



## Strategic Plan Progress

May 2010: Updated July 2010

<b>Objective 1: Marketing: Enhance the visibility of AAHN throughout the healthcare community and the general public</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<p><b>Establish Marketing Task Force to plan and oversee marketing activities</b></p> <p><b>Create a schedule and list of topics for an ongoing press release program</b></p>	<ul style="list-style-type: none"> <li>• Create ad hoc task force for marketing initiatives</li> <li>• Work with host school marketing departments to promote the meeting and AAHN</li> <li>• Announce Awards and Grants in other history/professional journals</li> <li>• Facilitate ways to create press releases and op-ed pieces-(? How realistic.)</li> <li>• Develop a media guide for AAHN and members promoting AAHN and its activities</li> </ul>	<p>President appoint</p> <p>Conference Planning Committee</p> <p>Awards Committee</p> <p>Marketing Task Force</p> <p>Marketing Task Force</p>	<p>Estimated Budget = \$600 - \$700 for expenses as recommended by Marketing Task Force</p> <p>N/A</p> <p>Examine feasibility of this initiative</p>	<p>6/30/2010: Lisa Zerull has agreed to chair task force.</p> <p>12/31/09-Rima Apple sent announcements about 2009 winners and soliciting submissions for 2010- sent to newsletters/email lists to Women History of Medicine, Berkshire Conference of Women Historians, Sigerist circle American Association for the History of Medicine, History of Science Society</p> <p>12/31/10- need to put on web site- solicit members who are willing to promote AAHN to have names listed .- (see STTI web site-Media Resources and AACN Media Relations for ex)</p>
<p><b>Identify likely foundations, industry and individual donors</b></p>	<ul style="list-style-type: none"> <li>• Establish links to history museums</li> </ul>	<p>Marketing task force</p>	<p>TBD</p>	<p>2011</p>

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<b>Make the AAHN website and other promotional material more interesting</b>	<ul style="list-style-type: none"> <li>Redesign the website giving it a more attractive look</li> <li>Add photos to the website home page</li> <li>Develop professional-looking fliers to promote AAHN</li> <li>Develop posters to be placed or displayed in nursing schools promoting AAHN and its activities</li> </ul>	Publications Committee  Publications Committee  Brigid and Barbara Trumbo In consultation with Marketing Task Force  Marketing Task Force (include Membership Committee)	Costs associated with redesign – TBD  Costs of acquiring photos – TBD  Design & printing costs – TBD  Design & printing costs – TBD	2010- completed   8/30/2010—in time to distribute at AACN September meeting  2011
<b>Create an Advertising strategy designed to enhance awareness of AAHN and its activities</b>	<ul style="list-style-type: none"> <li>Advertise the AAHN conference in major nursing journals</li> <li>Advertise AAHN Grants in publications other than those of AAHN</li> </ul>	Marketing Task Force (include LAC)  Marketing Task Force (include Grants & Awards Committee)	Ad costs TBD; create press releases to be disseminated to key pubs  Ad costs TBD; create press releases to be disseminated to key pubs	12/31/2011
<b>Identify potential collaborative organizations and develop strategies for each (SNRS, MNRS, etc.)</b>	<ul style="list-style-type: none"> <li>Increased interaction with the American Association of Colleges of Nursing (AACN) and provide them a website link</li> <li>Enhance diversity</li> </ul>	Board of Directors/Publications Committee    Board of Directors	N/A – Develop plan (There is a link to the AAHN on the AACN site: Educational Policy-Links to Nursing groups-- we don't have links on our web site to other organizations)   There is a diversityrx.org; national Multicultural Institute; NCEMNA, Inc. made up of 5 national ethnic nurse associations (Carla is familiar with this.)	2010  12/31/11  12/31/2011

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	<ul style="list-style-type: none"> <li>Submit abstracts from the conference to STTI's searchable directory (Add sentence to acceptance letter encouraging authors to consider sending their abstracts to STT)</li> </ul>	Program Chair/Abstract Review Committee	Define and develop strategy Add to Conference Manual	12/31/2011
	<ul style="list-style-type: none"> <li>Contact Deans to determine which schools have anniversaries coming up in the next five years (re: possible conference hosting). Focus on west-coast location.</li> </ul>	Board of Directors; Director of Publications		12/31/10

<b>Objective 2: Communications: Improve communications with AAHN membership, the healthcare community, and beyond</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Capitalize on the website as a key communications device</b>	<ul style="list-style-type: none"> <li>Develop strategies to improve the website's search engine optimization (SEO) to be sure search words are effective</li> </ul>	Publications Committee Executive Director and IT staff at RC	TBD – Research options	In process
<b>Improve general communications with members</b>	<ul style="list-style-type: none"> <li>Develop a “buddy system” for new members and first-time meeting attendees at the conference</li> <li>Announce the goal to increase membership on the web, in the Bulletin, and in e-blasts</li> <li>Develop special interest groups (SIGs) as a means of promoting ongoing communications among members</li> </ul>	Program Planning/Local Arrangements Committee  President  Board	N/A  Identify strategies to market for membership growth  N/A – Develop plan	9/1/10  2010: President is in contact with RC to publicize “Bucks for History” to reward members who bring in new members  2011

<b>Objective 3: Fundraising: Increase funding for the Grants and Awards programs</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Identify likely foundations, industry, and individual donors</b>	<ul style="list-style-type: none"> <li>Identify and court older members who might be in a good economic position to contribute</li> </ul>	Research Endowment Committee	\$100 budgeted for recognition ribbons, etc.	9/1/2010
	<ul style="list-style-type: none"> <li>Identify courses and/or resources to help educate the Board on fundraising techniques</li> </ul>	Research Endowment Committee; RC Staff		12/31/11
<b>Expand shop offerings</b>	<ul style="list-style-type: none"> <li>Identify new items to be added and offered through the shop</li> </ul>	Strategic Planning Committee	TBD	12/31/10-we will not sell books but will sell mosaics- we will look into selling pashminas and/or USB flash drives and jackets or t-shirts with AAHN on them
<b>Donor recognition</b>	<ul style="list-style-type: none"> <li>Use ribbons at the conference to recognize those who give to the endowment fund</li> </ul>	Program Chair/Local Arrangements Committee in consultation with Research Endowment Committee	Cost of ribbons	9/1/2010 RC staff

<b>Objective 4 Education Expand educational offerings and resources</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Research and promote college and university-based nursing history education</b>	<ul style="list-style-type: none"> <li>Develop and post a suggested reading list and/or link to colleges and university reading lists</li> <li>Obtain list of schools/organization that subscribe to the AAHN journal and follow up to learn how they address nursing history in their curricula</li> <li>Work with AACN/CCNE and NLN to gain recognition for and/or a requirement to include nursing history in curricula for graduate and undergraduate program accreditation (develop a statement-send out position paper-look at web site)</li> </ul>	<p>Strategic Planning Committee</p> <p>Membership Committee</p> <p>Strategic Planning Committee</p>		<p>3/2010: accomplished 3/10- Historical methodology bibliography list updated</p> <p>12/31/10-name of Springer rep to the AAHN sent to Tess O'Neill</p> <p>12/31/10- AACN has listed in core &amp; related course content "A. Historical &amp; philosophical foundations to the development of nursing knowledge"</p>
<b>Establish educational outreach options</b>	<ul style="list-style-type: none"> <li>Develop and offer mini history courses through the website with CEU opportunities-(for future discussion)</li> <li>Post links from the website to external sites that offer CEUs for courses in nursing history</li> <li>Establish a program for interviews in the area of the annual conference to be used for local media coverage</li> </ul>	<p>Strategic Planning Committee</p> <p>Strategic Planning Committee</p> <p>Program Chair &amp; LAC</p>	<p>Develop plan</p> <p>Develop Plan</p> <p>Develop Plan</p>	<p>12/31/11- talk with Dave re his ideas for this</p> <p>2/31/10</p> <p>9/1/11</p>

<b>Objective 5: Membership Engagement: Develop additional opportunities for committee/task force participation</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Make members feel welcome at the annual conference</b>	<ul style="list-style-type: none"> <li>Ask past presidents to serve as conference greeters</li> </ul>	Program Planning/Local Arrangements Committee	Add to Conference P&P	9/1/10
	<ul style="list-style-type: none"> <li>Set up a buddy/big sister program and link established members with new members and first-time meeting attendees</li> </ul>	Program Planning/Local Arrangements Committee	Add to Conference P&P	9/1/09-ongoing
	<ul style="list-style-type: none"> <li>Set up a new member/first-time attendee welcome at the conference</li> </ul>	Membership Committee	TBD – Add to Conference P&P	9/1/09 done Tess O'Neil
	<ul style="list-style-type: none"> <li>Set up a communication system to personally welcome new members to the association, within 2-3 months of joining</li> </ul>	Membership Committee Tess O'Neil- Chris Henson sends a list of new members- a welcome note is written	Develop plan	On going
	<ul style="list-style-type: none"> <li>Establish a process that ensures that new members receive at least two contacts from the board during the first year of membership</li> </ul>	Membership Committee This is ongoing-follow-up welcome note within 6-8 months		
	<ul style="list-style-type: none"> <li>Determine ways to make nursing history appealing for younger nurses and develop pointed marketing strategies</li> </ul>	Marketing Task Force	Develop plan	12/31/2011 Set up AAHN both at NSNA convention
<b>Create expanded volunteer opportunities</b>	<ul style="list-style-type: none"> <li>Conduct a call for volunteers making committee/task force participation an open process to the membership. (President and Nominating Chair solicit input via e-blasts and newsletter articles.)</li> </ul>	President and Nominating Chair	Develop plan	2009-ongoing
	<ul style="list-style-type: none"> <li>Update the organization committee/task force structure to offer more volunteer opportunities</li> </ul>	Strategic Planning Committee/ Bylaws Cha	Develop plan	4/10 Survey sent to all members by RC prior to spring board meeting

<b>Objective 6: International Connection: Establish mechanisms to promote and support international membership and participation</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Develop ways to attract international members to attend the annual conference</b>	<ul style="list-style-type: none"> <li>Hold a meeting outside of the US periodically. (Await outcome of London Conference to pursue)</li> </ul>	President; Board of Directors		12/31/09- Irish delegates are interested in potentially hosting conference in 2015; 2010: B. Wall has agreed to serve as International Liaison for AAHN
	<ul style="list-style-type: none"> <li>Ask Barbara Wall to be AAHN liaison for international nursing connections</li> </ul>	President		
	<ul style="list-style-type: none"> <li>Publicize international activities of AAHN members</li> </ul>	Publications Committee/Bulletin Editor		12/31/10
	<ul style="list-style-type: none"> <li>Establish link on the website to international nursing organizations</li> </ul>	Barb Wall		12/31/10
	<ul style="list-style-type: none"> <li>Establish an international SIG</li> </ul>	Barb Wall	Use Nursing-History @ JISCMAIL.AC.UK- Frances Biley	12/31/10
	<ul style="list-style-type: none"> <li>Establish a fund and a process for sponsoring an international scholar to attend the annual conference</li> </ul>	Research Endowment Committee		12/31/10
	<ul style="list-style-type: none"> <li>Solicit international abstract submission, particularly from underserved areas (India, Africa, Brazil, etc)</li> </ul>	Program Chair/ Abstract Review Chair	Add to conference manual and include contact information	12/31/10
	<ul style="list-style-type: none"> <li>Set up an international section on the website</li> </ul>			12/31/2010