

## Strategic Goal 1: Influence

SPN will increase its scope of influence in pediatric healthcare delivery through advocacy, research and partnerships.

**Objective 1:** Create an infrastructure for healthcare policy and advocacy efforts and define an agenda by December 31, 2019.

**Objective 2:** Conduct a research study on a pediatric healthcare topic and disseminate the research findings by October 1, 2022.

**Objective 3:** Build and enhance key pediatric nursing organization relationships for future partnerships by October 1, 2021.

## Strategic Goal 2: Practice

SPN will develop resources aimed at nurses from varied practice settings.

**Objective 1:** Develop and set standards on caring for pediatric patients and their families in varied practice settings by December 31, 2021.

**Objective 2:** Establish a model for/of pediatric nursing excellence by December 31, 2021. [*Updated January 2020*]

## Strategic Goal 3: Membership Retention & Growth

SPN will increase number of new members and retain existing members through enhanced marketing and understanding of member needs.

**Objective 1:** Develop and implement a focused retention plan for members in first two years of membership by December 31, 2019.

**Objective 2:** Develop and implement a focused retention plan for those who have been members for more than 2 years by July 31, 2020.

**Objective 3:** SPN will pilot a dual membership program with at least one pediatric nursing specialty organization by December 31, 2020.

## Strategic Goal 4: Diversity, Equity and Inclusion

SPN will cultivate a culture of diversity and inclusion through both internal and external actions.

**Objective 1:** Identify and develop resources to support and promote our diverse pediatric nursing community by December 2021.

**Objective 2:** Develop opportunities to educate and inform the pediatric nursing community on diversity and inclusion within our patient population by December 2022.