# 2025–2030 Emergency Nurses Association **Strategic Plan**
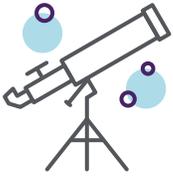
VISION STATEMENT:

A world where every emergency nurse is fully supported to provide the highest quality patient care.
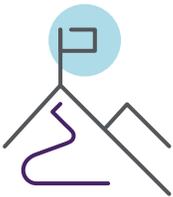
MISSION STATEMENT:

To lead the advancement of excellence and innovation in emergency nursing through research, education, resources, advocacy, and collaboration.

STRATEGIC GOALS:

1. PROFESSIONAL EXCELLENCE: Advance excellence in emergency nursing by developing and delivering innovative education, training, and resources, setting standards of care, and leading the future of emergency nursing.

2. ADVOCACY: Amplify the voice and influence of emergency nurses and ENA by proactively advocating for issues that impact the profession and improve patient care.

3. COMMUNITY: Foster a dynamic and diverse global emergency nursing community by creating an environment that is inclusive, innovative, and collaborative.

4. MEMBERSHIP: Expand ENA's membership globally by reaching everyone working in emergency nursing, everywhere, and in every care setting.

5. OPERATIONAL EXCELLENCE: Advance operational excellence by developing people and optimizing resources to maximize ENA's growth and impact.

ENA
EMERGENCY NURSES
ASSOCIATION

Committed
to **Care**™

Strategic Goals and Objectives

Advance excellence in emergency nursing by developing and delivering innovative education, training, and resources, setting standards of care, and leading the future for emergency nursing.

A Conduct and integrate evidence-based research to guide the practice and the development of standards and education.

B Understand the needs of and customize resources for the career continuum of the emergency nurse.

C Utilize innovative learning design and delivery methods and collaborate with global content/thought leaders to continually adapt to the needs of learners and maximize the application of learning.

D Strengthen the emergency nursing profession through targeted nursing workforce pipeline development initiatives.

E Develop education, resources and programs that improve the work environment and patient care

Amplify the voice and influence of emergency nurses and ENA by proactively advocating for issues that impact the profession and improve patient care.

A Improve standards of care and health equity by developing and communicating bold positions on issues that impact emergency nurses and our patients.

B Lead collaboration and advocacy with key stakeholders on strategic opportunities to advance the emergency nursing profession.

C Empower emergency nurses in all stages of their career through education, support, and resources to advocate for themselves and the profession.

Foster a dynamic and diverse global emergency nursing community by creating an environment that is inclusive, innovative, and collaborative.

A Provide a sense of belonging for emergency nurses worldwide.

B Enhance ENA's global impact through partnerships and an expanded global footprint.

C Pursue and lead collaboration opportunities and strategic partnerships that advance the emergency care team.

D Promote the integration of sustainable emergency healthcare practices globally.

Expand ENA's membership globally by reaching everyone working in emergency nursing, everywhere, and in every care setting.

A Develop and implement an innovative membership model, that delivers enhanced membership value, and increased recruitment and retention of a diverse membership community through an inclusive approach and frictionless user experience.

B Serve as the professional home for all emergency nurses throughout their career by advancing partnerships and collaborations that integrate ENA's offerings into every emergency care setting.

Advance operational excellence by developing people and optimizing resources to maximize ENA's growth and impact.

A Build a sustainable growth model to increase revenue through expanding and diversifying products and services, and maximizing support from philanthropic sources/partners.

B Develop and sustain a diverse, talented, and highly engaged volunteer and staff community/workforce.

C Utilize technology, systems, and process improvements to advance organizational performance.

D Foster an environment of continual improvement.