**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