to attend "Day on the Hill" and "Nurses Day at the Capitol". B. Collaborate with other professional organizations/ legislative liaison to discuss opportunities to pursue legislation impacting emergency nursing. C. Provide social media/newsletter/email updates related to legislative issues impacting Texas emergency nurses.	A. Number of postings/email/media by government affairs chair including links to National ENA highlighting GA actions / information B. Information provided in quarterly ENA Newsletter C. Post link to EN411 for our members quarterly D. Government affairs chair provide update at monthly business meeting.

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Community	Foster a dynamic and diverse emergency nursing community by creating an environment that is inclusive, innovative, and collaborative.	A. Strengthen partnerships and engagement	A. Engage nursing schools, STRAC, and partner organizations; promote emergency nursing careers and student involvement. B. Promote the integration of sustainable emergency healthcare practices. C. Appoint a board member to enrich student nurses' relationship with San Antonion ENA	A. Contact nursing schools quarterly B. Participate in at least 2 student outreach events/year C. Track student attendance at meetings D. Participate/ promote other professional organizations educational offerings
Membership	Expand SAENA membership throughout the service area.	A. Utilization of National ENAs membership model, that delivers enhanced membership value, and increased recruitment and retention of a diverse membership community through an inclusive approach and frictionless user experience. B. Serve as the professional home for all emergency nurses throughout their career by advancing partnerships and collaborations that integrate San Antonio's ENA offerings into every emergency care setting. C. Continue to promote the benefits of ENA Membership	A. The membership committee chairperson will provide a monthly report B. Recognition to members who bring a friend C. Sending emails to new members D. Invite new members to local and state meetings Reach out to expired members and find out reason why they left (address why they left: is it meeting day/time, is it meeting content, etc?) E. Follow up with new attendees from local meetings and encourage attendance again Utilization of ENAs resources for membership purposes F. Engage Nursing schools and ERs with flyers prior to Meetings	A. 2% membership growth over 5 years B. Quarterly outreach to facilities and schools C. Track retention and first-time/ new member attendees

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Operational Excellence	Advance operational excellence by developing people and optimizing resources to maximize San Antonio ENA’s growth and impact.	A. Develop and sustain a diverse, talented, and highly engaged volunteer and staff community/workforce through our members. B. Utilize technology, systems, and process improvements to advance organizational performance. C. Foster an environment of continual improvement. D. Implement robust communication plan to better serve members E. Develop and execute a financially sound budget to meet the goals set forth by ENA.	A. Support the membership committee to elicit member engagement initiatives and evaluate engagement. B. SAENA Board meets with CPA, committee chairs and State ENA as needed to maintain financial stability C. Encourage, promote, and budget for innovation for San Antonio ENA educational actives and outreach. D. Ensure communication on different platforms (social media, meetings, email, etc.)	A. Balanced budget B. Obtain a high yield savings account C. Successful AV performance at each meeting D. Track number of viewers on different communication platforms
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