



**Dermatology
Nurses'
Association**

STRATEGIC PLAN
2023-2025

Mission Statement:

The Dermatology Nurses' Association is a professional nursing organization comprised of diverse individuals who are committed to quality dermatologic care to provide exceptional patient outcomes through sharing knowledge and expertise.

Core Purpose:

To promote excellence in dermatological care.

Core Organizational Values:

- **Integrity:** Evidenced by transparent decisions, honest actions and ethical behavior consistent with an abiding respect for the dignity and value of individuals.
- **Credibility:** Evidenced by earned respect for empowering education, excellence in advocacy and quality resources that support growth and development of the individual and the profession.
- **Visionary Leadership:** Evidenced by innovative programs and services continually focused on advancing the interests and meeting the needs of our patients and profession in a changing world.
- **Collaboration:** Evidenced by an inclusive culture that appreciates the value of diverse individuals and perspectives, the power of common vision, and the satisfaction of equalitarian relationships among peers, mentors and friends. (not just value of diverse perspectives, but also individuals)

Vision:

DNA will be the global authority for knowledge and expertise in dermatology care for nursing professionals.

Vivid Description of a Desired Future:

DNA is at the hub of a vibrant global network of dermatology care providers. Health care professionals from around the world access DNA's knowledge and expertise in dermatology care through a wide variety of high quality educational resources including a premiere journal, international conferences, technology, and shared research. DNA members serve as content experts, educators, mentors, and advisors in collaborative health initiatives to assure inclusion of the dermatology nursing perspective.

Because DNA is consistently quoted in reputable media, patients and consumers look to DNA for accurate and up-to-date information about skin health and disease prevention measures. DNA's influence on governance assures that there is equitable access to dermatology care.

Key Drivers of Change:

DNA recognizes the following as key drivers of change effecting the DNA:

- Change in composition of membership and meeting their needs

- Lack of funding across all spectrums
- Technology, internet, social media connections and the ability to adapt as quickly as technology allows and people expect
- How DNA aligns itself with other organizations
- Need for a voice in legislation and regulation
- Value of a DNA membership in professional practice
 - Relationship of the credential to reimbursement and regulations
 - Member-perceived value
 - Employer-perceived value
- Competition
- Unforeseen circumstances
 - Professional practice
 - Mother nature/Natural disasters
 - Pandemics
- Meaningful engagement
 - Mentorship
 - Volunteers

DNA’s Definition of Engagement:

Meaningful engagement at DNA is the investment of knowledge and expertise, resources, time, and participation of stakeholders to provide mutually beneficial long-term growth and collaborative relationships that enhance the profession of dermatology.

In order to sustain DNA engagement our stakeholders are inclusive and diverse. They include:

- DNA Board of Directors
- DNA Volunteers
- All DNA members
- Corporate sponsors
- Affiliations/Coalitions/Partners
- Patients/Caregivers
- Communities
- Member employers
- Potential members

Goals and Objectives

Goals represent **outcome-oriented statements** intended to guide and measure the organization's future success. The achievement of each goal will move the organization towards the realization of its "Envisioned Future" within a 3-5 year time frame. Supporting **objectives further clarify direction** and describe what the organization wants to have happen in the next 1-3 years. In other words, a descriptive statement of what constitutes success in measurable terms. Objectives indicate a direction by using terms like increase, decrease, reduce, consolidate, abandon.

- 1) **Public Awareness and Advocacy.** DNA will be recognized and resourced for their knowledge, expertise, and advocacy in dermatology, nurse practice, and healthcare.
- 2) **Education.** DNA will be recognized as the leading educator for dermatology nursing worldwide.
- 3) **Professionalism.** DNA certifications and certificate programs will be recognized as the highest quality. Scopes and standards of practice in dermatology nursing will be based on outcome-based research.
- 4) **DNA Benefits, Programs and Services.** DNA members and the dermatology community will have access to premier programs and services for all scopes of practice.
- 5) **Financial Sustainability.** DNA will remain financially solvent.
- 6) **Technological Advancement.** DNA will expand our technology networks to increase meaningful engagement.
- 7) **Engagement.** As an inclusive organization of interdisciplinary professionals committed to advancing dermatology care, DNA will foster active participation and mentorships for its members and community in a volunteer-driven environment.
- 8) **Governance and Structure.** DNA will have an effective, balanced structure and governance.

Strategies

Strategies describe how the association will commit its resources to accomplishing a goal and its companion objectives. Strategies bring focus to operational allocation of resources and indicate an activity - redesign, refine, identify, revise, develop, implement, create, study, establish, publish, improve, etc. These activities are for a one to three- year timeframe and serve as a link from long-term planning to annual planning.

GOAL #1: Public Awareness and Advocacy

DNA will be recognized and resourced for their knowledge, expertise, and advocacy in dermatology, nurse practice, and healthcare.

Strategies:

1. Promote community and public awareness of skin health.
2. Advocate for patient access to dermatology care.
3. Advocate for nursing practice and professionalism.

Goal #2 – Education.

DNA will be recognized as the leading educator for dermatology nursing worldwide.

Strategies:

1. Develop and provide premier dermatology nursing education worldwide.
2. Provide access to premier dermatology nursing education.

Goal #3 – Professionalism.

DNA certifications and certificate programs will be recognized as the highest quality. Scopes and standards of practice in dermatology nursing will be based on outcome-based research.

Strategies:

1. Promote dermatology nurse certification and certificate programs.
2. Provide scopes and standards of practice in dermatology nursing.
3. Provide professional competencies.
4. Encourage professional growth.

Goal #4 – DNA Benefits, Programs and Services.

DNA members and the dermatology community will have access to premier programs and services for all scopes of practice.

Strategies:

1. Enhance and promote DNA member benefits
2. Support DNA community outreach.
3. Promote local chapter development.

Goal #5 – Financial Sustainability.

DNA will remain financially solvent.

Strategies:

1. Increase non-dues revenue by 25% each year
2. Minimize organizational expenses.
3. Ensure financial transparency.
4. Review financial strategy.
5. Increase recruitment of new members by 5% each year.
6. Improve membership retention to 95-98% each year.

Goal #6 – Technological Advancement

DNA will expand our technology networks to increase meaningful engagement.

Strategies:

1. Enhance our social media outlets.
2. Evaluate & implement software upgrades when appropriate.
3. Evaluate website to ensure relevance and modernization.

Goal #7 – Engagement.

As an inclusive organization of interdisciplinary professionals committed to advancing dermatology care. DNA will foster active participation and mentorships for its members and community in a career development-driven environment.

Strategies :

1. Engage our members and stakeholders in advancing dermatology care.
2. Foster active engagement and mentorship.

Goal #8 – Governance and Structure.

DNA will have an effective, balanced structure and governance.

Strategies:

1. Promote leadership succession planning.
2. Review and evaluate effectiveness of governance structure.
3. Promote leadership competency.