**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