



STRATEGIC PLANNING FRAMEWORK 2022 - 2025

THE GERONTOLOGICAL ADVANCED
PRACTICE NURSES ASSOCIATION (GAPNA)
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VISION

To continue to be the trusted leaders for the expert care of older adults.

MISSION

Promoting excellence in advanced practice nursing for the well-being of older adults.

FOCUS AREA: PATRON EXPERIENCE



Goal Statement:

To improve patron experience as they are the foundation of the organization and cultivate our culture and growth.

Top Level Strategies

- Improve GAPNA-specific experiences for members, partners, and leaders, including their journeys through and within GAPNA.
- Increase number of members, partners, and customers through multiple pathways by leveraging existing opportunities and innovating a new, diverse range of experiences.
- Develop a framework that illustrates the intersectionality of member engagement, partnerships, and innovative strategies in practice, education, research, advocacy & policy while providing value to patrons & improving care for older adults.
- Add innovative resources, continuing education, enhanced partner relationships, and interactive experiences to develop members and leaders through a diverse lens.

FOCUS AREA: IDENTITY



Goal Statement:

To be a clear, recognizable brand that is reflective of who we are and who we serve.

Top Level Strategies

- Improve awareness of our brand by utilizing a targeted campaign to other patrons (such as geriatric RN partner organizations, nonprofits, advocacy groups, etc) while ensuring that all our efforts embrace a spirit of diversity of thought and inclusivity.
- Improve our identity and our perception by increasing visibility of organizational activities, expertise, values, missions, and goals to all patrons.
- Invest in the organization so that the narratives reflect the diversity of our patrons and create a culture of transparency to promote GAPNA as an industry leader in gerontological expertise.
- Our revised marketing campaign will drive innovation, research, advocacy and policy, education and practice initiatives. By doing so, GAPNA's value will increase.

FOCUS AREA: ORGANIZATIONAL EVOLUTION



Goal Statement:

To continue to evolve GAPNA to better serve all those who interact with our organization.

Top Level Strategies

- Amplify existing services and products to increase awareness and accessibility, explore alternatives that improve user access experience (find what I want and find it fast).
- Improve the quality, variety, and type of products and services offered to better meet the needs of our patron experience, while reviewing how our levels of engagement can lead to strengthening our internal governance system.
- Transform our organizational model by revisiting our leadership and governance structure to identify opportunities for efficiencies, improvement, and improved engagement.
- Pilot new innovative strategies in digital access and member communication to stimulate engagement.