

# Leadership Message

## Meeting Member Needs Through Strategic Planning

It's summer and that means longer days, hotter weather, picnics, beaches, fireworks, and for the leaders of the American Association of Neuroscience Nurses (AANN), it also means a trip to the national office. The board of directors, committee chairs, and editors will spend the last weekend of July planning the future of our association. During the membership meeting at this year's annual educational meeting, you shared with us many issues you face in your practice, such as the nursing shortage, the pressures of the healthcare system, and your thoughts on how AANN might help you address these issues. Using this information, we will focus on the following questions during our strategic planning session

- What are the environmental factors (e.g., technology, demographics, global business climate, competition) that will have the greatest impact on neuroscience, neuroscience nursing, and nursing in general in the next 5 years?
- What areas of AANN's current strategic plan has the association accomplished? What areas need additional work?
- What should be the three primary focus areas for AANN in the next 5 years?
- If AANN could accomplish only one new benefit, program, or service in the next 3–5 years, what should it be?

Please share your thoughts on these questions by e-mailing me at [president@aann.org](mailto:president@aann.org). In turn, I will share these comments with the AANN leaders when we meet.

In addition to the strategic planning session, there are a number of other association activities in process:

- Angel Reeves and the Annual Meeting Planning Committee are busy working on next year's conference in Las Vegas—I can't wait to see what they have planned for us!
- Norma McNair and the 2008 Nominating Committee are working on the ballot for next year's officers—the deadline for nomination applications is July 14, 2008.
- As a part of the Membership Task Force recommendations, the board is sending personal notes to all new members. If you know any new members, ask them if they've heard from a board member.
- Staff members are completing an evaluation of the feasibility of online education for certification preparation and for other related educational opportunities for neuroscience nurses.
- Collaboration continues with other neuroscience-related organizations to expand the knowledge base and educational opportunities for our members.

I hope you enjoy your summer and take time to relax and refresh. I look forward to sharing the outcome of our strategic planning session with you in my September message.

Have a good summer!

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