

2025-2027 Strategic Plan

Our Mission

Empowering nurse leaders to solve the challenges of today and seize the opportunities of tomorrow

Our Vision

A thriving community of nurse leaders—championing excellence and advancing health

2025-2027 Strategic Priorities



Cultivate a vibrant community of nurse leaders

OBJECTIVES

- Engage a community of nurse leaders who drive innovation and knowledge exchange across the care continuum.
- Foster diversity within the ONL community so that nurse leaders of all career stages, in all practice settings, from organizations of all sizes, and of all backgrounds are represented.
- Deepen member engagement and cultivate a strong sense of belonging by creating meaningful connections, facilitating peer collaboration, and providing valuable resources.



Equip and empower nurse leaders to influence policy

OBJECTIVES

- Support nurse leaders to effectively engage in policy advocacy.
- Advance nurse leader influence by elevating nurse leaders within and beyond nursing and by demonstrating the economic value of nursing and nurse leaders.
- Promote awareness of nurse leaders' and ONL's policy expertise.
- Strengthen ONL's capacity to influence state-level and regional policy by nurturing strategic relationships and collaborative partnerships.



Inspire and develop nurse leaders

OBJECTIVES

- Provide all nurses with the learning, support, and resources needed to continue to grow as professionals and excel as leaders.
- Deliver high-impact leadership development programs tailored to the diverse needs and career stages of nurse leaders.
- Facilitate career advancement and professional growth for nurse leaders at all career stages.
- Convene academic and mission-aligned partners to address critical health care challenges in our region.



Amplify ONL's reach and impact

OBJECTIVES

- Expand ONL's membership base and deepen engagement by attracting new members, enhancing value, and creating a seamless member experience.
- Elevate ONL's visibility and recognition as the leading voice for nurse leaders in New England through strategic communication and thought leadership initiatives.
- Cultivate and leverage strategic partnerships to extend ONL's reach, influence, and impact across the healthcare landscape.

CORE VALUES

All nurses are leaders

All nurses and health care staff deserve safe and healthy work environments

Diversity, equity, inclusivity, and belonging strengthen our teams, organizations, and communities

Evidence-based practice and innovation are essential