

NOVA

Nurses Organization of Veterans Affairs

Mission: To Educate, Communicate, and Advocate for the Veterans Administration Nurse Professionally, Personally, and Legislatively.

2018 – 2020 Strategic Plan

Membership Growth & Engagement



Increase Membership by 15% by 2020

- ✓ Increase membership by 8% annually
- ✓ Increase non-member prospects by 25% annually
- ✓ Achieve 97% annual membership renewal

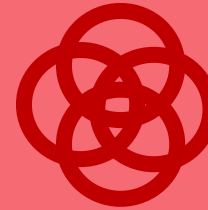
Revenue Growth



Increase NOVA Revenue by 15% by 2020

- ✓ Increase membership dues revenue by 8% annually
- ✓ Increase non-dues revenue by 10% annually
- ✓ Increase Annual Meeting revenue by 5% annually

Strategic Alliances



Increase Alliances & Brand Awareness by 2020

- ✓ Increase promotion of legislative activities
- ✓ Increase number of alliances & partnerships
- ✓ Increase communication with Union Stakeholders

Operational Efficiency



Develop Operations Policies & Leadership Development Plan by 2020

- ✓ Update Bylaws
- ✓ Develop Policies & Procedures Manual
- ✓ Establish Leadership Development Process