GOAL 1: MEMBER SERVICES
Provide the highest quality evidence-based programs and services.

Objectives
1.1 Assess what programs and services members want and use.
1.2 Analyze emerging issues and best practices to enhance programs and services.
1.3 Improve the quality of educational programs to be robust and relevant.
1.4 Improve the quality of educational materials.

GOAL 2: MEMBER RECRUITMENT AND ENGAGEMENT
Attract and retain members through meaningful engagement.

Objectives
2.1 Increase SUNA membership.
2.2 Create a comprehensive leadership succession plan.
2.3 Employ strategies to retain new members.

GOAL 3: ORGANIZATIONAL IDENTITY AND EFFECTIVENESS
Communicate SUNA's unique value and align organizational activities and systems to deliver it.

Objectives
3.1 Articulate, communicate and deliver SUNA's vision.
3.2 Continue to promote an online community, educational programs, and resources.
3.3 Maintain a website that is a current, dynamic, relevant and user-friendly experience that is widely used and appreciated by members, patients, their families and other healthcare professionals.
3.4 Implement more efficient and proactive planning and budget processes.
3.5 Promote an organizational transparency among the membership.
3.6 Expand and promote SUNA's visibility in the medical and nursing communities.