



Strategic Plan 2023-2024

Strategic Focus 1: Membership Growth

- Assessment and Enhancement of Membership Value
- CE Events – Encourage a minimum of 2 CE events in each state annually

Strategic Focus 2: Increased Efficiencies

- Standardized Event Processes – Standardized event processes for CE and Visibility Events (Non-CE)
- Operations Guide – Operations Guidebook to provide key information for events, travel, marketing, contracting, and other processes
- Establish SNAP (State Nursing Association Pride) Encounters– Provide each SNA with a shared opportunity to report history, processes, events, and challenges.

Strategic Focus 3: Operational Strategies

- Enhance Portability Software – Explore and purchase technology to enhance association portability
- SNA Annual Event Checklist & Calendar of Events