



**Strategic Plan**  
*Updated September 2012*

**OVERARCHING GOAL/PRINCIPLE:**

**To protect and enhance the relevance of nursing history in evidence-based practice, society, academia, and the overall practice of nursing.**

**Vision Statement:** Promote the appreciation and scholarship of nursing history to inform and shape nursing’s future.

**Mission Statement:** AAHN is a network of discovery that advances historical scholarship in nursing and healthcare and promotes the development of historians.

<b>Objective 1: INCREASING VISIBILITY</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Increase the visibility of AAHN and nursing history throughout the healthcare community and the general public</b>	<ul style="list-style-type: none"> <li>• Create a set of slides for members to use that highlights the relevance of nursing history in society, academia, and the practice of nursing and raises the visibility of AAHN.</li> </ul>	Task Force TBD	N/A – slides can be posted on the website for member access and use.	Task Force Appointed: 1/31/13 Slide to BOD for approval: 4/1/13
	<ul style="list-style-type: none"> <li>• Investigate the development and present 2-3 Webinars per year as a means of offering year round educational opportunities.</li> </ul>	Task Force TBD	Supported by registration fees	Appt TF: 1/31/13 Plan: 4/1/13
	<ul style="list-style-type: none"> <li>• Create a new logo for AAHN.</li> </ul>	Staff/Board of Directors	To be included in 2013 operating budget	Draft: 4/1/13

<b>Objective 2: Communications:</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Improve communications with AAHN membership, the healthcare community, and beyond</b>	<ul style="list-style-type: none"> <li>Evaluate the criteria for serving as an NHR peer reviewer and on the NHR Editorial Board.</li> </ul>	NRH Editorial Board	N/A – Develop plan	Plan: 4/1/13
	<ul style="list-style-type: none"> <li>Convert the <i>Bulletin</i> to an online e-newsletter with 2 – 4 items published per month. Provide printed recaps (frequency TBD) per year to be mailed, particularly to members without email.</li> </ul>	<i>Bulletin</i> Editor	N/A – Develop plan	Plan: 4/1/13
	<ul style="list-style-type: none"> <li>Establish a Website Content Editorial Committee to provide oversight for all content hosted on the AAHN website.</li> </ul>	Website Content Editorial Committee	N/A – Develop plan	Appt Cmt: 12/31/12
	<ul style="list-style-type: none"> <li>Publish proceedings from the annual conference through a professional publisher to ensure that the book carries an ISBN number.</li> </ul>	Publications Committee	Develop plan, timeline, and budget	Plan: 4/1/13

<b>Objective 3: Organizational Advancement:</b>				
<b>Goals</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Deadline</b>
<b>Develop an infrastructure that fosters AAHN growth</b>	<ul style="list-style-type: none"> <li>Evaluate and restructure the Board to create an environment that offers the ability to act in a nimble manner in addressing organizations issues and challenges.</li> </ul>	Bylaws Committee	N/A	Plan: 4/1/13
	<ul style="list-style-type: none"> <li>Obtain a proposal from the Resource Center for Associations to provide meeting management services for hotel negotiations and coordination, budget/finance, registration, and exhibit and sponsorships in coordination with the host school for future AAHN meetings.</li> </ul>	Board of Directors/Resource Center for Associations	Conference budget to be incorporated within the overall AAHN budget for income and expenses	Proposal: 10/31/12
	<ul style="list-style-type: none"> <li>Partner with nursing organizations that might be celebrating a significant anniversary.</li> </ul>	Strategic Planning Committee	N/A	Plan: 4/1/13

TO DO's

**A. Visibility**

1. Encourage members to join the Sigma Theta Tau International speakers' bureau and actively pursue speaking opportunities to present topics relevant to nursing history. The AAHN slides should be incorporated wherever possible to ensure that AAHN is duly noted and represented.
2. Have a display banner made to use at various nursing history events, including AAHN, and perhaps other nursing association meetings (will need to wait for new logo)
3. Set up an AAHN Nursing History Listserv
4. Obtain generic business cards that can be used by Board members and others with addressing groups on nursing history (may need to wait for new logo)

PARKING LOT ITEMS:

1. Create a Nursing History Mobile App
2. Post speaker videos on nursing history on YouTube and AAHN website.
3. Capture conference presentations for live and/or post online presentation
4. Advertise in nursing publications
5. Develop a set of FAQs to be hosted on the AAHN website and offered throughout the nursing community

**B. Communications**

1. Expand the NHR editorial board and peer review network.
2. Move media reviews to the AAHN website.
3. Obtain presenter permission and post presentation PowerPoint® presentation of the website.
4. Expand/increase number of posters presented at the conference.

PARKING LOT ITEMS:

1. Encompass non-university settings within AAHN's reach for membership and organizational activities.
2. Encourage member publishing beyond NHR as a means of expanding communications related to nursing history.

**C. Organizational Advancement**

1. Enact a bylaw change to support leadership sustainability by adding a one-year position for a President-elect and a one-year position for the Past-President (maintains a balanced number of board members as the President-elect come on the board and the Past-President moves off). The functions of the President-elect are establishing the committee leadership teams for their term of office, participate in external relations activities, and other duties as deemed appropriate by the Board.
2. Invite doctoral students to attend Board meeting as part of their meeting confirmation.
3. Enact a bylaw change the Publications Committee to the Communications committee encompassing NHR, the E-Newsletter, and the AAHN website.
4. Organize and deliver new board orientation.