

# 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.*