

## W-ONE STRATEGIC PLANNING MEETING MINUTES

Friday, January 9, 2009

0700-1200

WHA Headquarters

Madison, Wisconsin

Present: Jo Ann Appleyard, Jan Bauman, Betsy Benz, Mary Cieslak-Duchek, Amy Dwyer, Tim Gengler, Paula Hafeman, Peg Haggerty, Beverly Hoege, Doris Mulder, Peggy Ose, Susan Peterson, Mary Beth White-Jacobs, Jean Surguy, Carol Winegarden, Ellen Zwirlein, Judy Warmuth (ad hoc)

1. Call to Order/Introductions – Peggy Ose  
Peggy called the meeting to order at 7:00AM. Due to weather, meeting time was changed to 7:00AM-1200PM.
2. Review AONE Strategic Plan and Other Influencing Factors – Peggy Ose reviewed AONE's Strategic Plan. The following were identified in the review:
  - o Membership engagement is listed under core business
  - o Diversity was moved under values
  - o Behaviors remain the same
  - o Initiatives remain the same
  - o Quality and safety were elevated to a higher level in their initiatives and key drivers
3. Review W-ONE Mission and Vision  
Peggy Ose led the Board in the review of W-ONE's mission and vision. The Vision and Mission remained the same. However, Diversity was added as one of W-ONE Values. A revision in the wording of the first strategic goal was made and now states: W-ONE will lead efforts to create a safe, positive and healthful practice environment in nursing and healthcare.
4. Small Group Work I: Set Action Steps & Begin to Deploy  
Susan Peterson led the process for strategic planning. The following were questions the group was to consider as we reviewed the goals.
  - Is the goal statement clear?
  - What do we close or delete?
  - What do we modify and/or what do we bring forward?
  - What new initiatives do we adopt?
  - Can this be accomplished in a one year timeframe?
  - Report to whole group for clarification
5. Small Group Work II: Refine Action Steps and Complete Deployment  
Once activity I was completed Susan Peterson had groups move to a different goal and to do the following:
  - Affirm/modify Action Steps
  - Complete Deployment
  - Report to whole group for consensus

6. As a result of this activity, a draft of the Strategic Plan was developed. Please see attachment.
7. The Board then revisited the 2009 Budget Assumptions to adjust any of the projections. Betsy will update the draft and bring to our March meeting.
8. Meeting was adjourned at 12:15.
9. Next Meeting – March 26, 2009  
WHA Headquarters  
Madison, WI

Respectfully submitted,

Peggy Haggerty