

STRATEGIC PLAN 2020-2023

Integrity · Advocacy · Professionalism · Representation · Empowerment

The mission of the Alaska Nurses Association is to advance and support the profession of nursing in Alaska. We are a voice for and represent nurses across the entire state of Alaska.

VISIBILITY

KEY OBJECTIVES

Lead change and maintain AaNA's leadership position as the representative organization for nursing in the State of Alaska.

- Preserve collective bargaining rights of Alaska's workers and safeguard worker protections, including those related to workplace safety, worker privacy, and labor rights.
- Update the AaNA mission statement to reflect and encompass the broad mission of the Association.
- Maintain a robust legislative affairs committee and program.
- Sustain a working relationship with the Alaska Board of Nursing that focuses on positive outcomes and advocacy for the profession.

Implement activities and programs that connect and engage members and staff while building coalitions throughout the community.

- Engage members through outreach activities and opportunities.
- Plan and participate in community charitable fundraising initiatives.
- Celebrate and promote the profession of nursing annually through the celebration of Nurses Week.
- Discuss and implement new resolutions annually through the General Assembly that will help advance and guide the Association.

SERVICES & PRODUCTS

KEY OBJECTIVES

Promote individual growth while encouraging and developing leaders within the AaNA and externally.

- Promote awareness of the Nurses on Boards Coalition, encouraging nurses across Alaska to make unique contributions through board service to create healthier communities.
- Establish and strengthen a formal relationship with the Alaska Student Nurses Association through outreach and education.
- Develop new member introductory packets for print and web that educate and promote involvement in the organization.
- Maintain continuing education activities for nurses throughout Alaska through in-person education, online webinar opportunities, and The Alaska Nurse magazine.

Demonstrate fiscal stewardship within the Association and through outreach and engagement.

- Build out the Foundation for Alaska Nurses 501(c)(3).
- Review annual financial reports to evaluate spending of the Association and implement plans to be cost-effective.
- Expand and sustain AaNA programs, operations, and services by seeking opportunities to leverage technology and discovery of other efficiencies to streamline processes and reduce costs.

GROWTH

KEY OBJECTIVES

Foster growth through promotion, inclusion, and involvement on various levels.

- Increase Association membership and promote diversity.
- Promote engagement and participation of all nurses (Registered Nurses, Licensed Practical Nurses, Advanced Practice Registered Nurses), and Certified Nursing Assistants through membership.
- Maintain and expand coalitions with other organizations with similar visions and values.
- Engage members and nurses through the AaNA website and social media and communication platforms.
- Seek opportunities for Association involvement throughout the community.

