The House of ANNA
Strategic Plan 2022-2025

VISION
Influence kidney health through the expertise of nephrology nurses.

MISSION
The American Nephrology Nurses Association (ANNA) improves members' lives through education, advocacy, networking, and science.

FOCUS AREAS
- Infrastructure
- Our People
- Brand

SUPPORTING TARGET AREAS
- Engagement
  - Governance
  - Online Experience
  - Products & Programs
- Member Experience
  - Chapters
  - Advocacy
  - Growth
- Clarity
  - Vision
  - Awareness
  - Communications

CORE VALUES
- Nephrology Nursing — Education — Professional Growth
- Diversity, Equity, & Inclusion — Research/EBP — Collaboration
- Leadership — Togetherness — Quality Care