**Society of Rogerian Scholars**

**Strategic Plan 2021-2026**

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| **Goals** | **Process** | **Outcomes/Key Performance Indicators (KPIs)** |
| **Vibrant Organizational Image**  To enhance the image and visibility of SRS.  SRS will be recognized as a vital resource for scholars who wish to learn about and advance the Science of Unitary Human Beings (SUHB). | Send quarterly messages to members from SRS President to drive traffic to the website.  Establish a Communications and Marketing Committee responsible for:  Creating a new contemporary look for the website.  Updating website and assuring that it is a vibrant source of information for members and those with interest in the SUHB.  Assisting the editor of *Visions* with publishing the journal with four manuscripts per issue.  Contacting and evaluating potential publishers for *Visions*.  Develop a plan to increase SRS membership.  Assessing use of social media to increase visibility and engagement.  Disseminate resources for the advancement of the SUHB.  Publishing an updated book on the SUHB by key 2nd generation SRS scholars that reflects the state of the science now and possibilities for future advancement. This is not a reprinting of the 1970 book (although we have permission to do so).  Publishing SRS research and practice exemplars on the Nursology.net website.  Publish all John Phillips articles in a book.  Re-publish Malinski and Barrett book *MER: Her Life and Her Work*.  Making the journal *Nursing Science* accessible.  Offering annual conferences with some virtual access to broaden exposure to SUHB.  Offer 2-3 webinars/year on topics related to the SUHB.  Continue to assure the Rogers’ archival materials are located, catalogued and accessible to scholars. | SRS President publishes quarterly messages to members: February, May, August, November.  Bylaws revised to establish Communications and Marketing Committee.  Website look is updated.  Website is updated monthly.  Visions has four manuscripts/issue.  A publishing house will publish an annual issue of *Visions*.  Plan developed to increase SRS membership and plan is implemented and evaluated.  Social media used to increase SUHB and SRS visibility.  Book published on SUHB that becomes the definitive resource for students and scholars.  Two research and two practice exemplars are published on the Nursology. Net website.  A book compiling all of John Phillips’ key articles is published by SRS.  Malinski and Barrett’s book *MER: Her Life and Her Work* is re-published and sold by SRS.  The issues of the journal *Nursing Science* are accessible to members on the SRS website.  Annual conferences have increased participants.  Parts of annual conferences are offered virtually.  Two webinars are offered each year.  SRS members explore Rogers’ archives, encourage cataloguing for access. |
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| **Welcoming community of scholars**  To foster a welcoming community for members.  Members will feel valued by and connected to SRS.  New SRS members will be welcomed and their service to the organization will be recognized.  Board will be engaged and active in advancing the goals of SRS  A plan for leadership succession will be developed  Members contributions will be celebrated.  Create a plan for diversity and inclusivity of membership | Engaging the SRS Board in committees and initiatives to advance the goals of the Strategic Plan.  Communication quarterly to membership by SRS President.  Assure Welcome Packet is updated to reflect new goals and is sent to new members.  Encourage the use of social media platforms to engage members and attract new members.  All Board members are actively advancing the goals of SRS through leadership on committees and initiatives.  Board members will be informed of role expectations prior to nomination.  Board members will be oriented to their roles.  Establishing an Awards Committee to recognize and celebrate contributions.   * Recognize emerging contributors to SRS * Recognize sustained service to SRS * Recognize service of members who serve on committees   Bylaws are reviewed and updated annually.  Membership Committee develops a plan to increase the diversity of SRS.  Suggest ways to decolonize SUHB if this is necessary based on internal reflection and external evaluation.  Nominations Committee recruit members to the Board with goals of diversity and leadership succession in mind.  Use annual conference as a vehicle to recruit new members. | Membership list with email addresses maintained by Communications Committee with a listserv for easy communication with members.  Quarterly messages sent by President to membership.  Welcome packet developed and disseminated by Membership Committee  Communications Committee pushes out photos and news items on social media twice/month.  Each Board member has a leadership role on committees or initiatives.  Awards Committee develops awards to be presented at the annual SRS meeting. (Golden Slinky, others)  Bylaws sub-committee presents revisions for vote at annual meeting or reports that none needed.  Statement of Diversity and Inclusivity is prominent on website and read at each Board meeting.  Discussions on decolonizing SUHB occur in Board meetings.  Nomination slate is more diverse with respect to race/ethnicity and age.  10 new members are recruited to SRS each year. |
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| **Fostering collaboration and inquiry**  Increase attendance at conferences by doctoral students and international participants.  Encourage connections through publishing members’ research interests on website. | Encourage members to create a travel award in their name to support registration/travel for doctoral students or international participants.  Membership form queries members about research interests and asks for permission to post on website for purposes of encouraging collaboration. | One travel award established by SRS.  List of members’ research interests listed on SRS website with email addresses. |
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| **Advocacy and legislative activity**  Develop capacity to advocate for and shape health and social policy as it relates to excellence in education, practice, research and human betterment. | Submit blogs on Nursology.net asserting SUHB position related to important issues.  Write and publish position papers addressing health or social policy.  Continue to collaborate with like-minded organizations to feature SUHB and its influence on practice.  Encourage attendance and abstract submission to Nursing Theory Conference.  Create one practice-oriented webinar and invite nurses in practice to attend.  Create consultation services for educators, practitioners interested in bringing SUHB into academic or practice settings. | One blog published on unitary science on Nursology.net/year.  One position paper addressing a health or social policy published in *Visions* every issue.  Collaboration with other organization initiated.  A minimum of two abstracts focused on unitary science are submitted to the Nursing Theory Conference.  One webinar on unitary science in practice/year is widely marketed on Twitter for all nurses.  List of SRS consultants for education and practice on SRS website. |