

NACNS Mission and Goals 2015-2020

Approved February 19, 2016

Revised NACNS Mission

To advance the unique expertise and value the clinical nurse specialist contributes to health care.

NACNS Goals	Tactics for the Next Five Years (2015-2020)
<ul style="list-style-type: none">• Promote the full scope of practice of the CNS (H)	<ul style="list-style-type: none">• Federal legislative and regulatory representation through a contracted firm. (H)• Public affairs representation through a contracted public affairs firm. (M)• Adopt and implement a communications plan. (H)• Develop process to enhance/promote representation of NACNS leaders and members on national task forces, committees, etc. (H)• Develop and implement strategic publications to increase visibility and influence of CNS, including but not limited to: press releases, white papers, position statements, webinars, toolkits and other print and online publications. (H)• Maintain and enhance membership in coalitions and other national level organizations. (H)• Increased visibility of CNS role to educators and schools of nursing.(H)• Enhance NACNS' website. (H)• Analyze the role of the Practice and Leg/Reg Committee in the support of NACNS' mission.• Develop process to enhance/promote representation of NACNS leaders and members on national task forces, committees, etc.• Develop process to enhance/promote appointment of NACNS leaders and members on to Federal task forces, committees and other bodies.• Lead the way for members to develop leadership skills for new health care and clinical environments.• Develop and implement strategic publications to articulate the full scope of practice, including but not limited to: press releases, white papers, position statements, webinars, toolkits and other print and online publications.

- **Serve as the national leader for CNS education. (H)**

- Enhance National Conference to meet the needs of the members and increase annual attendance. (H)
- Update the Statement (H)
- Develop comprehensive, CNS education and population-based competency. (H)
- Become the source for education related to the full scope of practice of the CNS. (M)
- Analyze the role of the Education Committee in the support of NACNS' mission. (L)
- Establish a structure to reach out to CNS Faculty and connect them to NACNS.(H)
- Expand NACNS' educational offerings, including expansion of the Summit, webinars and online CE. (L)
- Continue and strengthen partnerships with academic organizations. (L)
- Work to strengthen curriculum for the CNS within DNP programs. (L)
- Assess needs of membership and ensure the journal content meets the needs of CNS education and evolution of practice/role. (M)

- **Promote the benefit the CNS brings to evidence-based quality care, patient safety, and cost savings of healthcare delivery. (H)**

- Analyze the role of the Research Committee in the support of NACNS' mission. (L)
- Continue NACNS' work with the Nursing Quality Forum. (H)
- Highlight key evidence-based quality projects that members are engaged in that result in patient safety, increased quality of care and cost savings. (H)
- Consider development of a methodology to communicate the CNS contribution.
- Highlight member projects related to this goal in the NACNS Annual Meeting. (M)
- Charge Practice Committee to identify evidence based-performance improvement programs that have been implemented by CNSs and demonstrate increased quality, improved patient outcomes and cost savings. (M)

- **Promote research that evaluates the efficacy and value of CNS interventions and practice. (M)**

- Analyze the role of the Research Committee in the support of NACNS' mission. (L)
 - Engage a taskforce to develop NACNS research priorities. (M)
 - Explore sources to fund CNS-related research for the organization or in partnership with NACNS and partner organizations/schools/universities. (M)
 - Encourage research that articulates the value of CNS services. (M)
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Internal Goals

- **Strengthen our financial health (H)**
 - Utilize the expertise of committees to develop appropriate products for membership (H)
 - Finance Committee to meet monthly to review budget progress (H)
 - Seek 501c3 status for the purposes of starting an Institute (M)
 - Cultivate business partnerships (M)
 - Grow Summit to break even and potential generate revenue (H)
 - Analyze the direct and indirect costs of the Annual Conference (H)
 - Enhance marketing opportunities through electronic media (H)
- **(Board Related Goal) Enhance professional leadership skills (M)**
 - Implement comprehensive board evaluation (M)
 - Develop policies & procedures on different elected office positions (L)
 - Enhance board orientation (H)
 - Develop succession plan for NACNS volunteer leaders. (H)
 - Empower the nominating committee to communicate expectations for elected positions (M)
- **Recruit and retain members (H)**
 - Develop student outreach program. (M)
 - Change NACNS policies & procedures to refine membership categories to reflect current practice of the CNS. (H)
 - Analyze and redevelop as needed Organizational membership category. (M)
 - Develop 501c3 (M)
 - Consider NACNS history project (L)
 - Routinely survey members to assess needs (H)
 - Develop a portfolio of retention & recruitment activities (H)
 - Collaborate with Affiliates to increase percentage of dual NACNS/Affiliate members. (H)
 - Website redesign (H)