

Affiliate Connections

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This Month's Agenda

- 1) Announcements from National Office
- 2) Strategic Plan 2015-2020
- 3) Open forum/Questions



Announcements

- Please complete your year-end Financial Statements and send to the National Office

Deadline: March 31, 2015

- Please complete and submit your 990-e-postcard to the IRS

Deadline: May 15, 2015

Announcements

60th Anniversary Celebrations are underway!

Affiliate Quickening Challenge

- All 53 Affiliates participate
- Have memories and efforts stretching back to the beginning of ACNM,
- Are moving and shaking right now, or
- Represent the voice of the future.
- Please send short biographical information, contact information of selected member and explanation of why the affiliate chose this person!

Send to Barbra Elenbaas at belenbaas@acnm.org

Announcements

60th Anniversary Celebrations are underway!

60 Days to 60 Storytelling Project

- Share your midwifery journey with us through short videos
- Videos will be shared over social media during the 60 days leading up to the 60th Annual Meeting and Exhibition
- Please send videos, 60 seconds or less, to 60days@acnm.org by April 15, 2015

ACNM Strategic Plan 2015-2020

A preview and comment period for
national and affiliate leadership

The U.S. is a big country and ACNM is a complex organization with many moving parts

ACNM has:

- A 12-member Board of Directors
- A national office with 30+ staff
- Seven regions
- 53 affiliates
- 4 divisions, each with multiple sections
- 10 committees; 4 Board committees
- 10 task forces
- And 7 Caucuses with variety of special interests

ACNM's current bylaws revision does not modify this structure.

Question: How do we align our activities across the organization to most effectively accomplish our long-range goals for our members and the midwifery profession?

Answer: Our Strategic Plan

Affiliate Role

- Separate organizations, but aligned with the National Office
- National Office will support affiliates in all aspects of the Strategic Plan
- Strong affiliates are vital to a strong organization
- Is this where you want the organization to go?

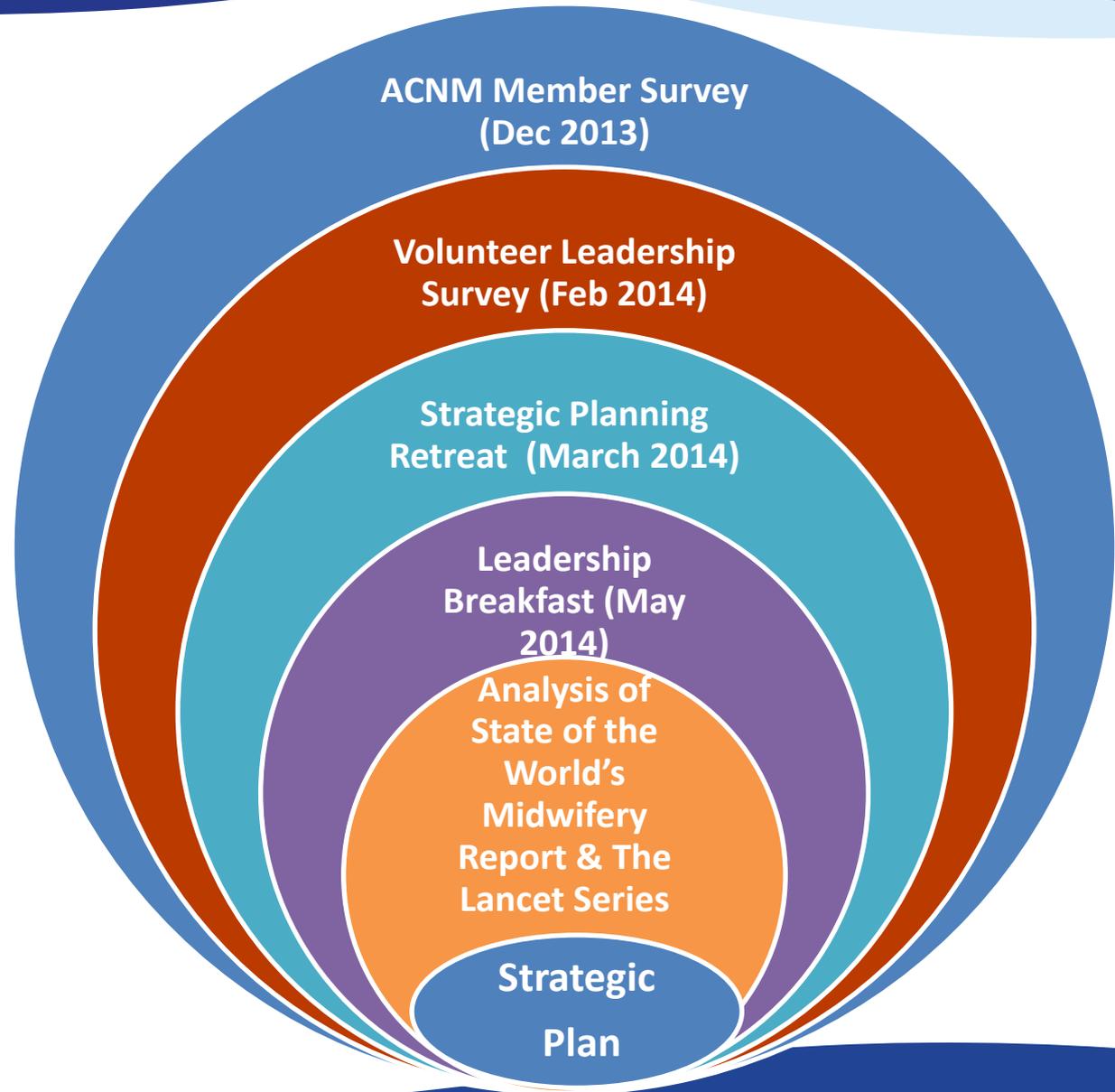
Background

- ACNM last completed a comprehensive strategic planning process in 2008. Our current strategic goals can be summarized as follows:
 1. Strategic communications on the value of midwifery care
 2. Advocacy to achieve full practice authority and equitable reimbursement
 3. 1000 midwives/year by 2020
 4. Quality of care
 5. Efficient/effective organization
 6. Global health
- These are obviously very general; they also suggest the extent to which these goals are intertwined and impact each other. While these goals have served us well, we now seek to take a different approach.

Mission and Vision

- While our strategic goals and our mission, vision, and core values have been updated since 2008, we have not revisited the basic framework of the strategic plan since 2008
- We have been working over 2014-2015 on the development of a new 5-year strategic plan

**Our proposed
new plan
utilizes input
from multiple
sources**



Timeline for Finalizing the Plan

- **February 2015:** Review by ACNM national and affiliate leaders (national staff plus anyone actively volunteering the ACNM organization, ACME, the ACNM Foundation, or AMCB, MBN, or DOME):
- **March 2015:** Board review of leadership input
- **April 2015:** Member comment period
- **May 2015:** Final revisions
- **June 2015:** Final publication and dissemination to ACNM members
- **June – September 2015:**
 - Work within your group to determine the tactics (activities) your group is planning to focus on in 2016 as well as the longer 2015-2020 plan timeframe.

THE DRAFT PLAN FRAMEWORK

The proposed ACNM
Strategic Plan has
5 domains

Members

Affiliate
Support

National
Development of
Women's Health
and Midwifery

Global
Engagement

Organizational Capacity

Each DOMAIN articulates an **envisioned future**

The **envisioned future** statement briefly describes the future we are trying to achieve in this domain. It should clarify our direction and help to galvanize our entire community.

Each domain starts with a description of an “envisioned future”

Members

ACNM provides a high-quality, individualized experience for all members. ACNM represents and supports members through benefits and resources that have a positive, personal impact on their lives and careers. ACNM is viewed by member, and the public, as the preeminent midwifery resource.

Affiliate Support

Each affiliate is fully operational in terms of membership growth, membership diversity and inclusivity, professional development, social networking, legislative activity, community outreach, student engagement, preceptor encouragement, and linkage to the regional and national organization. Every member is valued by the affiliate and owns the affiliate’s success as a personal goal.

National Development of Women's Health and Midwifery

All U.S. women have access to high-value midwifery care, achieved through quality, affordable and accessible midwifery education, full practice authority, enhanced interprofessional engagement, and a heightened awareness, understanding and acceptance of midwifery care among all key stakeholders. An increasing proportion of women choose midwives to be their care providers.

Global Engagement

ACNM promotes the health of women and newborns globally by supporting and partnering with midwifery and health organizations. ACNM develops and supports sustainable pre-service and CE programs for midwives and others providing midwifery care. ACNM also supports community mobilization, global exchange, and quality improvement in health systems and associations working to improve the care of women and infants.

Organizational Capacity

ACNM is a vibrant, continuously improving organization, with the organizational capacity needed to support its strategic plan. ACNM is a recognized leader in midwifery and women's health.

Each DOMAIN has **programs**

Each domain is organized into a short list of **programs**. Each program describes a broad ongoing area of work that needs to be undertaken to achieve the envisioned future for the domain.

Each domain is organized into key programs

Members

- Growth
- Diversification and inclusion
- Professional development resources
- Honors and awards

Affiliate Support

- Membership
- Advocacy Development
- Full Practice Authority
- Coalition Engagement
- Continuing Education
- Governance

National Development of Women's Health and Midwifery

- Full practice authority in all states, territories, and federal programs
- High-quality, affordable and accessible midwifery education
- Strategic Communications
- Diversification and Inclusion
- Quality and Safety
- Accurate Data

Global Engagement

- Effective leadership to improve women's health globally
- Business development to enhance ACNM's organizational capacity

Organizational Capacity

Volunteer Leadership * Financial Resources * Management and Staff * Technology
* Planning * Brand, Reputation and External Relationships

Strategies and Goals

For each program, we have identified key strategies and proposed SMART goals.

- **Strategies** describe the major elements of each program
- **SMART goals** are Specific, Measurable, Achievable, Realistic and Timely

Structure of the Framework

- DOMAIN with envisioned future statement
 1. Program
 - a. Strategies
 - i. Tactics
- The following 4 themes cross over all areas of the proposed plan:

There are 4 themes common to all domains

- Diversification and Inclusion
- Leadership
- Interprofessionalism
- Communications

Diversification and Inclusion

- We seek to embrace diversity and inclusion in our profession and organization at every level, so that all CNMs and CMs feel welcome and able to contribute to the midwifery profession and so that we can meet the needs of a diverse U.S. population.
- ACNM just completed a three-year D/I task force and consultancy that provided recommendations to ACNM on how to become a more diverse and inclusive profession and organization. These recommendations are integrated into the strategic plan.

Leadership

We seek to enhance our support for midwifery leadership development in ACNM, the U.S., and globally. This means more transparency in our organization so that it is easier for members to be actively involved in ACNM and share their talents and passions with colleagues, to the midwifery profession, and to the benefit of women's health.

Interprofessionalism

We are committed to continuing to strengthen midwifery leadership in the promotion of healthy interprofessional cultures through midwifery leadership. We will continue to strengthen our partnerships with physicians, nurses, other midwives to promote evidence-based practice that puts the woman and her family at the center of care.

Communication

We seek to continuously improving our communications within our ACNM community, with other health professions, and with women and families, as a key strategy in achieving our mission and vision.

The Annual Planning Process

- All ACNM national staff and volunteer workgroups are asked to align their work with the strategic plan
- Affiliates will continue to do their own strategic planning but are asked to leverage and align with ACNM's work and resources as much as possible.

We Welcome Your Input

Complete our Survey Monkey at:

<https://www.surveymonkey.com/r/ACNM-2015-Strategic-Plan-Feedback>

Contact your Board or Staff Liaison for further discussion

Or the ACNM Executive Office: Lorrie Kaplan – lkaplan@acnm.org or
Cari Ross – cross@acnm.org

Questions and Discussion