



Three-Year Strategic Plan Schematic: FY 2019–FY 2021

<p>NurseTRUST Purpose and Direction</p> <p>NurseTRUST is a not-for-profit organization whose mission is to engage nurses in life-changing leadership. Through adding unparalleled values based on trusted and collaborative relationships, NurseTRUST aspires to intentionally disrupt healthcare to improve health and to inspire and equip nurses to lead courageously.</p> <p>Our Values</p> <ul style="list-style-type: none"> • Consumer Centered • Collaborative • Intentional • Courageous • Innovative • Accountable • Trust 	Our Mission			
	<i>To Engage Nurses in Life-Changing Leadership</i>			
	Our Vision			
	<i>To transform health through optimizing nursing</i>			
<p>Our Commitment</p> <p>Our Promise</p> <p>NurseTRUST will sustain and harness our member network of nurse leaders to support the development of nurse leaders.</p>	Our Strategic Initiatives			
	<p>Membership <i>Building Capacity</i></p> <ul style="list-style-type: none"> • Attract and recruit members • Engage members to gain retention • Create new types of memberships 	<p>Growth <i>Building Partnerships and Programs</i></p> <ul style="list-style-type: none"> • Financial growth • Explore partnership opportunities • Develop member services • Develop consumer services 	<p>Communications <i>Building the Story</i></p> <ul style="list-style-type: none"> • Develop brand position statement and messaging (2019) • Prepare required marketing/promotional collaterals (2019) • Internal Communication • External Communication 	<p>Planning <i>Building Infrastructure and Accountability</i></p> <ul style="list-style-type: none"> • Board professional development with full committee/task force setup • Approve “rolling year” strategic plan (2019–2021) and updates • Prepare annual business plan with budget aligned to strategic plan (2019–2021) • Develop standard operating procedures (2019) • Develop balanced scorecard report and report annually
<p>NurseTRUST Challenges</p> <p>No professional discipline currently ‘owns’ health. Through the voice of NurseTRUST, we have an opportunity to claim health to advocate for individuals, patients, families, and consumers.</p>	Our Strategic Results			
	<ul style="list-style-type: none"> • Membership: Number of new members, retention rate, committee participation, annual conference attendance, member satisfaction • Growth: Various website performance analytics (# of programs, # of webinars, % revenue growth, # of partnerships/alliances) 		<ul style="list-style-type: none"> • Communication: web site analytics, media impressions, satisfaction scores, distribution of e-News, social medial #NurseTRUST • Planning: net operating profit margin, revenue 	