

Wisconsin Center for Nursing Strategic Plan 2026-2030

The Wisconsin Center for Nursing, Inc. (WCN) is the designated statewide nursing center that receives grant funds to “develop strategies to ensure that there is a nursing workforce that is adequate to meet the current and future health care needs of this state. The nursing center may use those moneys to fund activities that are aimed at ensuring such a nursing workforce including: 1) monitoring trends, 2) evaluating the effectiveness of nursing education programs in increasing access to those programs, 3) enhancing career mobility for nurses especially in underrepresented populations of nurses, facilitating partnerships between the nursing community and other health care providers, promote diversity within the nursing profession, enhance leadership development for nurses and achieve consensus regarding policies aimed at ensuring adequate nursing workforce in this state.” (Wis.Stat.106.30)

The WCN Mission: To ensure an adequate, competent & diverse nursing workforce for the people of Wisconsin. Our work is centered on five main focus areas:

- Workforce Data (monitoring trends)
- Education (evaluating nursing education access)
- Diversity (enhancing career mobility for nurses in underrepresented groups, promoting diversity in profession)
- Leadership (enhancing leadership development for nurses)
- Partnerships (achieve consensus regarding policies aimed at ensuring an adequate workforce)

The WCN Vision: Nurses in Wisconsin speak with one voice for nursing workforce issues. **Does our vision need to be revised? Possible directions:**

- **WCN speaks with one voice for the nursing workforce.**
- **We are the premier source of nursing workforce in Wisconsin**
- **We are the voice of nursing workforce opportunities in Wisconsin**
- **We are the authority representing Wisconsin’s nursing workforce**
- **We are the leader in nursing workforce for Wisconsin**

Strategic Priority 1: Building the relevance and reputation of the center as a leader on Wisconsin nursing workforce issues.

Strategic Objective(s)	Strategies	Outcomes
1. Leverage data to inform nursing workforce decisions.		
2. Enhance the use of communication technologies to increase awareness, share data, and identify nursing workforce initiatives.		

Strategic Priority 2: Critically assess and monitor nursing workforce and education trends to understand, recommend action and influence change.

Strategic Objective(s)	Strategies	Outcomes
1. Measure, predict, and prognosticate nursing workforce needs over the next 4 years.		
2. Identify diverse regional strengths and differences and propose strategies to address the unique needs of each region.		

Strategic Priority 3: Engage in operational excellence to support the mission of WCN and ensure sustainability of the center.

Strategic Objective(s)	Strategies	Outcomes
1. Critically evaluate WCN operations to improve processes, ensure fiscal responsibility, and ensure outreach success.		

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Strategic Priority 4: Build momentum through partnership and collaboration to effectively expand nursing workforce initiatives.

Strategic Objective(s)	Strategies	Outcomes
1. Lead WCN Data Survey Team Meetings to facilitate enhanced collaboration between WCN, the survey teams and DWD.		
2. Partner with statewide nursing organizations (i.e., WNA, WONL, WLN), academic partners, and healthcare stakeholders to ensure effective implementation of statewide changes in nursing workforce polices.		