

WSRC

2012 Strategic Plan



October 6-7, 2011
Stevens Point, WI

BOD Attendees



- Gretchen Mazurczak- President
- Anne Flaten- Past President
- Ken Lampro- Vice President
- Janet Stephens- Secretary
- Deb Hendrickson/Mary Roth- Delegates
- Kathy Schlitz- District Rep
- Ron Pasewald- District Rep
- Don Raymond- District Rep
- Jennifer Horkan- Public Affairs
- Bill Pupanek- Disaster Preparedness

Mission

- To encourage and develop educational programs.
- To advance the science, technology and ethics of respiratory care through institutions, meetings, lectures and the distribution of official Society publications.
- To facilitate cooperation between Respiratory Care personnel and the medical professions, hospitals, service companies, industry and other related agencies.
- To provide education in pulmonary health and disease.

2012 Strategic Plan

**Professional
Excellence**

Healthcare professionals leading the way in quality healthcare.

Advocacy

Serve as an advocate for patients, their families, the public, the profession and the respiratory therapist.

Advance

Advance the science and practice of respiratory care.

**Educational
Opportunities**

**Membership
Growth/Retention**

Public Awareness

**Student
Involvement**

Future

Legislation/Advocacy

Collaboration

***Professional Excellence Goal:
Be the healthcare professional leading quality
healthcare.***



STRATEGIES

A.1 Apply summit award standards to our strategies. (Deb Hendrickson)

A.2 Provide educational opportunities for our members. (Ken Lampro, District Reps)

2012 OUTCOMES

- ✓ Submit summit award application
- ✓ NRCC

Advocacy Goal:

Serve as an advocate for patients, their families, the public, the profession and the respiratory therapist.



STRATEGIES

B.1 Engage RT managers with WSRC advocacy. Put together a manager focus committee. (Don Raymond, Jennifer Horkan, Bill Pupanek)

B.2 Involvement with local and national healthcare legislative issues. (Dave Allan)

B.3 Representation to the state Respiratory Care License panel. (Mary Roth)

B.4 Promote public awareness of lung disease. (Jennifer Horkan, District Reps)

B.5 Increased communication to members and potential members. (Terry Miller/Theresa Meinen, District Reps)

2012 OUTCOMES

- ✓ Increase membership
- ✓ Retain current members
- ✓ Grass roots respiratory care advocacy
- ✓ 100% 435 participation
- ✓ COPD proclamation
- ✓ COPD screening
- ✓ Hospital meetings, mailings
- ✓ Manager/Educator Leadership conference

Advance Goal:

Advance the science and practice of respiratory care.



STRATEGIES

C.1 Marketing advanced program alternative professional development options offered by Wisconsin schools. (Kathy Schiltz)

C.2 Stay current on RT BA alternative. (Don Raymond, Kathy Schlitz)

C.3 Develop a RT advanced degree task force. (Don Raymond, Kathy Schlitz)

2012 OUTCOMES

- ✓ Standing item on agenda
- ✓ Publish on WSRC website
- ✓ 2015 WSRC committee
- ✓ Student Scholarships