



Mission

Advancing the nursing profession in Michigan.

Vision

ANA-Michigan is a vital community of professional nurses in Michigan. Together, we are the experts in nursing practice. Our strength is our solution-focused thought leadership, our long-term view of the nursing profession in a dynamic healthcare environment, and our impact on quality care and patient safety.

STRATEGIC FOCUS



ORGANIZATIONAL VIABILITY

Governance Structure
Activate Regions
Engage Members



EMPOWER NURSES

Nurse Leader Focused Education
Promote Mentoring



STRENGTHEN BRAND IDENTITY

Self-Promote the Value of ANA-Michigan
Dynamic Communications



ADVANCE THE PROFESSION

Activate Grassroots
Invest in Advocacy



ENGAGE PARTNERSHIPS

Enhance Nursing Synergy
Develop Community Partners

DESIRED IMPACTS

ANA-Michigan exists to create an environment where:

- All nurses see themselves as competent, confident leaders.
- Our nursing community engages in efforts to improve the well-being of nurses.
- Our nursing community works together to advance the profession and quality healthcare in Michigan's public policy environment.
- Decision-makers recognize the essential voice of nursing in their healthcare debates & discussions.
- Our nursing expertise is integrated in healthcare design and transformation

FOCUS

1

ORGANIZATIONAL VIABILITY

Governance structure

- Assure ANA-Michigan's governance model is sufficient for transforming organization
- Review all functions of councils and region structure to move to more modern and relevant governance structure
- Propose new bylaws

Activate regions

- Engage nurses where they work and live
- Focus regional programming on structured discussions around topics of interest, occasionally share programming through WebEx-either live or recorded
- Develop a region toolkit
- Establish regions as a source of environmental scanning - what's going on in the region that will impact the overall profession?

Engage Members

- Assure ANA-Michigan structure is prepared for an influx of new members
- Establish a solid new member welcome process
- Connect member to member
- Define benchmark metrics
- Define retention strategies
- Define our member products and services menu

FOCUS

2

EMPOWER NURSES

Nurse Leader Focused Education

- Annual conference programming on nurse leader development
- Develop Nurse Leader Institute

Promote Mentoring

- Focus on emerging Nurse Leaders

FOCUS
3

STRENGTHEN BRAND IDENTITY

Self-Promote the Value of ANA-Michigan

- Hire a professional PR firm
- Train members for public speaking and talking to decision-makers
- Deploy regions to engage with local decision-makers, media and community leaders

Dynamic Communications

- Create and maintain dynamic member communications
- Create collateral marketing materials that better position the association

FOCUS
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ADVANCE THE PROFESSION

Activate Grassroots

- Improve the understanding and involvement on issues impacting the practice of nursing
- To communicate that nurses are "revenue generators"

Invest in Advocacy

- Increase awareness of ANA-Michigan investment in advocacy and the legislative agenda
- Create ANA-Michigan Advocacy Day
- Advocate for the whole profession in the following areas: legislators, insurers, hospital administrators

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ENGAGE PARTNERSHIPS

Enhance Nursing Synergy

- Engage with specialty nursing organizations to enhance nursing synergy in Michigan
- Speak and exhibit at specialty nurse organization conferences
- Work on how to optimize specialties to maximize nursing as a profession

Develop Community Partners

- Promote a healthier Michigan

OUR BELIEFS

We believe that the nursing profession is at the core of quality healthcare and that we have a vital role as partners in healthcare.

- Nurses must make decisions about nursing
- Nurses must be involved in decisions that affect nursing
- Nurses must lead nursing
- We believe in challenging the status quo
- Because of these beliefs, we stand together to advance the profession of nursing - join us