


# STRATEGIC PLAN 2020



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# ABOUT

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The American Academy of Ambulatory Care Nursing (AAACN) is a welcoming, unifying community for registered nurses in all ambulatory care settings.

AAACN offers ambulatory care nurses:

- Connections with other nurses in similar roles
- Help in advancing their practice and leadership skills
- Advocacy that promotes greater appreciation for the specialty of ambulatory care nursing.

AAACN is the only specialty nursing association that focuses on excellence in ambulatory care.

# MISSION

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Our mission is to advance the art and science of ambulatory care nursing.

# INTRODUCTION

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During the fall of 2019, AAACN senior staff and leadership began their journey to develop the next AAACN strategic plan. The process included two in-person meetings (one discovery session and one planning session) and laid the foundation for what is now the AAACN 2020 – 2023 Strategic Transformation Plan.

As you will see, this is a true transformation plan. It includes goals and strategies in the three most important areas to AAACN – the profession we represent and serve, the foundation of our association and the lifeblood that feeds our inspiration, and the experience of our members and key stakeholders.

# THE PROFESSION

*OUR ENVIRONMENT, OUR VALUE AS NURSES, AND THE CARE WE GIVE*



**SUPPORTING STATEMENT** | Today, AACN members face unprecedented challenges. Even prior to the onset of COVID-19, almost every facet of the healthcare environment was going through major shifts. The role of the ambulatory care RN was everchanging and will continue to evolve as our approach to healthcare moves through major transformations. As a result, AACN will continue to focus on advancing our profession and our nurses. To accomplish this, we will help our RNs navigate their environment, advance their identity, and improve care through research and the use of evidence.

**GOAL** | To advance the individual (RN) and the practice of nursing in ambulatory care settings.

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## STRATEGIES

1. Address the evolving roles of the ambulatory care RN, as an individual
2. Address the evolving roles of the ambulatory care RN within a team
3. Quantify and articulate the ROI of the RN
4. Prepare our ambulatory care nurses to continually adapt to changing environments
5. Be a resource to help ambulatory care nurses advance their practice
6. Break down barriers to AACN tools and resources
7. Influence to maximize the impact of the ambulatory care RN
8. Engage leaders at all levels and create professional development/leadership development opportunities
9. Create opportunities for new program and product development
10. Develop comprehensive marketing campaigns to increase the use of AACN resources

# OUR INFRASTRUCTURE

*HOW WE OPERATE, WHERE WE ARE HEADED AND OUR ASSOCIATION'S BRAND*



**SUPPORTING STATEMENT** | In an effort to advance our members and the specialty of ambulatory care nursing, and to deliver on our promises and fulfill our mission, AAACN must have the necessary infrastructure. It is the mechanism that connects governance to operations resulting in a recognizable and sought-after community of professionals. It is the central hub that connects our mission to our work and provides our members with a place they can call home.

**GOAL** | To ensure operational excellence and effective governance as the foundation of our association.

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## STRATEGIES

1. Vet and prioritize existing initiatives
2. Establish criteria for development of new initiatives
3. Develop technology implementation plan
4. Evaluate current governance structure
5. Define measurable outcomes for all volunteer efforts
6. Create volunteer leader engagement strategy
7. Evaluate talent, resources, roles of staff, needs
8. Ensure accountability through defining roles/responsibilities
9. Conduct content audit
10. Establish the AAACN Strategic Plan Committee to align efforts

# ENGAGEMENT & EXPERIENCE

*A FOCUS ON OUR MEMBERS, PROGRAMS, PARTNERS, AND STAKEHOLDERS*



**SUPPORTING STATEMENT** | Within AAACN, and at every opportunity, we want our members to access our resources, connect and collaborate with each other, and thrive. To enable this, we believe it is our responsibility to intentionally engage our members, partners, and stakeholders through the ongoing design and delivery of programs, resources, and invaluable experiences.

**GOAL** | To create a place where our people can thrive, personally and professionally.

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## STRATEGIES

1. Create a viable member engagement strategy
2. Conduct a brand audit / define the ambulatory care nurse
3. Define and promote our value proposition strategy
4. Redefine our member experiences
5. Create AAACN “inspired” ambassadors
6. Create the AAACN social responsibility program
7. Create opportunities to engage certified ambulatory care nurses to become AAACN members
8. Establish criteria and evaluation process for current and future partners

# DIVERSITY, EQUITY AND INCLUSION

*EMBRACING THE DIVERSE NATURE OF WHO WE ARE AND WHO WE SERVE*



**SUPPORTING STATEMENT** | AAACN is fully committed to diversity and being an inclusive and equitable organization. We will achieve this through the incorporation of diverse thought and voices; a proactive approach to intentional action; and a responsibility to continue to raise awareness around this issue.

**GOAL** | Integrate the practice of DEI into the fabric of AAACN.

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## STRATEGIES

1. Invite AAACN member voices to contribute to the conversation
2. Take an active role to understand the current state of AAACN
3. Raise awareness of DEI in ambulatory care nursing