

AAHN STRATEGIC PLAN 2019

American Association for the History of Nursing

P.O. Box 7
Mullica Hill, NJ 08062
609.519.9689
www.aahn.org

VISION

Understanding the past, informing the present, inspiring the future.

MISSION

As the national organization for the study of nursing history, our mission is to foster a vibrant and inclusive community dedicated to preserving and advancing the scholarship and relevance of the history of nursing and health.



GOAL 1: EXPERIENCE & ENGAGEMENT



Japanese American nurse in nursery, LOC

Goal Statement

Enhance the experience and engagement of stakeholders to promote connections to a community of historians and health care professionals.

Objectives

- *Increase opportunities for members to engage in discourse with one another and with interested stakeholders not only at the annual conference, but also throughout the year.*
- *Establish regional centers/activities to foster enhanced connections and opportunities for more local engagement.*
- *Collaborate with partners and organizations outside AAHN on issues of shared interest.*
- *Connect students/emerging scholars with mentors to support historical scholarship.*
- *Increase communication within and throughout AAHN membership.*

GOAL 2: IDENTITY & INCLUSION



Harriet Tubman, LOC

Goal Statement

Establish an inclusive and intentional identity for AAHN, grounded in the purpose of the organization.

Objectives

- *Actively welcome and recruit members from a broader array of professional and academic backgrounds.*
- *Examine AAHN's governance structures, name, and brand to ensure consistency with the organization's purpose and its values of an inclusive and diverse membership.*
- *Review and revise policies to ensure the AAHN experience is inclusive for all members.*
- *Provide implicit bias training to all Board members.*
- *Take intentional actions to ensure a more inclusive conference experience.*

GOAL 3: ENGAGEMENT



Nurses and premies, Bjoring Center

Goal Statement

To ensure each member of our community has opportunities to grow, contribute and connect.

Objectives

- *Develop a communications and marketing plan to enhance AAHN's visibility.*
- *Review and revitalize AAHN's products and programs to meet the changing and diverse interests of today's nurses, other healthcare professionals, and historians.*
- *Create a robust plan to develop and sustain greater revenue through diverse sources.*
- *Develop advancement plan to maximize philanthropic giving to AAHN.*
- *Refine AAHN's financial plan and policies to ensure the highest and best use of investment resources.*