



**Pacific Crest Regional Chapter
American Association of Critical Care Nurses**

Strategic Planning Meeting for 2011-2013

June 24, 2011

Attendees: Gemma Marlia-Johnson, Kelly Wells, David Jewell, Marcia Moffatt, Julie Saindon, Deb Hogenson, Judy Lang, Anne Hansen, Leslie Devry, Heather Timmons, Emma Gonzales-Bencomo, Rose Sheets.

Review of accomplishments for 2009-2011: During the past 2 years the chapter has participated and been awarded national recognition by AACN for the involvement in Stroke Education in Medford and Jackson County, developed a library of audio aids to assist those wishing to study and take their CCRN exams, promoted the concept of achieving Beacon Status with AACN and provided community outreach to our peers at Sutter Coast in an effort to promote our chapter and National AACN in outlying areas. Thank you and congratulations to Gemma for serving as President and reaching many of the goals set for the previous 2 years.

Goals for 2011-2013: All agreed to take the goals and accomplishments of the previous 2 years and before, and strive to expand and grow.

Nurse Education—We shall continue to offer 2 major conferences/seminar days each calendar year. On the calendar, to date, is Sedation, Analgesia and Delirium in the Critical Patient by Dr. Riker on October 28th of 2011, a Spring Potpourri including Hematology, Pulmonology, and Endocrinology in March of 2012 and perhaps a CCRN Review Course for Fall of 2012. Other ideas included hosting the Region 18 Meeting in Fall of 2012 along with an educational event and having meetings to include a social outing such as a dinner meeting with area professionals giving a short presentation on a subject or issue of interest to our members and other area nurses (ie. Jerry Hood).

Community Education—The chapter will remain involved and contributory to the efforts of Stroke Education with Sandra Molzen. Depending on how many people wish to become involved with us we would like to assist COHO, go to Career and Job Fairs to teach the

public what we do, and develop (with the help of AHA etc) a community program to teach the basics of the new CPR with videos and a kit provided by AHA for people to take and learn at their own pace. The idea will be to take the fear out of CPR and perhaps engage a higher number of the public in learning this life-saving treatment. We could arrange to go to gyms, soccer team, work centers, high schools, senior centers, junior & middle schools, the Y as well as have most of the teaching translated into Spanish for that largely underserved area of our population. Marcia will look into the price of t-shirts for our members to wear for visibility during events we are participating in. It was discussed for us to hold a contest for t-shirt design or logo.

Membership—There was discussion on the idea to develop a short survey for our co-workers and peers that may wish to become involved with the chapter but not attend the monthly board meetings. It was decided to have this ready for the next educational event to see how people want to be involved such as helping with community education, community outreach or by getting involved through us with the area groups such as COHO.

Community Outreach—We shall continue seeking the audience of, then going and promoting our chapter in the other areas of Southern Oregon and Northern California such as Klamath Fall, Yreka and perhaps Coos Bay.

Fundraising—Heather Timmons has joined our list of officers as an official Grant Writer for our chapter. She is currently in the process of learning what types of grants there are, how to go about qualifying and applying for them. This is a huge undertaking and may take some time to get off the ground.

We will be holding our premier fundraising idea outside of holding educational conferences in the form of a raffle. The tickets will be \$5 each or 5 for \$20. Included in the prize is a 2 night stay at Jot's Resort in Gold Beach, Oregon, a mailboat/jetboat excursion for 2 with Jerry's Mailboat of Gold Beach, Oregon, a hand-made quilt, a multi-colored glass vase from a local glazier, Dutch Bros goods, bottles of wine with glasses and charms and more as yet to be determined. Tickets will be developed, printed and made available by the beginning of September with the drawing being held at the Fall Education Event on October 28, 2011.

Next Meeting will be on Wednesday, September 7, 2011 at 4pm in the CCU Conference Room at Providence.