

**Strategic Planning 2018-2020**  
**AAHFN Strategic Planning Meeting June 25th and 26th, 2018**

**Mission Statement**

The American Association of Heart Failure Nurses unites professionals, patients and caregivers in the support and advancement of heart failure practice, education and research, thus promoting optimal patient outcomes.

**Vision Statement**

To be the foremost nursing association across the heart failure continuum.

**Main Strategic Initiatives**

To align with the association's mission:

- 1 - Expand financial reserves and allocate resources to organizational priorities
- 2 - Grow, retain, engage and develop membership
- 3- Develop additional multimodal and diverse educational offerings
- 4- Strengthen national recognition and partnership opportunities
- 5- Cultivate nursing research and translation into practice.

**MOTION: To approve the 5 strategies. Seconded and approved.**

The detailed outline of the strategic initiatives is listed below:

To align with the association's mission:

- 1 - Expand financial reserves and allocate resources to organizational priorities
  - Formalize the development plan
    - Corporate membership.
    - Industry Partnerships
    - Diverse requests
    - Subset of HF (PH, MCS)
  - Investments
  - Evaluate what AAHFN charges across all programs
    - Heart and Lung
    - Connection
    - Our Journal

## 2 - Grow, retain, engage and develop membership

- Retention plan
- New Membership Plan
  - Membership committee - “task force”
  - Subset of HF ( PH, MCS)
  - Develop strategies engage multi generations, members and volunteers
- Succession Planning
- Mentoring
- Networking

## 3- Develop additional multimodal and diverse educational offerings

- Education - Increased
  - More APN education
  - Pharm Credits
  - Local meetings
  - Certification
- Online conference
  - Task Force
  - HF patient safety
- Skills around advanced care planning
- Skills based hands on training (sponsored) Linda, Lisa (AMC)

## 4- Strengthen national recognition and partnership opportunities

- Marketing
  - Branding
- Relationships with like organizations
  - Partnerships
- Website
- Application of evidence based practice of evidence based practice in translation of research to improve patient outcomes, safety and decreased costs

## 5- Cultivate nursing research and translation into practice

- Research relationships between nurse scientists and clinicians
- Application of evidence based practice of evidence based practice in translation of research to improve patient outcomes, safety and decreased costs