

## STRATEGIC PLAN 2022-2025

- **ADVOCACY**
  - **EDUCATION**
    - Evaluate the ANCC continuing education process
      - What: Continue to remain an ANCC Accredited Approver
      - Measure: Financial and Professional Benefit vs Risk Future Prospect Evaluate CNA capacity to provide CNE programs
    - Provide Yearly Membership Conference
      - What: Practice Act Update/Other speaker topics
      - Measure: Develop plan for 2021 conference
      - Who: Planning Committee
    - Educational resources for members:
      - What: Annual update on legislative changes that affect nurse practice via webinar or other means. Explore ways to increase capacity to offer educational opportunities to members including becoming an ANCC provider.
      - Measure: Number of nurses reached, feedback from members
      - Who: Board of Directors & Continuing Nursing Professional Development Advisory Council
  - **ENGAGEMENT**
    - 100 members to 100 legislators
      - What: Promote Nursing through matching members with legislators
      - Measure: Did we get 100 volunteer members and did they contact their designated rep or senator?
    - Analyze different options to achieve affordability for members without compromising CNA's operational sustainability
      - What: Continue to closely follow ongoing developments (new data) on member value pricing implications in other states
      - Measure: Member stats, financial numbers and projections
      - Who: Finance committee, board members
    - Member Outreach
      - What: enhance outreach to new and current CNA members from their district & special interest groups; develop a social media policy and committee
      - Measure: develop a formalized outreach process for each district & special interest group
      - Who: Board of Directors, SIG & Regional Directors
  - **EQUITY & COALITION BUILDING**
    - Coalition Building
      - What: Establish relationships with various nursing associations & minority advocacy/outreach organizations/programs. Enhance affiliate association process.
      - Measure: have established contacts with prioritized organizations, increase number of affiliate organizations

- **Community Service**
  - **What:** establish relationships with minority & underserved advocacy/outreach organizations; share/organize volunteer opportunities
  - **Measure:** evaluate volunteer events – number reached, number who participated
- **Education**
  - **What:** Educating our members & communities about inequities
  - **Measure:** number of educational opportunities provided; resources provided through: website, email, & social media
- **Increase diversity**
  - **What:** expand the role of affiliate associations and actively try to recruit more diverse board members
  - **Measure:** evaluate our membership data
  - **Who:** Board of Directors