

*Texas State Association of Occupational Health Nurses Inc.
A Chapter of the American Association of Occupational Health Nurses Inc.*



BUSINESS PLAN

For the

TEXAS STATE ASSOCIATION OF OCCUPATIONAL HEALTH NURSES, INC.

**Revised August, 2006
Revised June 2000
Revised March 1996
Revised November 1994
Original Business Plan February 1993**

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HISTORY OF THE STRATEGIC PLANNING COMMITTEE

The initial TSAOHN Business Plan was developed by the Strategic Planning Committee in 1992, and was presented for Board approval on February 26, 1993.

The first revision of the Business Plan was completed and approved in fall, 1995. John Arnott, consultant, assisted the committee in development of the revision.

Additional revisions were completed and presented to the membership on November 14, 1996 and September 30, 2000.

The fourth revision was completed by the Strategic Planning Committee in August, 2006. Committee members included:

- Karen Barrett, RN, COHN-S, CHSP
TSAOHN President
- Lupe Dominguez, RN, COHN-S
TSAOHN Director/ Public Affairs
- Marcia Fowler, RN, MSN, COHN-S
TSAOHN Treasurer
- Michele Lawson, RN, MSN, COHN-S
TSAOHN Director/Professional Affairs
- Kay Miller, RN, BSN, COHN-S
TSAOHN Vice President

Texas State Association of Occupational Health Nurses, Inc. (TSAOHN)

VISION STATEMENT

Occupational and Environmental Health Nurses (OHNs) blend knowledge of health and business with health care expertise to balance a safe and healthy work environment with a healthy corporate bottom line.

MISSION STATEMENT

TSAOHN supports OHNs through:

- Promoting professional growth and development in the areas of health, safety, productivity, business, and disability management;
- Influencing legislation, regulations, and public policy;
- Providing guidance on changing needs, issues, challenges, and opportunities.
- Promoting the profession of occupational health nursing.

PURPOSE OF THE BUSINESS PLAN

Through strategic planning, develop methods of meeting current and future needs of TSAOHN members.

ISSUES

1. Promoting Member professional growth and development
 - Multiple certification requirements
 - Multi-state, international, and telephonic OHN practices
 - Changing work force
 - Increasing use of technology/need for proficiency
 - Local, state, and federal regulatory compliance
 - Communication
 - Health, Safety, Environmental, Business, and Disability Management – changing issues, needs, requirements

2. Conducting association business
 - Benchmarking and best practices
 - Utilizing technology in conducting business and maintaining communications
 - Marketing
 - Employment Information Services
 - Mentoring – chapters, members, leaders
 - Membership – recruiting new members; member retention
 - Resource allocation
 - Leadership – development, mentoring
 - Professional conference planning services vs. board/local chapter planning

3. Responsibly maintaining organization finances
 - Decreasing membership and corresponding decrease in dues
 - Dues paid vs. member services provided
 - Resource sharing
 - Cost vs. revenue for conference/educational offerings

TSAOHN BUSINESS PLAN

INTRODUCTION

In 1953, the Texas Association of Industrial Nurses (TAIN) was formed as a constituent of the American Association of Industrial Nurses, Inc. TAIN was established in 1952, incorporated in 1966, became the Texas Association of Occupational Health Nurses, Inc, in 1976, and the Texas State Association of Occupational Health Nurses, Inc. in 1988 (TSAOHN).

In 2006, TSAOHN is composed of seven incorporated chapter associations (Austin, Dallas, North Texas, Houston, San Antonio, Texas Bay Area and Texas Sabine) as well as members-at-large. The oldest chapter in Texas, the Sabine Area, was formed in 1942, the same year the national association was established.

GOVERNANCE

An elected board of directors governs TSAOHN. The executive committee consists of President, Vice President/Membership, Recording Secretary, and Treasurer.

The Directors have the following responsibilities:

- Communications
- Professional Affairs/Conference Exhibits
- Governmental Affairs/Policy, Procedure, & Bylaws
- Public Affairs.

Non-voting members of the board are: an elected Election Advisory Chairman, Immediate Past President, Chapter Presidents, and the presidential appointed positions, including Members at Large Chairman.

The Immediate Past President chairs the following committees: Association History; Awards, Correspondence & Benevolence.

Board meetings are held three times per year. An annual Business Meeting for all members is held in conjunction with the annual Conference.

CHANGING FOCUS

In the early years, needs of TSAOHN members differed from today, focusing on technical needs of the position in industry and social interactions with other industrial nurses. Over the last fifty years, the focus of occupational health nursing has expanded from providing on-site injury care for manufacturing employees to include designing and implementing complete wellness, safety, environmental, health, and Human Resource programs; providing disability management of injured/ill employees; and consulting. To fulfill these roles, OHNs blend knowledge of health and business with health care expertise to balance a safe and healthy work environment with a healthy corporate bottom line. OHNs now practice sophisticated business management skills and engage in entrepreneurial ventures.

Today, TSAOHN, one of the largest chapters of the American Association of Occupational and Environment Health Nurses, Inc (AAOHN), provides members working in the field of occupational and environmental health with services in the areas of membership, professional affairs, communication and governmental affairs.

MEMBERSHIP

In August 2006, total membership in TSAOHN is 463. In 1995, membership was 788. This 41 percent decrease corresponds with decreases in national, state, and local chapter membership over the past ten years.

Membership in TSAOHN offers a wide variety of benefits. These include:

- Educational opportunities
- Leadership seminars
- Speaker resources
- Employment information services
- Access to suppliers
- Interaction with other professional groups and coalitions
- Regulatory updates
- Mentoring

The individual member also benefits from the enhanced credibility and professional image of the OHN. Individuals have opportunities to earn Continuing Education Units (CEUs), learn new technologies, and network with OHNs from a variety of settings.

PROFESSIONAL AFFAIRS

Activity in the arena of professional affairs includes an annual educational conference and vendor exhibits. The conference provides:

- Opportunities for continuing education
- Promotion of professional certification
- Professional development
- Networking with peers
- Exposure to suppliers

TSAOHN also promotes higher education through a scholarship program for basic and advanced degrees.

COMMUNICATIONS

Chapter presidents serve as a vital communication link between the TSAOHN Board and local members. The TSAOHN website (www.tsaohn.org) disseminates information and resources, and addresses critical occupational health nursing issues. The website promotes the profession of occupational health nursing to the general public as well.

GOVERNMENTAL AFFAIRS

Legislative issue impacting health care are researched by TSAOHN and communicated directly to the membership and through chapter presidents.

Status of current state concerns is obtained and communicated to members on a timely basis, both through written communication, the website, and electronic mail (e-mail). Up-to-date information on standards and guidelines enacted by federal agencies is presented at state and local conferences. Agencies monitored include but are not limited to:

- Occupational Health and Safety Administration (OSHA)
- Federal Drug Administration (FDA)
- Environment Protection Agency (EPA)

- Centers for Disease Control (CDC)
- Department of Transportation (DOT)
- Texas Department of Insurance (TDI)
- Texas Board of Nurse Examiners (TBNE)

BUSINESS OBJECTIVES

1. Provide organizational services and continuing education based upon a membership needs assessment. (Directors of Public and Professional Affairs.)
2. Communicate information, resource allocation, use of new technology and pertinent issues impacting occupational health nursing.
3. Plan and implement educational opportunities based upon the changing needs of Occupational and Environmental Health professionals.
4. Maintain financial stability by assuring adequate funding to meet the organization's business objectives.
5. Increase membership by targeting non member OHNs, as well as new affiliate and corporate members. Promote benefits of membership.
6. Increase the use of multimedia strategies to promote and market the organization.
7. Evaluate organizational Business Plan every 5 years.

BUSINESS OBJECTIVES AND ACTION PLAN

1. Provide organizational services based upon regular needs assessments of the membership.
 - Conduct a membership needs assessment periodically and/or every three to five years. (Directors of Public and Professional Affairs.)
 - Provide written summary to the Board of Directors.
 - Publish summary on the TSAOHN website.
2. Communicate information, resource allocation, use of new technology and pertinent issues impacting occupational health.
 - Utilize display, brochures, and website to publicize TSAOHN.
 - Contact non-renewing members
 - Contact non-members who have identified themselves as OHNs on license renewal/applications.
 - Invite professional groups and coalitions to exhibit at annual conference
3. Plan and implement educational opportunities based upon the changing needs of Occupational and Environmental Health professionals.
 - Assure all educational offerings meet AAOHN approval as Type I CEUs.
 - Apply for multiple credentialing of educational offerings
 - Provide educational offerings that meet multiple certification needs
4. Maintain financial stability by assuring adequate funding to meet the organization's business objectives.
 - Monitor cost of member services vs. revenues annually; provide annual comparison report to membership via the website.
 - Work toward profitability for Continuing Education programs.
 - Provide vendor exhibits at annual conference as means of revenue.

- Assure accounting compliance with state/federal regulations by continuing formal association with accounting firm. Complete required annual audits.
- Assure that annual budget targets a net return such that the ending fund balance maintains a 50% reserve ratio.
- Continue to develop partnerships with other professional and business organizations.
- Monitor and interact with investment management firm periodically and/or annually, as needed.

4. Increase membership by targeting non member OHNs, as well as new affiliate and corporate members. Promote benefits of membership.

- Present membership information and packets at pre- and post-conference educational offerings.
- Contact other nurse groups for potential membership.
- Identify allied health groups and corporate sponsors for potential interaction.
- Utilize TSAOHN display at special events. Encourage use of available marketing material by members and local chapters.
- Utilize website to communicate membership information.
- Ongoing intensive membership recruitment action by Membership Committee, chaired by Vice President, as well as by all board members.

5. Increase the use of multimedia strategies to promote and market the organization.

- Use of technological media including website, and audio-visual broadcasting media (television, radio, newspapers.)

6. Evaluate the organizational Business Plan every 5 years.

Ad hoc Committee of the Board of Directors is appointed by the Vice-President to evaluate and revise Business Plan as necessary and present to membership.

TSAOHN INVESTMENT AND LEGAL FIRMS

INVESTMENT FIRM

Hazelbaker & Associates
Michael Hazelbaker
1100 Centennial Blvd.
Suite 260
Richardson, Texas 75081
(214) 363-9994 Fax (214) 363-0556

LEGAL FIRM

James Satel/Bracewell & Patterson
800 One Alamo Center, 106 S. St. Mary's St.
San Antonio, Texas 78205-3603
(210) 226-1166 Fax (210) 226-1133

ACCOUNTING FIRM

Jungman, Elley, Williams & Johnson
8419 Callaghan
San Antonio, Texas 78230-4946
(210) 340-8711 Fax (210) 525-0058

TSAOHN ORGANIZATIONAL CHART

