



## One Vision, One Mission.

The ANA Enterprise is a family of organizations that includes the American Nurses Association (ANA), the American Nurses Foundation (Foundation), and the American Nurses Credentialing Center (ANCC). Our three organizations work together to achieve our shared vision, mission, and values.

The ANA Enterprise 2020-2023 Strategic Plan puts our shared vision, mission, and values into action to allow the ANA Enterprise to be a true catalyst for creating a healthy world and leading the nursing profession to shape the future of nursing and health care.



### VISION

A healthy world through the power of nursing.



### MISSION

Lead the profession to shape the future of nursing and health care.

### VALUES

#### TRUSTED

We act with integrity, respect, transparency, and humility in all we do.

#### INCLUSIVE

We embrace the uniqueness of every individual, including diversity of thought, as we work collaboratively to bring our very best.

#### INNOVATIVE

We are creative, nimble, open to change, and we will never stop striving for excellence.

#### EMPOWERED

We choose to see it, own it, solve it, and do it, through shared decision-making, optimism, and joy.

## Our Goals and Objectives

The ANA Enterprise 2020-2023 Strategic Plan represents our priorities and our areas of focus.

1

### ELEVATE THE PROFESSION OF NURSING GLOBALLY

- ▶ Elevate the value of nursing in health care and with consumers.
- ▶ Grow and diversify credentialing portfolio.
- ▶ Build a body of evidence to demonstrate how ANA Enterprise products and programs positively impact the practice environment across diverse settings.

2

### ENGAGE ALL NURSES TO ENSURE PROFESSIONAL SUCCESS

- ▶ Deliver data-driven personalized programs, products, and services to nurses throughout their careers.
- ▶ Increase customer loyalty with the ANA Enterprise.
- ▶ Identify and grow priority nurse segments.

3

### EVOLVE THE PRACTICE OF NURSING TO TRANSFORM HEALTH AND HEALTH CARE

- ▶ Advance workforce priorities and improve the work environment across diverse practice settings.
- ▶ Evolve nursing programs and practice priorities.
- ▶ Expand coverage and payment to reform health care.
- ▶ Develop nurses to lead and innovate.
- ▶ Address racism in the nursing profession.

4

### ENABLE TRANSFORMATIONAL CAPABILITIES THROUGH OPERATIONAL EXCELLENCE

- ▶ Deliver optimal technology capabilities for the ANA Enterprise technology services.
- ▶ Promote diversity, equity, and inclusion across the ANA Enterprise to encourage culturally informed workplace practices.
- ▶ Apply a comprehensive project management approach to ANA Enterprise resource prioritization, planning, and optimization.

 **85%**

*of Americans rated nurses' honesty and ethical standards as "high" or "very high" in 2019<sup>1</sup>*

**+12%**

*RN employment is projected to grow 12% from 2018 to 2028, much faster than the average<sup>2</sup>*

 **58%**

*of Americans say they place "a great deal" of public trust in nurses to lead health care reform<sup>3</sup>*

**4.3 million**

*registered nurses—largest group of health care professionals<sup>4</sup>*

<sup>1</sup> Gallup 2019 Survey

<sup>2</sup> Bureau of Labor Statistics

<sup>3</sup> The Commonwealth Fund/The New York Times/Harvard T.H. Chan School of Public Health, Americans' Values and Beliefs about National Health Insurance Reform. July 10–August 11, 2019.

<sup>4</sup> National Council of State Boards of Nursing