GOAL I. Increase AHNA Membership and Expand Influence of Holism on Health Care.

1. Increase diversity of AHNA members.
2. Capitalize on certification after graduation from endorsed schools.
3. Increase student memberships.
4. Provide endorsements for healthcare institutions.
5. Establish joint alliances for membership.
6. Increase awareness of membership benefits.
7. Assess and form strategic alliances.
8. Increase resources for Chapters.
9. Support holistic nurse subgroups within the membership.

GOAL II. Increase and Unify Holistic and Integrative Research, Practice, and Education Opportunities.

1. Support studies to gather data about outcomes, both quantitative and qualitative, justifying business and cost effectiveness.
2. Seek funding at national, private, and federal levels to fund research on holistic concepts and modalities, including self-care, and nurse coaching approaches.
3. Develop multi-site research projects/grants.
4. Collaborate with other organizations/businesses doing same or similar research of incorporating holistic practices.
5. Develop and produce holistic nursing resources.
6. Identify and acquire platform for best practices for developing modalities competency toolkits.
7. Identify modalities to develop competencies, policies, and procedures to implement.
8. Support continuing education by reassessing resources and technology.
9. Continue working on strategies with AHNCC for certification education and awareness.

GOAL III. Strengthen and Empower the Voice of Holistic Nursing.

1. Respond to local, national, and global issues through earned media statements and white papers.
2. Position AHNA as a leader in both online and offline presence.
3. Provide leadership training and succession planning to the board, committees, Chapters, and members.
4. Create opportunities for intentionally honoring past voices and experiences.
5. Initiate and take pride in “holistic nursing.”
6. Position AHNA as the leader in self-care.

GOAL IV. Expand and Increase Communication and Awareness about Holistic Nursing.

1. Enhance branding and marketing of AHNA and promote the organization as a leader in health care.
2. Produce awareness campaign packages about holistic nursing.
3. Develop and promote media tools.
4. Expand product development and distribution of products.
5. Increase opportunities for leveraging technology for membership to engage with board members and committee members.
6. Establish innovative strategies for engaging graduate nurses.
7. Cross-pollinate viral media.
8. Educate consumers about the benefits of holistic nursing.

GOAL V. Optimize and leverage resources to strengthen AHNA infrastructure.

1. Review committee structure and update charters.
2. Consider technology needs and investigate educational platforms.
3. Maintain and update website.
4. Review dues structure and implement auto-renewal option.
5. Assess labor and consultation infrastructure needs.
6. Distinguish between the working board and the governing board.
7. Operationalize AHNA’s values.