

The ISONG Board and all ISONG Committees participated in an intensive strategic planning project from November 2019 through February 2020. Just as the plan came into its final phase, the world was thrust into a global pandemic. Although much in our lives has changed, from online education, shortages of personal protective equipment, government mandates and limits on social gatherings, ISONG has remained a strong and supportive community of genetic nurses and related healthcare professionals.

While the world as we know it has certainly changed, the overall strategic goals of ISONG have not. The Board and Committee Chairs identified four overarching strategic goals for the organization:

**1. Expand Educational Resources**  
**2. Increase Membership**

**3. Increase Visibility of ISONG and Nurses**  
**4. Create Formal Partnerships**

These four goals will guide ISONG activity between 2020-2022 and should serve as a roadmap for projects that might be undertaken by the ISONG Board, all ISONG committees, and ISONG members who are actively participating on committees.

All committees identified specific projects and activities that align with ISONG’s four strategic goals. The outcome of those ideas is depicted in this summary document and will assist ISONG in working toward the achievement of its mission and goals through 2022.

	<b>EDUCATION COMMITTEE</b>
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Assist Congress Committee with pre-conferences Create educational modules that assist with credentialing requirements: pharmacogenetics, case studies, and similar types of content</li> <li>• Collaborate with NPCC to establish Scope and Standards/Essentials for Nurse Educator credentialing</li> <li>• Write a new standard for the basis of NPCC credentialing process</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Produce an educational repository</li> <li>• Promote credentialing</li> <li>• Work on nurse educator credentialing foundation</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Promote ISONG through all educational endeavors</li> <li>• Update and keep current all education committee links and content on website</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Collaborate with the Veteran’s Hospital Administration on project that will help bring genetics nurses to their programs</li> </ul>



	<b>RESEARCH COMMITTEE</b>
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Pair with ONSEN to list online education in genetics</li> <li>• Create a listserv for committee members to talk and share information</li> <li>• Create podcasts</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Increase the number of affiliate members through organizations and colleges</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Increase sponsorship for grant funding each year</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Partner with SGI formally to explore additional collaboration opportunities</li> </ul>

	<b>PROFESSIONAL PRACTICE COMMITTEE</b>
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Disseminate Coding/Billing Reimbursement survey results by Congress 2020</li> <li>• Submit at least three clinical abstracts for Congress</li> <li>• Create a list of educational resources for clinical providers to post on website</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Provide HQ with talking points for responding to emails and phone calls</li> <li>• Create clinical directory to connect members and the public looking to refer patients.</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Work with Communications Committee to create a social media blog</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Explore the role of the genetics nurse and other professional in which to collaborate</li> </ul>



<b>COMMUNICATIONS COMMITTEE</b>	
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Partner with Education Committee to highlight offerings</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Continue Student Ambassador Program annually in conjunction with Congress</li> <li>• Boost announcements</li> <li>• Identify students to help with blog</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Increase social media postings of award winners throughout the year</li> <li>• Hire a professional photographer for ISONG events</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Create partnerships with Genetic Alliance and NINR</li> </ul>

<b>GLOBAL MEMBERSHIP COMMITTEE</b>	
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Explore the creative of an Education Special Interest Group (SIG) or increase collaboration with the Education Committee</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Work to expand the Oncology SIG</li> <li>• Create regional ambassadors for targeted recruitment</li> <li>• Advocate for Regional meetings/Congress to be held outside of USA</li> <li>• Collaborate with Communications Committee on Social Media campaigns</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Advocate for virtual conferences and various educational offerings</li> <li>• Create an ISONG Button to be worn at Congress identifying committee members</li> <li>• Focus on website development to improve content delivery to members</li> <li>• Identify ways to translate of ISONG materials</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Identify country-specific nursing organizations and establish a connection. Gather contact information. Identify a liaison.</li> </ul>



<b>ETHICS AND PUBLIC POLICY COMMITTEE</b>	
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Create posters about ISONG position statements</li> <li>• Encourage members to develop programs on their areas of interest</li> <li>• Webinars on Ethics such as the Provision of Quality of Genetic Services</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Reach out to PhD, DNP and MSN programs</li> <li>• ISONG should have a strong showing at other conferences: MNRS, Ethics Conferences and others</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Present at Congress each year</li> <li>• Develop posters on position statements</li> <li>• Identify a way to show current research from ISONG members</li> <li>• Write articles about ISONG members' expertise for other professional nursing organizations such as ONS</li> <li>• Write articles targeting the lay public: Redbook, Family Circle</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Work with Department of Health on strategy (social determinants of health)</li> <li>• Reach out to nursing schools with information on genetics</li> <li>• ISONG should be commenting formally on Essentials of Nursing</li> <li>• Create a listserv or Forum for members to engage with each other</li> <li>• Explore possibility of ISONG Chapters</li> </ul>

<b>DEVELOPMENT COMMITTEE</b>	
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Increase sponsorship funding for Congress</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Increase affiliate membership in ISONG by reaching universities and other organizations</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Apply for grant funding for Congress and other projects</li> <li>• Promote DNA Day each year</li> <li>• Promote Year of the Nurse in 2020</li> <li>• Promote Nursing Week each year</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Partner with Summer Genetics Institute</li> <li>• Establish personal connections with sponsors and vendors</li> <li>• Establish a meet and greet at Congress for sponsors and vendors to learn more about ISONG, meet the Board, and ask questions</li> </ul>



<b>CONGRESS PLANNING COMMITTEE</b>	
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Add virtual offerings</li> <li>• Offer pre-confs virtually</li> <li>• Develop ISONG YouTube channel</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Offer Pharmacogenetics education</li> <li>• Advertise credentialing</li> <li>• Promote global reach, access, and connectivity</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Offer mentorship for abstracts when English not the author's first language if requested.</li> <li>• Breakouts planned during Congress that are virtual-only</li> <li>• Infuse more global perspectives into Congress</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• Reach out to vendors to build partnerships</li> </ul>

<b>GENERAL BOARD INITIATIVES</b>	
<b>Goal #1 Expand Educational Offerings</b>	<ul style="list-style-type: none"> <li>• Create podcast educational deliverables</li> <li>• Develop an SGI-2</li> <li>• Offer online CE opportunities</li> </ul>
<b>Goal #2 Increase Membership</b>	<ul style="list-style-type: none"> <li>• Pre-Congress advertising to schools and hospitals near Congress city</li> <li>• Reduce price for low-income country nurses to attend Congress/Registration scholarships</li> </ul>
<b>Goal #3 Increase the Visibility of ISONG and Nurses</b>	<ul style="list-style-type: none"> <li>• Create a list to send ISONG newsletter monthly to key relevant organization leadership</li> <li>• Involve students early on in their education/careers</li> <li>• Hold Congress outside of USA</li> </ul>
<b>Goal #4 Create Formal Partnerships</b>	<ul style="list-style-type: none"> <li>• ISONG should identify one liaison to work/connect with important related groups</li> <li>• Work with other int'l nursing organizations to promote collaboration and presentations</li> </ul>

ISONG is proud to share the details of its 2020-2022 strategic plan with our members, sponsors, vendors, professional nursing organizations, and all other global stakeholders who are invested in ISONG mission and vision. Contact ISONG Headquarters at [Amy@ISONG.org](mailto:Amy@ISONG.org) with any questions about ISONG and its strategic plan.