# Strategic Plan 2019-2022

## Our Vision
Nurses leading with one voice to advance health and transform practice

## Our Mission
Advancing a culture of health through nursing leadership and professional governance

## Strategic Priorities & Goals

### 1. Champion Professional Development for Aspiring Nurse Leaders
- Expand leadership program topics and frequency available to members
- Promote mentorship relationships and peer-to-peer network groups

### 2. Build Strong Advocacy for Professional Policy Issues Impacting Practice & the Health of Communities
- Continue momentum creating and maintaining presence in legislatures
- Establish clear position statements and toolkits for nurse leader advocacy

### 3. Grow Organizational Strength Through Increased Size and Diversity of ONL Membership
- Foster membership growth in less well-represented states
- Collaborate with partner organizations to broaden ONL impact and attract new members

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### Next 12 Months
- Expand Leadership Academy and Leadership Seminar offerings to include an additional annual cohort / program
- Establish Leadership Academy Alumni group on social media, cohort reunion program at quarterly/annual events
- Activate legislature presence across all 5 states (meet-and-greets, written testimony)
- Reaffirm and adjust multi-state policy agenda; publish first set of policy positions and establish "library" location
- Explore opportunities to partner with other New England nursing organizations
- Launch a sponsorship campaign aimed at activating senior nurse executives to sponsor younger nurses to ONL programs

### Next 24 Months
- Collaborate with member experts to develop advanced leadership content
- Re-assess geographically accessible professional programs, adjust as warranted
- Create full advocacy toolkit for political/legislative issues of concern to nurses and actively promote
- Identify and champion 1-2 state policy positions; facilitate a nursing summit to align and broaden support
- Expand diversity scholarship program for Leadership Academy to 5 nurses per cohort
- Establish sponsorship supporting materials (e.g., value proposition) to facilitate senior sponsorship of junior nurse leaders to the organization

### Next 36 Months
- Launch Leadership Fellowship program, smaller cohort on advanced topics pairing senior SMEs with limited number of fellows
- Revise and refresh Leadership Academy and Leadership Seminar curriculum to adapt to changing education needs
- Develop and roll out learning curriculum for legislative awareness and advocacy activities for nurses
- Ramp up legislative activities across states (quarterly presence and meet-and-greets)
- Achieve proportional representation of membership by state nurse population
- Develop a contemporary recognition program (e.g., 40-under-40) to engage emerging leaders
- Pursue partnership opportunities with OMNE