2018 ACNA STRATEGIC PLAN

**GOAL**

- ** Grow Education **
  - Develop educational content for conference that focuses on ethics, science and advocacy for cannabis health professionals
  - Launch new online educational course for cannabis nurses

- **Achieve Specialty Recognition**
  - Lay foundation for recognition of cannabis nursing as a subspecialty of the ANA

- **Increase Sponsorship & Partnerships**
  - Strength the relationship with sponsors and ensure it is mutually beneficial
  - Increase the number of annual sponsors and partners

- **Create Viable Speakers Bureau**
  - Better support a network of referrals for speakers and subject matter experts in the industry

- **Revamp Website**
  - Create a new public website for ACNA that take into account user behavior and best practices in the nursing world