



AMERICAN NURSES ASSOCIATION

NEW YORK

2024 – 2027 Strategic Plan

Mission Statement

The mission of ANA-NY is to foster high standards of nursing and promote the professional and educational advancement of nurses to improve health care for all.

Vision Statement

At the American Nurses Association - New York, we are the voice of empowered New York nurses driving positive change.

Purpose Statement

We foster high standards of nursing; promote the professional and educational advancement of nurses; and promote the welfare of nurses to the end that all people may have better healthcare.



ANANY.org

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Strategic Goals & Objectives

— Advocacy Goal: Advocate for the public and nursing profession in NYS

- Increase visibility of ANA-NY and promote its role as the voice of NYS nurses
- Provide current information on ANA-NY Legislative Priorities in newsletters, on website, and to stakeholders
- Empower Legislation Committee to identify positions on pending legislation
- Charge President and Executive Director to issue position statements in collaboration with Lobbyist

— Services Goal: Seek out and promote innovative services and benefits that support member needs

- Structure programming, including the annual conference, with opportunities for developing and maintaining connections
- Identify value-added membership benefits
- Encourage member engagement
- Develop engaging member onboarding program to energize and intrigue new members
- Increase use of technology to engage and inform younger members

— Professional Promotion Goal: Collaborate with professional nursing associations at all levels

- Enhance and promote Organizational Affiliate opportunities
- Find opportunities to lead professional issues through advocacy, white papers, and collaborations
- Encourage member participation in ANA (ANAI, MA, Committee service, Board service)
- Increase visibility of association through expanded exhibiting opportunities

— Educational Advancement Goal: Provide timely and accurate information and education to all stakeholders

- Seek out speakers on a variety of topics to provide comprehensive educational opportunities
- Promote speakers bureau to showcase our own members as expert speakers
- Seek out and promote existing educational opportunities offered by ANA and other organizations