

SUNA Strategic Plan

GOAL 1: MEMBER SERVICES

Provide the highest quality evidence-based programs and services.

Objectives

- 1.1 Assess what programs and services members want and use.
- 1.2 Analyze emerging issues and best practices to enhance programs and services.
- 1.3 Improve the quality of educational programs to be robust and relevant.
- 1.4 Improve the quality of educational materials.

GOAL 2: MEMBER RECRUITMENT AND ENGAGEMENT

Attract and retain members through meaningful engagement.

Objectives

- 2.1 Increase SUNA membership.
- 2.2 Create a comprehensive leadership succession plan.
- 2.3 Employ strategies to retain new members.

GOAL 3: ORGANIZATIONAL IDENTITY AND EFFECTIVENESS

Communicate SUNA's unique value and align organizational activities and systems to deliver it.

Objectives

- 3.1 Articulate, communicate and deliver SUNA's vision.
- 3.2 Continue to promote an online community, educational programs, and resources.
- 3.3 Maintain a website that is a current, dynamic, relevant and user-friendly experience that is widely used and appreciated by members, patients, their families and other healthcare professionals.
- 3.4 Implement more efficient and proactive planning and budget processes.
- 3.5 Promote an organizational transparency among the membership.
- 3.6 Expand and promote SUNA's visibility in the medical and nursing communities.