

ANAC Strategic Plan - 2006

GOAL 1: PRIMARY RESOURCE

ANAC will be the primary resource for and provider of educational opportunities for all dimensions of HIV nursing, nationally and worldwide.

Objectives

- Increase recognition of ANAC as a primary source among nurse generalists and other health professionals.
 - *Strategies*
 - Establish an Institute of Excellence in HIV Nursing
 - Develop a marketing plan that will raise awareness of ANAC and its resources.
 - Increased and continued collaboration with other organizations that provide CE to nurses working in HIV/AIDS
- Increase number of people participating in educational programs.
 - *Strategies*
 - Increase the specificity of educational programming by developing programs tailored to specific member segments.
- Increase level of member satisfaction with the effectiveness, utility, and quality of ANAC educational programs.
 - *Strategies*
 - Provide creative and novel educational programming.
 - Utilize evaluative outcomes and ongoing needs assessments to shape the development of new educational opportunities and member programs.

GOAL 2: MEMBER VALUE

Nurses working in any dimension of HIV disease will perceive value in ANAC

Objectives

- Increase participation and satisfaction of members with programs and initiatives.
 - *Strategies*
 - Develop a variety of strategies (quantitative and/or qualitative) to determine new member, existing member, non-member, and unchaptered member needs, interests, and motivations.
 - Develop programs that target the special needs of segments within ANAC
 - Invite members to participate in project/program development and implementation
- Increase national support for local chapter development and maintenance.
 - *Strategies*

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- Provide mechanisms for technical assistance to chapters through central office and BOD activities, processes, and programs.
- Initiate strategies to evaluate effectiveness of current chapter structures in meeting the needs of all members.
- Increase diversity in leadership positions.
 - *Strategies*
 - Promote an increase of diversity in Board and local/national leadership roles through recruitment, mentoring and nominations processes.

GOAL 3: POLICY INFLUENCE

ANAC and its members will be recognized as the primary nursing resource at the policy level for the promotion of the health, welfare and rights of all individuals living with HIV disease.

Objectives:

- ANAC will develop and disseminate a comprehensive policy agenda
 - *Strategies*
 - Identify key issues reflective of the concerns and commitments of ANAC members
 - Educate members on the ongoing development and implementation of the policy agenda, utilizing appropriate communication mechanisms
 - Develop a mechanism to support the exchange of information and ideas regarding the policy agenda, among the members, central office staff, and board of directors.
- ANAC will be regarded and relied upon as a key player representing the concerns and commitments of HIV nurses in political processes and organizations.
 - *Strategies*
 - Solicit and secure increased number of seats on local, national, and international policymaking bodies
 - Enter into professional alliances and/or collaborations, which reflect the ANAC policy agenda and which support the expansion of ANAC's sphere of political influence.
 - Produce relevant position statements on emergent policy issues in a rapid and timely manner
- ANAC demonstrates the ability to respond quickly and advocate for emergent policy issues.
 - *Strategies*
 - Develop mechanisms to provide training and support for members in areas of political action and advocacy

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- Develop and support mechanisms which facilitate the effective and efficient exchange of policy-related information among the members, central office staff, and board of directors.
- Utilize appropriate position statements and other documentations to reflect ANAC's positions on current and emergent policy and advocacy issues.
- Develop organizational infrastructure to support ANAC's policy agenda
 - *Strategies*
 - Creation of a fulltime Director of Development and Policy staff position.

GOAL 4: INTERNATIONAL NURSING
ANAC and its members will work internationally to develop HIV nursing competency and leadership in resource-challenged countries.

Objectives:

- Increase partnerships to develop international initiatives.
 - *Strategies*
 - Identify funded partners and utilize them to provide opportunities for use of ANAC human resources internationally
 - Participate in twinning/volunteer international nursing/nurse training initiatives with other organizations established in the international HIV arena.
 - Strengthen organizational infrastructure to support ANAC's International initiatives
- Increase number of ANAC members for international opportunities.
 - *Strategies*
 - Provide mentoring opportunities for ANAC members to develop skills needed to be successful in international nursing.
- Increase awareness of ANAC publications in the international arena.
 - *Strategies*
 - While maintaining the integrity and legal rights of ANAC's educational publications, ANAC will disseminate educational publications to other organizations that can translate them into multilingual formats

GOAL 5: ORGANIZATIONAL EFFECTIVENESS
ANAC's structure and processes will support achievement of the envisioned future.

Objectives:

- Strengthen fund development program to level of 10% of annual income.
 - *Strategies*
 - Develop and disseminate 5-year fund development plan to our members.

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- Achieve long-term financial stability
 - *Strategies*
 - Treasurer and finance committee (with oversight of board of directors) will develop and maintain a 3 to 5-year financial plan.
- Strengthen communications with members.
 - *Strategies*
 - Explore resources which improve and expand communication mechanisms with members
- Increase ability of membership to influence ANAC policy and programming.
 - *Strategies*
 - Increase quality and quantity of leadership training and development
 - Develop mechanisms to gather broad member input on issues.
 - Develop strategies which support the involvement of members not affiliated with chapters in all ANAC activities, programs, and leadership activities.
- Membership Retention & Growth
 - *Strategies*
 - Target nursing students for membership in ANAC.
 - Develop marketing strategies targeting untapped segments of the HIV nursing community

Revised July 1, 2004

Revised January 22, 2005

Revised June 11, 2006