



## STRATEGIC PLAN 2015-2017

### INTRODUCTION

The key to a strong organization is to clearly define the mission, vision and goals that will serve as a roadmap for the future. Over the course of this year, IEHEC members have worked collectively to set a proactive course for 2015-2017. This was accomplished through careful examination of the trends shaping healthcare industry and education with input from members through interactive strategy sessions. Building on the momentum of IEHEC's work over the past eight years, this plan is a dynamic document that will continue to transform the IEHEC and energize its members individually and collectively. As new issues and opportunities arise the plan will be flexible to meeting the needs of the consortium. We invite you to be our partner during these next two years as we work towards advancing our shared mission and vision.

### OUR MISSION

The mission of the Inland Empire Healthcare Education Consortium (IEHEC) is to strengthen the partnership between the healthcare industry and education in the development of a strong sustainable nursing and allied health workforce within our region.

### OUR VISION

A vibrant network of leaders working in collaboration to enhance the clinical learning experiences for our future healthcare workforce.

### OUR VALUES

- **Collaboration/Collegiality:** Working with individuals who support common values and vision to achieve shared goals. The underlying principles of respect and trust serve as the foundation of this cooperative effort.
- **Excellence:** Exceeding educational and industry expectations through teamwork, innovation, and application of the best practices of higher education, policy, government and technology with the ultimate goal of providing quality care and promoting health.
- **Stewardship:** Cultivating the resources entrusted to us through fiscal responsibility, transparency, equity and sustainable practices.
- **Spirited Inquiry:** An ongoing curiosity about the best evidences to guide decision-making and a culture that supports scholarship and research.

## **GOAL 1: PROFESSIONAL DEVELOPMENT**

*Serve as a forum for resource and information exchange.*

**OBJECTIVE 1A: Enhance the ability to share information and engage members.**

### **TARGETS:**

1. Offer virtual meeting capabilities to increase attendance at meetings.
2. Enhance the usability and accessibility of IEHEC website.
3. Implement social media resources to promote and advance the work of IEHEC.

**OBJECTIVE 1B: Present a diverse range of professional development opportunities annually to meet the needs of IEHEC members.**

### **TARGETS:**

1. Provide professional development on simulation learning, healthcare employment trends, healthcare regulations, state and local health initiatives and other emerging priority areas.
2. Offer at least 2 professional development opportunities each year.

**OBJECTIVES 1C: Enhance and improve organizational performance.**

### **TARGETS:**

1. Update and align IEHEC's Bylaws with the priority goals in the strategic plan.
2. Ensure adequate revenue from membership dues to accomplish stated goals and provide a balanced budget.
3. Ensure appropriate archiving of IEHEC documents.
4. Report on the Strategic Plan progress annually.

## **GOAL 2: ADVOCACY**

*Inform and influence high-impact decision makers on the unique needs of healthcare provider students.*

**OBJECTIVES 2A: Strengthen understanding, awareness and support for IEHEC at the local and state level.**

### **TARGETS:**

1. Create at least 2 advocacy or marketing materials and presentations.
2. Develop and maintain at least 2 partnerships annually with key organizations such as ACNL, HASC, HWI and others.
3. Identify at least 2 IEHEC members to serve as key advocates for outreach.
4. Disseminate advocacy and marketing information to identified stakeholders.

### **GOAL 3: CLINICAL PLACEMENT**

*Expand capacity and quality of student placement and learning.*

**Objectives 3A: Strengthen relationships with healthcare industry and education.**

#### **TARGETS:**

1. Increase membership to exceed that of previous year.
2. Increase active health provider engagement in IEHEC annually.
3. Disseminate information about IEHEC's Student and Mentor Awards programs.

**Objectives 3B: Improve capacity for clinical training.**

#### **TARGETS:**

1. Define boundaries and service areas of IEHEC.
2. Feature at least 5 articles on innovative strategies for expanding clinical placements on IEHEC's website.
3. Increase IEHEC member involvement in government and quasi/government agencies concerning simulation education.
4. Explore best practices on the use of technology to enhance the clinical placement process.

### **GOAL 4: HEALTHCARE PIPELINE**

*Support health career pathway activities.*

**Objectives 4A: Strengthen understanding, awareness, and support of health pathways initiatives.**

#### **TARGETS:**

1. Increase the number of members from health pathway programs.
2. Strengthen partnerships with key organizations that promote and support health pathways, such as the Inland Coalition and others.
3. Support a Healthcare Career Day fair.
4. Feature health pathway information and links on IEHEC website.