

**Vision: Together, we promote the growth of the profession, guide nursing practice, and monitor current issues in nursing. Our strength is to stay engaged by advocating for and connecting with Iowa nurses in the diverse, dynamic health care environment.**

**Mission: To connect, support and advocate for nurses and healthcare in Iowa.**



## **Engaging Membership Experience**

### **Goal: Increase the number and engagement of nurses.**

- Apply targeted segmentation to deliver the most relevant content, programs, services, practices, policies, and advocacy to the registered nurse population.
- Create new approaches that increase direct relationships with all registered nurses.
- Transform our organizational structure that will mobilize and engage nurses across Iowa that will no longer create silos.
- Drive collaboration with other nursing and healthcare associations so that they better understand the value of a partnership with INA can bring to their members.



## **Member Focused Education**

### **Goal: Deliver cohesive professional education focused on nursing practice.**

- Explore the option of creating a comprehensive and cohesive professional development program that supports nurse-focused innovations and best practices, similar to a nursing leadership institute. Also, that generates revenue.
- Implement relevant and timely topics related to nursing practice that will enable members to successfully communicate with other nurses to help them solve the range of challenges they face daily.



## **Policy**

### **Goal: Serve as the voice of nursing on issues and policies that impact the nursing community. Increase presence at the table with local, state, and federal officials.**

- Create a new process in how our legislative agenda is determined and updated, which allows for members to be a part of the process.
- Empower nurses to advocate for the profession.
- Providing resources to build advocacy skills where they can leverage and tell their story.