



Association for Nursing
Professional Development

**Strategic Plan
2024-2026**

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Introduction

The board of directors for ANPD developed this strategic plan during a strategy session in October 2023. The plan provides a roadmap through 2026 that creates focus in order to align ANPD resources for maximum impact. The planning group agreed on three strategic goals that will have a significant impact for ANPD and position the organization to meet the future needs of NPD practitioners. Members of staff subsequently identified short- and mid-term action steps to achieve those goals and objectives based on conversations during and after the strategy session with final review and approval by the Board of Directors at the February 1, 2024 meeting.

Strategic Plan Definitions

The following are brief definitions for the terms used within this strategic plan document.

Strategic Goals: A broad outcome statement based on a critical issue which requires attention, focus and action. It must have significant and meaningful impact on our ability to realize our mission.

Objectives: A precise and measurable statement of what will be done to support the achievement of a strategic goal.

Action Steps: Specific tasks or projects critical to achieve the objectives and overall strategic goals.

Situational Analysis

As a basis upon which to build the strategic plan, the ANPD board of directors conducted an environmental scan examining both internal and external data trends influencing healthcare and the NPD practitioner. The environmental scan included the following sources:

- A member survey yielding 700 responses
- 24 member telephone interviews conducted by current board members to assess member needs
- Weekly Friday Update emails
- Trends in ANPD metrics
- Data analysis
- Internal and external assessment of gaps
- Group activities for brainstorming and inclusive engagement

ANPD Strengths

A strong strategic plan is grounded in the organization's mission and vision statements and builds on its inherent strengths. The planning group identified ANPD's current strengths as:

- Preeminent NPD organization, strong organization
- Strong partnership with management company

- NPD Advocacy
- Convention—information, networking
- Products & Services—including NPD Practice Model
- Agility/flexibility under distress
- Growth
- Clear Vision
- Responsive to members
- Member expertise
- Engaged membership
- Engaged, talented board
- Financial health
- Creative and innovative ideas, constant/willingness to try new things
- Staffing model, including contracted NPD and Research team members
- Operational infrastructure

Future Planning Process

In order for ANPD to stay focused on its strategic goals, vision and mission, the board of directors must work with staff to monitor progress towards achieving these objectives, and adjust the plan based on changes to the environment or barriers to success.

ANPD 2024-2026 Strategic Goals and Objectives

Strategic Goal 1: High-Quality Products and Services

ANPD will offer high-quality products and services that are relevant, accessible, and evolving to meet the needs of all NPD professionals.

Strategic Goal 2: Membership

ANPD will continue to grow as an inclusive organization by attracting, engaging, and collaborating with a diverse membership community.

Strategic Goal 3: Advocate for the NPD Role

ANPD will advocate for the individual and collective value of the NPD community by leveraging influence and presence.

Objectives and Action Steps for Goals

Strategic Goal 1: High-Quality Products and Services

ANPD will offer high-quality products and services that are relevant, accessible, and evolving to meet the needs of all NPD professionals.

Action Steps	Accountability	Due Date	Complete?
Reorganize categorization of products and resource offerings to primarily focus on product type and secondarily focus on audience to make searching for solutions easy and accessible on the new LMS, product brochure, and ANPD Store.	Marketing and Communications Services (MCS)/Education	Q2 2024	
ANPD will implement new LMS to enhance accessibility and usability which will be evaluated 1yr after implementation	Education, staff, and MCS	Launch 2024 Evaluate 2025	
ANPD will provide large-scale events for professional development reflective of internal and external needs of the community	Convention Planning Committee/Education/Staff/MCS	Annually	
ANPD will conduct a biennial Learning Needs Assessment to assess member satisfaction/utilization/needs to guide development, updates, and retirement of products and services	Education/MCS	Fall 2024 Fall 2026	
ANPD will develop a digitally accessible product	Education/MCS/staff	2024	
ANPD will increase access to live event learning materials	Education/MCS/staff	Annually	

ANPD will align products and services with new research in the NPD specialty	Education/Research	Annually	
ANPD will leverage live event content to be repurposed for non-attendees	Education	Annually	
ANPD will utilize environmental scanning to create new products or services that are relevant	Education	Annually	
All products and services will be evaluated based on data with any recommendations for changes rooted in evidence	Education	Ongoing	
ANPD provider unit will maintain ANCC accreditation with distinction	Education/Staff	Ongoing	
ANPD will continue to explore options for a Preceptor Certificate of Mastery	Education/Staff	Ongoing	

Strategic Goal 2: Membership

ANPD will continue to grow as an inclusive organization by attracting, engaging, and collaborating with a diverse membership community.

Action Steps	Accountability	Due Date	Complete?
Create a member engagement strategy that utilizes the new Higher Logic platform to engage members in discussion and contributions.	MCS	Q3 2024	
ANPD will gain new members each year to achieve 8500 members by December 31, 2026	Everyone	Ongoing assessment, December 31, 2026	
ANPD will strive for 25 percent of volunteer member contributors to be comprised of members who have not previously participated in an ANPD role/project/committee/function	Education/Saff/Committee Chairs/Research	Annually	
ANPD will create a process for succession planning with volunteer members	Education/Staff/Committee Chairs	Annually and ongoing	
ANPD will have Diversity, Equity, and Inclusion woven into all products and services, programs, and member volunteer opportunities	DEI Committee and liaisons/Education/Staff/MCS	Annually and ongoing	
ANPD will seek partnerships with nursing associations that serve nursing population(s) with varying demographics			
ANPD will conduct research to identify NPD practitioners who work outside of traditional acute	Research		

care hospitals (e.g., ambulatory care) and their needs.			
ANPD will submit manuscripts, including research manuscripts, for publication in various journals to extend the specialty's visibility to diverse populations of nurses.	Education/Research		
ANPD will partner with The DAISY Foundation to promote meaningful recognition of NPD practitioners			
ANPD will develop meaningful mentoring opportunities for members			

Strategic Goal 3: Advocate for the NPD Role

ANPD will advocate for the individual and collective value of the NPD community by leveraging influence and presence.

Action Steps	Accountability	Due Date	Complete?
Create LinkedIn badges for ANPD volunteers, speakers, research team members, and other major contributors.	MCS	Q4 2024	
ANPD will engage and recognize members who contribute to the NPD community through volunteer mentorship	Education/Staff/MSC/Research	Annually	
The ANPD NPD team will represent ANPD in other nursing and interprofessional conferences and events to advocate for the NPD role through acting as a change agent	Education	Annually	
ANPD will collaborate with other nursing organization(s) to increase our exposure and reach	Education/Staff/Research	Annually	

ANPD will maintain status as an ANA Organizational Affiliate (OA) and participate in the Nursing Organizations Alliance (NOA).	Director of Education, BOD President and Executive Leadership	Annually	
ANPD will continue a variety of certification preparation opportunities that remain current with test blueprint	Education/Staff	Annually	
ANPD will expand podcast and social media opportunities with a growth mindset to leverage influence and presence	MCS/Sales/Education/Research	Annually	
Develop a documented strategy for exhibiting at industry events as a marketing opportunity to raise the visibility of NPD role and recruit new ANPD members.	MCS & NPD Education	Q1 2025	
Create NPD in Motion contributor amplification toolkit to increase reach of published content and podcasts.	MCS & Content Committee	Q4 2024	

Increase pageviews of NPD in Motion by 20% through a paid digital advertising strategy.	MCS	Q3 2026	
Expand NPD in Motion contributor pool by 50 new contributors.	MCS & Content Committee	Q4 2026	
ANPD will expand research to inform NPD practice and demonstrate its value.	Research		
ANPD will maintain membership in the National Collaborative for Improvement of the Clinical Learning Environment (NCICLE) to ensure visibility and relevance to our interprofessional colleagues.			