

California Association
for Nurse Practitioners

STRATEGIC PLAN

2023
-
2027



CALIFORNIA ASSOCIATION
FOR NURSE PRACTITIONERS

“CHANGE IS THE
LAW OF LIFE, AND THOSE
WHO CONTINUALLY LOOK TO
THE PAST OR THE PRESENT ARE
CERTAIN TO MISS THE FUTURE.”

– JOHN F. KENNEDY



LETTER FROM THE PRESIDENT

Members, California Association for Nurse Practitioners:

On behalf of the board of directors of the California Association for Nurse Practitioners, I am delighted to present our 2023-2027 strategic plan. This document, more than six months in the making, is the result of an ambitious process undertaken by a team of current and past CANP leaders, professional staff, and consultants. After careful review and thoughtful consideration, our organization has deemed that change is in the air for CANP, and we are excited about the prospect.

Change is essential to growth and success. It means evolving, making bold moves, and reaching into the future to find a stronger, more effective organization. In essence, it is the very definition of progress.

This is our time. To grow. To shine. To make strides unlike anything we have dreamed of in the past. Our accomplishments have been abundant and our legislative victories — highlighted by AB 890 — have been groundbreaking. Now it is time to rise to the next level.

As we look to the future, we see an arena rich with promise. We will capitalize on the possibilities by focusing on expanding membership; fostering an environment of belonging, equity, and inclusion; and doing everything in our power to elevate the NP profession.

We have established a strong presence — our brand is recognized and key people know precisely who we are. We will launch from this robust foundation and propel forward while maintaining fiscal responsibility and an allegiance to CANP's mission and core values.

Thanks in great part to your passionate commitment and unwavering spirit, we are constantly motivated to ensure that California's health care delivery system is the most effective and efficient it can be.

Sincerely,

A handwritten signature in black ink, appearing to read "CJovanov". The signature is fluid and cursive, written in a professional style.

Cynthia Jovanov, DNP, MBA, CNS, FNP-BC, ACNP-BC

MISSION

CANP is the unifying voice and networking forum for nurse practitioners, providing expert guidance and advancing the nurse practitioner profession statewide. We are committed to:

- Supporting nurse practitioners.
- Promoting health within diverse communities.
- Meeting the needs of patients.
- Increasing access to high-quality care for everyone.



CORE VALUES

- Integrity:** We are committed to honesty and transparency in everything we do.
- Compassion:** We act with kindness and consideration toward others.
- Respect:** We value individuals' experiences and perspectives.
- Accountability:** We demonstrate our ethics through our actions.
- Collaboration:** We embrace collaboration and encourage communication and feedback.
- Inclusivity:** We promote and support diversity, equity, and inclusion in all we do.
- Innovation:** We act with intention while encouraging creativity and new ideas through visionary leadership.

STRATEGIC PILLARS

CANP is committed to the following five strategic pillars:

1. Membership engagement and growth.
2. Professional development and advancement.
3. Proactive legislative and regulatory advocacy.
4. Effective governance.
5. Financial growth and sustainability.



PILLAR ONE

Membership engagement and growth.

1. Grow and retain CANP membership.
2. Enhance member engagement.
3. Offer valuable benefits to members.
4. Drive continuous quality improvement utilizing feedback collected through regular assessments of member satisfaction.
5. Incorporate a DEI lens into association activities to strengthen inclusivity, increase membership diversity, and represent the diverse communities nurse practitioners serve.
6. Assess and re-engineer the chapter system to best serve member needs at the local level.
7. Collect and maintain up-to-date information about our members, including practice areas, member demographics, and certifications.

PILLAR TWO

Professional development and advancement.

1. Continue to enhance and build a robust and accessible repository of professional development resources.
2. Support nurse practitioners in their ability to practice to the full extent of their education and training and provide the highest quality of health care services.
3. Provide professional development to nurse practitioners to help them advance and succeed as leaders in their careers.



PILLAR THREE

Proactive legislative and regulatory advocacy.

1. Increase nurse practitioners' influence in policy and regulatory matters with a particular focus on decreasing barriers to care and supporting nurse practitioners' practices.
2. Develop and foster allied partner relationships.
3. Regularly engage our members to identify and pursue important policy goals.

PILLAR FOUR



Effective governance.

1. Drive organizational success and accountability through regular assessments of structures, processes, core values, and roles.
2. Reassess chapter purpose and function to enhance alignment with CANP's mission, core values, and strategic plan.
3. Provide consistent, effective on-boarding, training, and support for new Board and chapter leaders.
4. Develop a pipeline of future Board leaders.

PILLAR FIVE

Financial growth and sustainability.

1. Evaluate income and expense areas.
2. Determine strategic new revenue streams.
3. Leverage existing income streams.
4. Where applicable, leverage events towards increasing net revenue.
5. Regularly assess contracts and improve if needed.

ACKNOWLEDGMENTS

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ABOUT

For more than four decades, the California Association for Nurse Practitioners has provided a forum and unifying voice for tens of thousands of nurse practitioners statewide. The only association dedicated solely to advocating for NPs in California, we are actively engaged in the legislative process and often join forces with other state and national organizations to advance the profession and bridge health care needs.

The work we do is inspired by the passion of our members. We are your staunchest supporters. Your greatest allies. Your partner in the future of the state's health care delivery system.





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