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 within 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.

---

1. Gallup 2019 Survey
2. Bureau of Labor Statistics
4. National Council of State Boards of Nursing