



Cancer Patient Education Network (CPEN)

Strategic Plan 2011 – 2013

CPEN Board Retreat March 18-19, 2010
Updated: CPEN Board Retreat May 19-20, 2011

Created by:
Cancer Patient Education Network (CPEN)

Strategic Goal 1: Provide opportunities for the professional development of cancer patient educators

Initiative 1.1 Determine knowledge, knowledge gaps and skill level of membership.

Tactic	Committee	Timeframe	Date Completed
Conduct a needs assessment for professional development topics and sharing results with membership.	Professional Development	2010	August 2010
Share survivorship survey results with membership.	Survivorship	2010	September 2010
Explore health literacy needs and current member initiatives including tools, resources and programs.	Learning Resource Center	2011-2012	

Initiative 1.2 Develop a variety of professional development venues.

Tactic	Committee	Timeframe	Date Completed
Reference the Memorandum of Understanding (MOU) when planning the annual conference including, but not limited to New Member Orientation.	CPEN Board/Conference Planning/Membership and Marketing	2011-2016	
Based on needs assessment results, plan and implement professional development activities for the membership. Support committees to host annual offerings for the membership in topics such as grant writing, journal writing, evidence-based practice, patient education competencies, health literacy, webinars and workshops.	CPEN Board/Conference Planning/Professional Development	2011-2016	
Develop a professional education site within CPEN's web site to serve the membership as a clearinghouse for professional development topics and issues.	Professional Development	2011-2012	
Explore best practices for the development of cancer patient education competencies.	Guidelines Task Force	2011-2012	
Identify and implement social media to enhance CPEN's development. Add as agenda item to each Board call.	All	2011-2013	
Identify one or more CPEN member to serve as an Associate Editor for the Journal of Cancer Education, for a 3-year term	CPEN Board	2011	May 2011
Explore the development of a mentor/mentee program.	CPEN Board	2011-2012	

Strategic Goal 2: Provide a forum for collaborative research on issues related to cancer patient education, evidence-based practice, and health education program development.

Initiative 2.1 Enhance opportunities for research and evidence-based practice project collaboration and health education program development.

Tactic	Committee	Timeframe	Date Completed
Explore ideas that may be initiated by the Research Committee.	Research	2011-2013	January 2011
Leverage AACE membership and other organizations (i.e., NCCN) who may be able to collaborate with patient educators to develop research opportunities (i.e., use of social media).	Research	2011-2013	

Strategic Goal 3: Provide resources, reference tools and best practice standards on cancer patient education programs and services

Initiative 3.1 Ensure the financial solvency of CPEN.

Tactic	Committee	Timeframe	Date Completed
Identify and implement strategies to increase revenue and secure financial future through: Membership fundraising survey <ul style="list-style-type: none"> • Corporate support • Donations/sponsors • Membership dues (i.e., dues increase for members and reduced rates for retirees) • Conference dues • Conference workshops • Conference raffle/silent auction • Flash drive (with LRC's Manual included) • Web site webinars • Cookbook by culture • Grant applications • Charge for advertising events/resources on web site. 	CMG/CPEN Board/Fundraising Task Force	2011-2013	
Review CPEN's financial statements monthly and make adjustments accordingly including conference budget.	CMG/CPEN Board	2011-2013	
Reference the Memorandum of Understanding (MOU) when addressing the financial solvency of CPEN (i.e., receipt of revenue owed).	CMG/CPEN Board	2011-2016	
Explore grant writing and conference planning services with CMG to support annual conference planning efforts.	CMG/CPEN Board	2011-2012	

Initiative 3.2 Develop an image and brand that is consistent with CPEN's mission and goals.

Tactic	Committee	Timeframe	Date Completed
Require all requests, to use our brand, to obtain prior permission.	CPEN Board		

Initiative 3.3 Promote CPEN as the authoritative resource on cancer patient education.

Tactic	Committee	Timeframe	Date Completed
Create and distribute CPEN's Quarterly Newsletter.	Donna Branson/Marketing & Membership	2011-2013	2011
Add links within CPEN's Quarterly Newsletter to allow members to click on that link for specific information regarding that links content.	Donna Branson/All	2011-2013	

Maintain LRC article submission for each CPEN Newsletter.	Learning Resource Centers	2011-2013	2011
Revise CPEN's Guidelines for Establishing Comprehensive Cancer Patient Education Services (the booklet).	CPEN Board/Guidelines Task Force	2011-2012	
Conduct full content review and update to the "Creating and Managing a Cancer Learning Resource Center" manual.	Learning Resource Center	2010	October 2010
Produce an annual report of CPEN Board and Committee highlight and distribute at annual conference.	CPEN Board/All	2011-2013	September 2011
Enhance CPEN's reach, in collaboration with NCI, by seeking to collaborate with other patient education focused organizations (i.e., AOSW, ASCO, Cancer Legal Resource Center (CLRC), HCEA, NCCN, ONS).	CPEN Board/NCI/Research	2011-2013	2011
Reach out to cancer advocacy groups to solicit interest in joining CPEN (i.e., Leukemia and Lymphoma Society).	CPEN Board/NCI	2011-2013	

Initiative 3.4 Foster the development and maintenance of CPEN's Web site.

Tactic	Committee	Timeframe	Date Completed
Complete the development and launch of the new CPEN web site.	CMG/CPEN Board	2010	May 2010
Revise, add and archive web site reference tools and resources (i.e., new CPEN brochure, CPEN calendar, committee resources, etc.) as needed.	CMG/CPEN Board/All	2011-2013	
Develop a monitoring plan to update the web site as needed.	CMG/CPEN Board	2011	October 2011
Explore how current technologies can be applied to enhance the way we communicate to our membership (i.e., podcasts, webinars [i.e., HCEA], Camtasia software).	CMG/CPEN Board/All	2011-2013	

Initiative 3.5 Enhance the provision and utilization of CPEN member resources, tools and best practice standards.

Tactic	Committee	Timeframe	Date Completed
Promote CPEN web site resources, tools and best practice standards.	All	2011-2013	2011
Explore how CPEN Listserv Archives, via simplelists, can provide membership with the ability to obtain past information (i.e., by topic, by question).	CMG/CPEN Board	2011	May 2011

Strategic Goal 4: Encourage collaboration and networking among professionals and organizations involved in cancer patient education

Initiative 4.1 Explore partnering with like organizations to leverage CPEN's strengths.

Tactic	Committee	Timeframe	Date Completed
Develop CPEN/AACE Memorandum of Understanding (MOU) (i.e., conference planning, profit sharing) for the next 3-5 year period.	CPEN Board	2011-2016	
Enhance CPEN's reach, in collaboration with NCI, by partnering with other like	CPEN Board/All	2011-2013	

organizations and patient advocacy groups, via social media.			
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Initiative 4.2 Increase membership participation in organizational activities.

Tactic	Committee	Timeframe	Date Completed
Communicate new member profile information to the Marketing Committee for tailoring of Welcome Letter.	CMG/Marketing & Membership	2010-2013	2010, 2011
Create standard message for soliciting members (i.e., new member interest letter, cold-call letter, CPEN brochure, Facebook, web site)	CMG/CPEN Board/Marketing & Membership	2011-2013	2010, 2011
Develop and distribute new CPEN brochure (i.e., mail, web site, conferences).	CMG/CPEN Board/Marketing & Membership	2011-2013	2010 2011 (1,000 printed, @190 out as of May)
Submit lapsed membership letter and survey to former members to elicit their response for not renewing their membership.	CMG/Marketing and Membership	2011	2011
Identify potential CPEN membership through NCI's cancer center and comprehensive cancer list that does not have CPEN representation.	CPEN Board/Marketing & Membership/NCI	2011	2011
Showcase examples of how members have benefited from membership (i.e., quarterly newsletter, new CPEN brochure).	CMG/CPEN Board/Donna Branson/Marketing & Membership	2010-2013	2010, 2011
Spotlight membership in quarterly newsletter and/or on CPEN's web site.	CMG/CPEN Board/Donna Branson/All	2011-2013	2011
Explore Social Media opportunities (i.e., Facebook, LinkedIn, Twitter).	CMG/CPEN Board/Marketing & Membership/Research	2011-2013	2010, 2011
Increase membership to 300 by May 1, 2013 and personally follow up with each new member.	CMG/CPEN Board/Marketing & Membership	2011-2013	May 2011
Explore the provision of a monetary award for future award winners (i.e., cover travel expenses).	Awards	2011-2013	2011
Explore incentives to raise the prestige of CPEN Awards and emphasize the value behind receiving the Award.	Awards	2011-2013	2011
Host Awards ceremony at annual conference.	Awards	2011-2013	2011
Expand the New Membership Orientation at the Annual Conference to help new members navigate applicable sessions/workshops.	CPEN Board/Conference Planning/Marketing & Membership	2011-2013	2011

Develop conference information sheet for easy reference to sessions/workshops of interest.	CPEN Board/Conference Planning/Marketing & Membership	2011-2013	2011
Build Committee meetings and Discussion tables into the annual conference.	CPEN Board/Conference Planning	2011-2013	2011
Encourage committee chairs to identify talent, and to cultivate changes in leadership through delegation and coaching for the purpose of moving the strategic plan forward and turning over roles/responsibilities yearly or biannually.	All	2011-2013	2011
Encourage existing members to become involved in CPEN's committee and/or Board work.	All		
Offer two ALL-CPEN member annual calls per year.	CPEN Board	June/September; 2011-2013	June 2011
Promote CPEN's web site as the primary source for new news and information.	CMG/CPEN Board/Donna Branson/All	2011-2013	2011

Strategic Goal 5: Work in close collaboration with the National Cancer Institute's (NCI) Office of Communications and Education (OCE) and our CPEN Canada Chapter

Initiative 5.1 Provide opportunities to enhance CPEN's growth with NCI's OCE.

Tactic	Committee	Timeframe	Date Completed
Continually inform NCI of needs of CPEN members.	All Committees	2011-2013	
Continue having NCI participate in Board calls and meetings.	CMG/CPEN Board	2011-2013	
Consult with NCI regarding the development and review of patient materials.	All Committees	2011-2013	
NCI to send continual updates of new materials and updated materials to CPEN members.	NCI	2011-2013	
NCI to seek feedback from CPEN members on individual patient education pieces.	NCI	2011-2013	
NCI to serve as consultants in the creation of patient education pieces.	NCI	2011-2013	

Initiative 5.2 Provide opportunities to enhance CPEN's growth with CPEN Canada

Tactic	Committee	Timeframe	Date Completed
Create and distribute quarterly Newsletter to membership.	CPEN Canada	2011-2013	
Develop and maintain presence on CPEN's web site.	CPEN Canada	2011-2013	
Identify opportunities to collaborate and integrate activities with CPEN	CPEN Canada	2011-2013	
Explore opportunities to partner with the Canadian Partnership Against Cancer (CPAC)	CPEN Canada	2011-2013	
Explore pharmaceutical sponsorships to enhance CPEN-Canada's growth.	CPEN Canada	2011-2013	