

**Strategic Plan – At a Glance**

**Purpose: To equip nurses to lead self, others and systems**

**Values: Integrity, Innovation, Inclusivity and Diversity**

The ACNL strategic plan is effective for two years (2021-2023). The plan, organized by the strategic focus acronym LAMP, integrates ACNL’s purpose and values and includes the 2021 theme, Amplifying Our Impact. The table below provides an at-a-glance snapshot of strategies, tactics, alignment, measures, progress to date and barriers/facilitators to success.

| **Strategies** | **Tactics** | **Alignment with Values - IIID** | **Alignment with Person, Committee, Team** | **FY** | **Measure** | **Progress – Quarterly Update** | **Barriers/Facilitators to Success** |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Strategic Initiative I: Leadership Development** | | | | | |  |
| Leadership programming supports ACNL’s purpose to equip leaders to lead self, others and systems | Offer virtual Foundations | Innovation | NLD Committee – Benson Yeung; Board Liaison – Michelle Goldbach | Q2 FY21 |  |  |  |
| Offer in-person Foundations | Inclusivity | Peggy Diller | Q4 FY21 |  |  |  |
| Provide financial series | Inclusivity | Jeff Hudson-Covolo |  |  |  |  |
| Create a legislative certificate program | Innovation | Health Policy Committee – Mary Lynne Knighten; Board Liaison – Janice White | Q4 FY21 |  |  |  |
| Provide 10 webinars to membership | Inclusivity | TBD | FY21 |  |  |  |
| Programs engage CNOs in learning | Offer executive level course offerings | Inclusivity |  |  |  |  |  |
|  | Incorporate the AONL Executive model into programming to address executive level competencies | Innovation |  |  |  |  |  |
|  | **Strategic Initiative II: Annual Program** | | | | | |  |
| Annual program supports ACNL’s purpose to equip leaders to lead self, others, and systems | Design a plan for a virtual AP conference | Innovation | Annual Program – Janet Hanley; Board Liaison – Pat Patton | FY20 |  |  |  |
| Trial virtual conference at the 2021 AP | Innovation | FY21 |  |  |  |
| Measure outcome-based learning by evaluating attendees 6 months post AP | Innovation | FY21-23 |  |  |  |
| Trial hybrid conference at the 2022 AP | Innovation | FY22 |  |  |  |
|  | **Strategic Initiative III: Membership Engagement/Retention** | | | | | |  |
| Increase membership in ACNL (assure representation across the nursing spectrum) |  | Inclusivity/Diversity | Membership Experience Committee – Janette Moreno; Board Liaison – Becky Sanders |  | Recruit 200 members by February 2021 |  |  |
| Increase member retention (assure representation across the nursing spectrum) |  | Inclusivity/Diversity |  |  | Retain 90% of members by February 2021 | March 2021  86% retention |  |
| Social media activities increase member engagement |  | Inclusivity/Diversity | Communication and Voice – Charlene Platon; Board Liaison – Dale Beatty |  | Monthly account utilization | March 2021  1040 Facebook followers  \_\_\_ LinkedIn |  |
|  |  |  |  |  |  |  |  |
|  | **Strategic Initiative IV: Philanthropy** | | | | | |  |
| Structure and plan supports philanthropy and related activities and achieves Circles of Giving goals | Combine Philanthropy Committee with Recognition and Scholarship | Innovation | Recognition, Scholarship and Philanthropic (RSP) Committee – Jeff Hudson-Covolo; Board Liaison – Mary Foley |  |  |  |  |
| Initiate development of the Philanthropic arm | Innovation | RSP Committee – Jeff Hudson-Covolo & Kimberly Long |  |  |  |  |
| Implement the Philanthropy Strategic Plan | Inclusivity | RSP Committee – Jeff Hudson-Covolo & Kimberly Long |  |  |  |  |
|  | **Strategic Initiative V: Amplifying Our Impact** | | | | | |  |
| ACNL Programs quantify outcomes to attendees and approvers/funders | Evaluate Foundations for Leadership (FLE) course including course evaluation, knowledge assessment and application of learning | Integrity | Research Committee – Lina Kawar; Board Liaison – Lisa Cowan | FY21 |  |  |  |
| ACNL operations and programming sustain/increase organization financial stability | Restructure operations and diversify revenue streams | Innovation | ACNL Main Office  Kimberly Long | FY21 |  |  |  |