Strategic Plan Priorities for 2023-2024 (Two Years)

Statement on Diversity, Equity and Inclusion Commitment for the Strategic Plan:
NPWH is committed to increasing inclusivity, diversity, and equity in our organization, the WHNP profession, our educational offerings, including speakers and authors, and all aspect of NPWH’s operations. Our Membership and Profession is composed of professionals representing diversity by, but not limited to, specialty area, educational background, race and ethnicity, age, geographic location, socioeconomic status, ability, gender and identity, sexual orientation, and personal beliefs.

We actively seek to engage and amplify the voices that have historically been silenced, and ensure they are represented in our staff, leadership, volunteer structure, and all educational programming.

Our organization recognizes the need to dismantle racism, discrimination, and other barriers to education and career paths for professionals from underrepresented and marginalized groups.

NPWH’s inclusivity, diversity, and equity (IDE) commitment is woven throughout all aspects of this strategic plan and in operationalizing the plan.

Engaged Membership

Goals:
1) Increase membership by 5% by 12/31/2024

Actions:
a) Engage the academic program leaders (APLs) and demonstrate the value of student membership; develop a tool kit regarding the benefits of professional organization membership for faculty to utilize in their WHNP curriculum.
b) Survey students to identify needs.
c) Survey early professionals (1-4 yrs. working in the profession) to identify needs in transition from student to practice professional.
   a. Develop and disseminate Pearls via a variety of platforms based on these findings to include:
      i. Clinical Pearls: Transition to being a practitioner
      ii. Business Pearls: negotiating salaries, asking for a raise, contract negotiating
      iii. Legal Pearls: Understanding your states scope of practice rules
d) Embed organizational IDE commitment in membership growth actions.
e) Consult survey experts to ensure IDE is embedded in survey content and approach.
f) Create “Communities” (technology platform for members only) specific to students and early professionals.

**Outcomes to be measured:**

a) Monthly and annual membership increases for 2023-2024.

b) Development and dissemination of APL Tool Kit

c) Development and launch of student and early professionals survey

d) Development and dissemination of Pearls

e) Completion of expert review of student and early professional surveys for IDE commitment

f) Development and launch of communities specific to students and early professionals

2) **Increase member’s voices in the organization**

**Actions:**

a) Review data from survey of membership at September conference 2022 to identify NPWH priorities and develop a membership-focused action plan for 2023-2024

b) Develop and disseminate information on opportunities and process for members to gain access to membership to recruit research and survey participation; update process for Research Committee review of applications and criteria for approval

c) Seek funding to support WHNP research projects.

**Outcomes to be measured:**

a) Action plan developed based on membership survey data

b) Process for members to gain access to membership for research purposes updated, established and published to website

c) Funders identified to potentially support WHNP research projects and calendar of submissions established for 2023 & 2024

3) **Maintain membership retention at 75% renewals.**

**Actions:**

a) Develop a new member orientation offered twice a year.

b) Illustrate the value of membership in savings to existing members through communications.

c) Illustrate value of membership through stating professional skills gained through member only volunteer activities.

**Outcomes to be measured:**

a) Membership retention from 12/2021-12/2023

b) Development of new member orientation, offered twice a year

c) Development and dissemination of infographics and communications about value of membership

d) Detailed IDE commitment woven through these actions items.
Effective Governance:

Goals
1) Implement Board Source Resource to support ongoing education of board on duties and responsibilities
   a) Launch Board Source assessment tool to assess entire Board in January 2023.
   b) Review results with BOD.
   c) Based on results of assessment identify growth and training opportunities for the Board.

Outcomes to be measured:
   a) 100% completion of assessment by 01/31/2023
   b) Outcomes of assessment reviewed by BOD
   c) Training identified to address Board knowledge gaps
   d) Plan developed to support training

2) Support board professional development in board governance

Actions:
   a) Provide full BOD with identified learning modules.
   b) Identify the timeline/deadline for completion.
   c) Assess learning outcomes and share with BOD.

Outcomes to be measured:
   a) Full BOD learning modules completed by the established deadline.
   b) Learning outcomes assessed and shared with BOD.

Program Excellence:

Goals
1) Increase educational offerings, applicable to WHNP practice, in the following core areas as identified from member surveys and CE course surveys:
   • Complex Menopause
   • Sexual health care
   • Maternal health care including high risk pregnancy and postpartum

Actions:
   a) Obtain baseline number and level of current educational offerings in the identified core areas and establish a reasonable percentage increase based on staffing and capacity
   b) Segment market education offerings to membership per areas of interest and professional levels.
   c) Incorporate IDE objective into all educational programming.
Outcomes to be measured:
1) Baseline and increase percentage established
2) Development of new programing to fill knowledge gaps and member’s stated areas of interest
3) IDE objective included in all educational programming

2) Assess technology solutions to enhance educational offerings

Actions:
1) Research technology solutions for developing self-paced learning modules.
2) Identify financial impact.

Outcomes to be measured:
1) Research conducted and three solutions presented to BOD
2) Financial impact calculated and measured

Purposeful Policy

Goals

1) Publish Reproductive Policy Statement

Action:
1) Review, edit, and revise reproductive policy statement developed by Director of Policy and other key stakeholders.

Outcomes to be measured:
1) Publication of Reproductive Policy Statement – completed ----

2) Support continuous growth of membership knowledge/skills for advocacy

Actions:
1) Develop a WHNPs State Advocacy Toolkit that includes standardized messaging about the WHNP Practice
2) Host a minimum of one webinar or in-person conference session annually focused on reviewing tools and how to build advocacy for the profession and for the patient populations we serve.

Outcomes to be measured:
1) Development and dissemination of WHNPs State Advocacy Toolkit
2) Number of webinars or in-person conference sessions focused on reviewing tools and how to build advocacy for the profession and for patient populations we serve

3) Establish a quarterly newsletter for members only on NPWH advocacy and government affairs efforts
**Actions:**

a) Develop quarterly advocacy and government affairs newsletter
b) Highlight NPWHs advocacy and government affairs items in communications
c) Communicate NPWH representation in government affairs opportunities
d) Communicate ways members can support NPWH’s federal initiatives and bills that impact practice, profession or patient population

**Outcomes to be measured:**

a) Quarterly newsletter published highlighting advocacy and government affairs items listed above as available.

**4) Collaborate with and continue to build strong alliances with like-minded organizations and providers.**

**Action:**

a) Assess current alliances and identify opportunities for new and additional collaborations.

**Outcomes to be measured:**

a) Assessment of current alliances
b) Development of a list of potential new collaborations/alliances
   a. Identify potential collaborations

**5) Elevating the WHNP Role in Improving Women’s and Gender-related Health**

**Actions:**

a) Conduct and publish the WHNP Workforce Report.
b) Conduct and publish the WHNP Education Trends Report.
c) Update US map of where certified WHNPs are located and publish (Include in Trends Report)
d) Develop a map of where WHNP programs are located in US and publish (include in Trends Report) (Identify online only programs.)
e) Develop new Clinical Position Statements and review and update as needed current clinical position statements as prioritized by the NPWH BOD

**Outcomes measured:**

a) WHNP Workforce report conducted and published
b) WHNP Education Trend Report conducted and published
c) Maps updated and published
d) Clinical position statements developed and published