

ONL | Strategic Plan

OUR MISSION: ADVANCING A CULTURE OF HEALTH THROUGH NURSING LEADERSHIP AND PROFESSIONAL GOVERNANCE.

OUR VISION: LEADING NURSING TO ADVANCE HEALTH AND TRANSFORM PRACTICE.

2022-2024 STRATEGIC PRIORITIES



Stabilize and grow the healthcare workforce through nursing leadership and influence

Objectives

- Engage, develop, and inspire nurse leaders as a critical component of the nursing workforce.
- Lead an enduring commitment to promote the Nurse's Pledge to Champion Diversity, Equity, and Inclusivity, and prepare nurses to lead diverse and inclusive teams.
- Promote healthy workplace practices to support care team resilience and well-being.
- Prepare and equip nurses to lead engaged teams and healthy work environments.



Advance policy and practice through nurse leader influence

Objectives

- Position nurses to lead by ensuring ONL members / nurse leaders have a seat at the table.
- Influence policy by elevating leaders within and beyond nursing.
- Advance state and organizational policies aligned with ONL's member-defined policy priorities.
- Elevate and communicate ONL's policy agenda to promote awareness of nurse leader and ONL policy expertise.
- Achieve advocacy outcomes through strategic relationships and collaborative partnerships.



Advance nursing leadership

Objectives

- Develop equity-minded leaders with skills to build inclusive workplaces and deliver equitable care. Champion diversity and belonging of nursing leaders and the overall workforce.
- Provide timely, relevant, actionable, accessible, affordable, educational content for nurses practicing at all levels.
- Create a community of nurse leaders by serving as a convener to promote sharing of new ideas, best practices, and lessons learned.
- Develop and disseminate new and original thought content.



Leverage and amplify impact through strategic partnerships and innovation

Objectives

- Strengthen ONL's relationships with nursing organizations, workforce centers, and hospital associations. Promote academic and practice partnerships.
- Test and scale innovative approaches to strengthen relationships with employers and organizational partners.
- Foster creative partnerships with industry colleagues.
- Cultivate partnerships with national thought leaders.
- Expand ONL's footprint; grow program participation, exposure to ONL thought content, membership, and member engagement.