

ABNS Success Markers and Activities 2008 – 2011

Unshaded = new activities; Shaded = ongoing activities

Success Marker I	Success Marker II	Success Marker III	Success Marker IV	Success Marker V	Success Marker VI
<p>ABNS is the authoritative resource and voice for issues of specialty nursing certification.</p> <ul style="list-style-type: none"> Increase awareness of ABNS to stakeholder groups. 	<p>ABNS provides benefits that delight its members.</p> <ul style="list-style-type: none"> Offer forums for certification information sharing and networking. Communicate best practices in nursing certification processes. 	<p>ABNS ensures organizational vitality with sustainability.</p> <ul style="list-style-type: none"> Foster member retention and actively seek new members. Support member organizations by increasing awareness of certification among stakeholders. 	<p>ABNS promotes accreditation and recognition of quality specialty nursing certification programs.</p> <ul style="list-style-type: none"> Create autonomy between ABNS and Accreditation Council functions. Recognize and support the Accreditation Council. 	<p>ABNS promotes research activities to advance knowledge regarding specialty nursing certification.</p> <ul style="list-style-type: none"> Establish a national nursing certification research agenda. Encourage and facilitate the conduct and dissemination of research on nursing certification and continued competency. 	<p>ABNS demonstrates the value of specialty nursing certification.</p> <ul style="list-style-type: none"> Explore partnerships with organizations, funders, and public and private agencies to increase the visibility of nursing certification. Strengthen positive perceptions of certification among a variety of stakeholders.
2008-2009	2008 – 2009	2008-2009	2008- 2009	2008 – 2009	2008 - 2009
Link NOCA paper on certification and certificate programs to ABNS website.	Create electronic Organization Profiles; collect, analyze and report finding	Provide mentors to first time Assembly attendees	Revise ABNS P&P Manual	Plan national nursing certification research summit to develop a nursing certification and competency agenda	Design strategy to increase visibility of nursing certification among partners and stakeholders. <ul style="list-style-type: none"> Identify organizations, funders, and public and private agencies to establish partnerships.
Develop a marketing plan and branding strategy in conjunction with Cynthia Allen	Investigate why some members do not attend meetings and suggest solutions	Explore nursing organizations that may not certify nurses but have diversity and potential to influence the need for nursing certification. Invite to Assembly meeting	Complete separation of AC from ABNS. Communicate changes in structure and process with separate AC and ABNS member organizations.	Partner with NDNQI on nursing certification data collection and reporting	List “why certify” on the back of the ABNS fact sheet
Implement a marketing plan and branding strategy in conjunction with Cynthia Allen	Post member poll questions, collect, summarize and report findings	Engage volunteer task forces to provide input and work on initiatives and ideas		Serve on Certification Renewal Benchmarking Study Advisory Board	Develop and implement a marketing plan and branding strategy in conjunction with Cynthia Allen
Partner with CCI on national summit for nursing	Provide relevant education and networking	Identify the universe of nursing certification		Update nursing certification and competency	Honor and recognize special accomplishments in the

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research and competency	<p>opportunities to members based on feedback from meeting evaluations.</p> <ul style="list-style-type: none"> Contact and confirm speakers Submit application to ONS for approved contact hours for each ABNS "University" 	<p>organizations</p> <ul style="list-style-type: none"> Compile and update list of specialty certification organizations Recruit certification organizations/testing agencies/other that are not members Inquire of testing companies about nursing clients to assess if clients are members of ABNS Survey previous auditors 		bibliography	<p>field of nursing certification</p> <p>Advocacy Award – every year</p> <p>Janel Parker Award – every other year</p> <p>Recognition of special events/anniversaries – every Assembly</p> <p>Development of new award</p> <p>ANCC's Certified Nurse Day</p>
Participate in meetings on APRN issues.	Hold an annual breakfast with Affiliate members to discuss expectations/needs.	Develop and implement a marketing plan and branding strategy in conjunction with Cynthia Allen			
Submit presentation proposals to conferences and meetings.	<p>Determine member satisfaction</p> <ul style="list-style-type: none"> Conduct member benchmarking/satisfaction survey Disseminate results 	Copyright all written documents			
Attend relevant meetings.		Determine member			

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		<p>satisfaction</p> <ul style="list-style-type: none"> Conduct member benchmarking/satisfaction survey Disseminate results 			
Exhibit at identified meetings as determined by Board each year:		Obtain unrestricted sponsorship opportunities			
2009-2010	2009-2010	2009-2010	2009-2010	2009-2010	2009-2010
Implement and evaluate marketing plan and branding strategy	Review membership categories	Implement and evaluate marketing plan and branding strategy	Support AC through communication of activities to members.	Host national nursing certification research summit to develop a nursing certification and competency agenda	Implement and evaluate marketing plan and branding strategy
Partner with CCI on nursing research and competency program	Evaluate Assembly meetings and make changes to improve	Engage volunteer task forces to provide input and work on initiatives and ideas		Update nursing certification and competency bibliography	Implement and evaluate strategy to increase visibility of nursing certification among partners and stakeholders
Attend relevant meetings.	Collect, analyze and report Organizational Profile data	Provide mentors to first time Assembly attendees		Partner with NDNQI on nursing certification data collection and reporting	Honor and recognize special accomplishments in the field of nursing certification.
Exhibit at identified meetings as determined by Board each year:	Provide relevant education and networking opportunities to members based on feedback from meeting evaluations.	Recruit certification organizations/testing agencies/other that are not members.			

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	<ul style="list-style-type: none"> Contact and confirm speakers Submit application to ONS for approved contact hours for each ABNS "University" 				
Participate in meetings on APRN issues.	Hold an annual breakfast with Affiliate members to discuss expectations/needs.	Explore nursing organizations that may not certify nurses but have diversity and potential to influence the need for nursing certification.			
Submit presentation proposals to conferences and meetings.	<p>Determine member satisfaction</p> <ul style="list-style-type: none"> Conduct member benchmarking/satisfaction survey Disseminate results 	Obtain unrestricted sponsorship opportunities.			
	Post member poll questions, collect, summarize and report findings.	Copyright all written documents.			
2010 - 2011	2010 - 2011	2010 - 2011	2010 - 2011	2010 - 2011	2010 - 2011
Exhibit at identified meetings as determined by Board each year:	Provide relevant education and networking opportunities to members based on feedback from	Recruit certification organizations/testing agencies/other that are not members	Support AC through communication of activities to members.	Implement strategies developed at national nursing certification research summit.	Implement and evaluate marketing plan and branding strategy

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	<p>meeting evaluations.</p> <ul style="list-style-type: none"> Contact and confirm speakers Submit application to ONS for approved contact hours for each ABNS "University" 				
<p>Participate in meetings on APRN issues.</p>	<p>Schedule regular meetings with Affiliate Members to discuss expectations/needs</p>	<p>Determine member satisfaction</p> <ul style="list-style-type: none"> Conduct member benchmarking/satisfaction survey Disseminate results 		<p>Update nursing certification and competency bibliography</p>	<p>Implement and evaluate strategy to increase visibility of nursing certification among partners and stakeholders</p>
<p>Submit presentation proposals to conferences and meetings.</p>	<p>Determine member satisfaction</p> <ul style="list-style-type: none"> Conduct member benchmarking/satisfaction survey Disseminate results 	<p>Implement and evaluate marketing plan and branding strategy</p>		<p>Partner with NDNQI on nursing certification data collection and reporting</p>	<p>Honor and recognize special accomplishments in the field of nursing certification.</p>
<p>Implement and evaluate marketing plan and branding strategy</p>	<p>Post member poll questions, collect, summarize and report findings</p>	<p>Obtain unrestricted sponsorship opportunities</p>			
<p>Partner with CCI on nursing research and competency program</p>	<p>Collect, analyze and report Organizational Profile data</p>	<p>Copyright all written documents</p>			
<p>Attend relevant meetings.</p>		<p>Engage volunteer task forces to provide input and</p>			

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		work on initiatives and ideas			
		Provide mentors to first time Assembly attendees			
		Explore nursing organizations that may not certify nurses but have diversity and potential to influence the need for nursing certification.			