



ADVANCING NURSE LEADERSHIP

Goal: Elevate the level of professionalism in nursing

- Identify hot topics that are most relevant to the current nursing environment
- Identify a platform for sharing/discussing current hot topics/issues, best practices, and innovation
- Elevate the professional image of nursing to the public
- Foster the advancement of professional development and identify current topics critical to nurses today (education and certification)
- Advance workforce priorities and improve the work environment across diverse practice settings
- Better reflect and support the voice of the “point of care” nurse in the organization and in products and services
- Increase diversity in membership; racially, ethnically, by nursing practice area and geographically in the state
- Clarify and amplify the organization’s identity and brand to nurses and other healthcare professionals
- Create a gold-standard leadership program to enhance the skills of early to mid-level careerists
- Mentor nurses in leadership skills that translate into effective mentorship and guidance in the workplace.



ENGAGING MEMBER EXPERIENCE

Goal: Transform our culture for optimal member engagement

- Increase the participation of members in leadership roles
- Create a new process that will promote and increase nurse recognition
- Identify opportunities to provide social engagement/networking events to encourage member engagement and appreciation
- Enhance our presence via social media platforms to make them stand out in the marketplace
- Identify a social or communications platform for “nurse to nurse” forums, chats, problem and solution sharing or a listening ear
- Create new approaches that increase direct relationships with all registered nurses
- Create customized learning and communication pathways for nurses at all levels



BOLSTER ADVOCACY

Goal: Leverage nurse’s engagement in advocacy

- Identify opportunities to educate members on the critical role of the nurse in advocacy efforts
- Empower nurses to advocate for themselves and the profession
- Provide resources to build advocacy skills where they can leverage and tell their personal stories
- Increase nurse participation in all forms of advocacy, including professional and legislative
- Train nurses to serve as advocates on issues urgent and important to the profession
- Unite all nurses under the ANA-Michigan umbrella to create a strong voice that allows for collaborative advocacy



MOBILIZE STUDENTS AND NEW NURSES

Goal: Create a pipeline of new to nursing members to assure nursing leadership going forward

- Create an “Early Careerist” Task Force that will lead the charge on new nurse initiatives
- Create a strong relationship between ANA-Michigan and MNSA to assure a seamless transition to the workforce and full ANA-Michigan membership
- Create programming and engagement opportunities specifically for new nurses
- Enhance the support of nursing students



PROMOTE NURSING WELLNESS

Goal: To be the organization that advocates for wellness in the nursing profession

- Address and educate around nursing burnout and bullying
- Educate and engage nurses in ways to advocate for themselves and others
- Foster a culture of wellness and self-care in the nursing profession
- Help instill change that will promote healthier work environments for nurses in employment settings across the state of Michigan

Mission: Advancing the nursing profession in Michigan.