



SNRS Strategic Plan

September 2012

Goal I: *Position the organization to lead in defining and advancing the agenda of nursing research.*

Objectives:

- A. Develop white paper to address the following: what is research, who is doing it, and the implications of EBP, translational and the development of knowledge.
- B. Define the following for the organization: nursing science, nursing research, EBP, translational research, and translational science.
- C. Develop strategies to brand the organization to foster public relations.

Goal II: *Increase the relevance of the organization to nursing researchers in the society including our international constituents.*

Objectives:

- A. Establish a mechanism to determine the needs of nurse researchers, both in the states and internationally.
- B. Prioritize services.
- C. Develop an avenue to connect the actions of the organization to the needs of the nurse researchers.

Goal III: *Define and provide services to stakeholders throughout the year.*

Objectives:

- A. Facilitate year long participation of members in the organization.
- B. Provide member valued activities both within and outside of the annual conference.
- C. Increase the visibility and value of the organization to stakeholders.

Goal IV: *Foster financial sustainability to maintain growth of the organization.*

Objectives:

- A. Trend financial revenue and expenses.
- B. Examine future needs and aggressively obtain resources to meet the needs.