2019-2022 Strategic Plan

Mission: AANN leads neuroscience health through engagement, education, and advocacy.

Vision: AANN is indispensable to nurses and neuroscience healthcare.

Goal Area: Membership and Engagement
Goal Statement: Provide a diverse and engaged community for neuroscience nurses.

Initiative (1): Increase membership from 5,300*
- Conduct member needs assessment
- Evaluate non-traditional membership models
- Increase visibility of AANN
- Promote education, benefits for nurses that practice in subspecialties to attract a more diverse membership.
- Increase number of student members

Initiative (2): Maintain 68% member retention rate*
- Explore and create retention strategies
- Build AANN leader pipeline

Initiative (3): Increase engagement of members and non-members
- Develop engagement dashboard

Goal Area: Education
Goal Statement: Provide innovative educational opportunities

Initiative (1): Expand technology platforms to provide education and tools for AANN customers
- Conduct market research of new technologies and develop business plan to implement viable options
- Continue development and deployment of educational offerings through the LMS
- Increase interactive educational opportunities

Initiative (2): Provide diverse subspecialty educational offerings
- Evaluate feasibility of subspecialty offerings
- Identify subspecialty partners for certificates

Initiative (3): Facilitate opportunities to educate and speak for the profession
- Identify and develop a Speakers Directory
- Streamline process for identifying subject matter experts (SME)

Goal Area: Advocacy
Goal Statement: Leverage expertise to lead and advocate for neuroscience health

Initiative (1): Establish AANN as the leader in neuroscience nursing evidence-based practice
- Develop a consensus statement on an emerging neuroscience priority
- Identify and promote neuroscience nursing research agenda
- Continue development of clinical practice guidelines and evidence-based clinical reviews
- Establish certificate of excellence for neuroscience units
- Promote neuroscience nursing literature published through JNN

Initiative (2): Increase visibility of AANN as experts in neuroscience
- Develop and promote AANN brand
- Advocate for nurses and patients
- Leverage partnership at global level

Initiative (3): Explore opportunities for strategic partnerships including evaluation of existing partnership
- Enhance partnerships with mission-similar organizations
- Expand industry partnerships

*To be finalized after member needs assessment is completed.