

THE VISION

ACNA is the diverse voice of unity for nurses to maximize endocannabinoid therapeutics by providing authentic leadership and mentoring to navigate modern patient needs. ACNA improves healthcare outcomes by empowering pathways for cannabis education and competency through wisdom, compassion, integrity, and social justice principles.

THE MISSION

To advance excellence in cannabis nursing practice through advocacy, collaboration, education, research, and policy development.

GOALS

DEVELOP

Improve value proposition to attract all Cannabis Nurses

PROMOTE

Increase visibility & influence of ACNA

LEAD

Improve governance and administration; develop volunteer cadre

BENCHMARKS

Study of membership levels; participation across all platforms

Surveys of profession, membership and outreach effectiveness; impact on membership

Best practices assessment; budget analysis & trends; analysis of association participation

STRATEGIES

Target all Cannabis Nurses
Refine/improve benefits/services

Marketing push; member action; create strategic alliances

Governance paradigm; new resources for vol./committees

ACTION ITEMS

- Identify needs of all members
- Effective programming & services
- Recruitment & retention plan
- Anticipate trends

- Raise profile
- Expand outreach, incl. Social Media
- Direct marketing
- Member involvement in promotion

- Continue governance review
- Volunteer cadre
- Committees
- Leadership training
- Expand resourcing



Celebrating 10 years!

STRATEGIC PLAN 2020 – 2022

OUR CORE VALUES

Broad Expertise & Experience

ACNA values synergistically bringing together a community of experts with diverse backgrounds and specialties.

Education & Mentorship

ACNA values continuous and life-long education to maintain and advance Cannabis Nursing principles. We actively support the development of professionals and students and willingly offer guidance to promote Cannabis Nursing principles.

Diversity in all Forms

ACNA welcomes and respects all forms of diversity. We embrace a community created by the respectful mixing of diversity of thought, methodology, people, and culture.

Integrity

ACNA members conduct themselves ethically and responsibly.



Celebrating 10 years!

Strategic Plan 2020 – 2022

WORK PLAN

For ACNA Leadership Use / Incorporation Into Full Life of ACNA

Revised

1/15/21

GOAL #1 DEVELOP

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Strengthen the value proposition of ACNA membership through effective programs, services and initiatives to all Cannabis Nurses.	<ol style="list-style-type: none"> 1. Conduct full review of all benefits (individual & sponsor). 2. Develop innovative and attractive programming and networking opportunities for all members. 3. Continue surveying members & potential members to identify needs, trends, and effectiveness of current offerings. 4. Develop methods and ways to increase greater awareness and participation in ACNA. 5. Investigate and develop new "products", in addition to expanding the conference, for ACNA to grow and expand our reach. 	All Committees with extra focus by: Membership Committee Education Committee Annual Conference Committee Board of Directors Executive Director	Foundation set-up in 2020. 2021 focus on items featured in "Notes." Ongoing.	<i>1/21 - Continuing: New website/AMS rollout; to serve as "hub" of the membership experience.</i> <i>Develop Speaker's Bureau & Job Bank as new resources.</i> <i>Continue exploration and pursuit of credentialing.</i> <i>Set-up a pilot Region Development Program.</i> <i>Expand P&GA outreach to national model.</i>
Develop formal membership recruitment and retention plan—with outreach to all Cannabis Nurses and allied professionals to grow membership.	<ol style="list-style-type: none"> 1. Review, refine, and package all membership benefits. 2. Craft targeted messages for all prospective member types/groups. 3. Create "hit lists"/contact lists for all possible membership pools. 4. Expand outreach campaign across all platforms—including mailings, e-blasts, social media and "grassroots" campaigns. 	Membership Committee Communications & Social Media Committee Board of Directors Executive Director Staff	Foundation set-up in 2020. Ongoing.	

GOAL #2 | PROMOTE

Strategy	Action Item(s)	Responsible Position(s)	Deadline	Notes/Status
Develop an Annual and Continual Communications & Marketing Plan.	1. The plan, and editorial calendar, will put forth a consistent Association message and tie together all efforts.	President & Officers Communication & Social Media Committee Executive Director CHMS Communications & Marketing Team	Ongoing; Revised each year.	<i>CHMS has models and templates to assist ACNA in achieving this strategy.</i>
Monitor and influence the latest developments and trends in the field; educate members about these updates, as well as promote ACNA’s role in healthcare to policy makers and decision makers.	1. Review all the latest information from the field, including any legislation possibly making an impact, should ACNA respond, etc.? 2. Educate policy makers and decision makers about the role and importance of Cannabis Nursing. 3. Increase interest and participation of members in responding and promoting the field, etc. 4. Increase the visibility and influence of ACNA.	Board of Directors President Policy & Government Affairs Committee Executive Director Members	Ongoing	<i>Develop a 2-tier approach to advocacy: 1) formal voice/lead of the association; and 2) the grassroots education and activation of the membership.</i>
Position ACNA as a leader in the field through strategic alliances with other associations or groups.	1. Conduct assessment of all possible partnerships/alliances listing pros and cons. 2. Open better lines of communications between possible strategic partners in order to promote better understanding and prevent counterprogramming. 3. Leverage relationships for the benefit of ACNA and the field.	Officers Board of Directors Sponsorship Committee Executive Director Staff	Ongoing	
Tout the achievements of ACNA, its leaders and members!	1. Create a “pipeline” for submitting news/updates and use this information across the full spectrum of the association.	Board of Directors Membership Committee Communications & Social Media Committee Staff Members	Ongoing	

GOAL #3	LEAD
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Strategy	Action Item(s)	Responsible Position(s)	Timeline	Notes/Status
Assess and strengthen the Association's governance, administration, and operations structures.	<ol style="list-style-type: none"> 1. Review current Board, governance and operational structure and make recommendations for areas of improvement. 2. Design and implement annual leadership development cycle, including recruitment, orientation, and key governance documents and resources. 3. Continue to build greater collaboration between Board, volunteers and staff. 	Board of Directors Officers Committee Leaders Executive Director Staff	Focus of this strategy was completed by 12/31/20. Ongoing.	<p><i>2020: Completed review, drafting and implementation of P&Ps that will help move ACNA forward.</i></p> <p><i>Promote cross-communication and collaboration!</i></p>
Continue to develop Committees, ensuring structure and goals meet Association's needs.	<ol style="list-style-type: none"> 1. Identify annual needs and develop timeline for each committee. 2. Develop system to promote cross-communication and collaboration for the committees, using Strategic Plan as the "connector." 3. Post and track projects in annual work plan. 	Officers Committee Chairs Executive Director Staff Committee Volunteers	New model adopted in 7/20. Ongoing, with annual review.	<i>Keep developing a cadre of volunteers to energize committees and their charges.</i>
Continue wise financial management to garner the biggest benefit for ACNA.	<ol style="list-style-type: none"> 1. Provide regular financial updates and reporting to leadership and members at Annual Meeting. 2. Work with CHMS Finance Department for fuller budget and financial trends analysis. 3. Identify long-range financial needs in order to prepare beyond annual cycle. 4. Look for new revenue-generation opportunities to support ACNA. 	Treasurer/Officers Executive Director CHMS Finance Team	Ongoing	<p><i>Annual Budget, Annual Conference Breakout Budgets will be used as tools to help in financial oversight.</i></p> <p><i>Monthly Financial Reports – Standard part of report-out to leadership.</i></p>