

MICNP Strategic Plan 2017-2019

Our Mission

The Michigan Council of Nurse Practitioners improves the NP practice environment through education, advocacy, and engagement of its members.

Our Vision

MICNP is the professional home for NPs.
It is a forward-thinking, innovative, and dynamic organization, engaging and inspiring Michigan's NPs to work together with one voice.

Our Desired Overarching Impacts

- The NP practice environment is improved.
- NPs create disruptive innovation to improve healthcare.

Our Strategic Filters for All Decision-Making

Does this decision contribute to:
Energizing/Visionary Leadership, Contribution to Society/Community,
Long Term Strategic Perspective and Direction, Member Service Culture

Our Desired Strategic Positioning/Brand

High quality and innovation

Our Overarching Strategies

Focus on practice environment issues rather than specialty issues
Clarify role delineation
Know our numbers. Use data-driven evidence to support our decisions and make our cases.
Learn business & financial speak

Our Overarching Goals

<p>1. Increase value of membership for a diversified NP population resulting in membership growth mirroring the NP community overall.</p>	<p>2. Create clear and consistent messaging to address role of MICNP and innovative models in state</p>	<p>3. Promote work/life balance for NPs</p>	<p>4. Collect available data about the Michigan NP community.</p>	<p>5. Foster strategic relationships</p>
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