



2021-2024 Strategic Plan



ACNM Vision (Approved by ACNM Board 10/30/2020)
MIDWIFERY FOR EVERY COMMUNITY

ACNM Mission (Approved by ACNM Board 10/30/2020)

To support midwives, advance the practice of midwifery, and achieve optimal, equitable health outcomes for the people and communities midwives serve through inclusion, advocacy, education, leadership development and research.

ACNM Core Values

Our values inform our strategic direction. These values state what is important to our members and guide the collective perspective of our organization: Excellence, Evidence-Based Care, Formal Education, Inclusiveness, Woman-Centered Care and Respect for Physiologic Processes, Primary Care, Partnership, Advocacy, and Global Outreach.

ACNM 2021-2024 Strategic Plan: Goals and Strategies

The ACNM 2021-2024 Strategic Plan puts our shared vision, mission and values into action, positioning ACNM to be a catalyst for midwifery capacity, education, advocacy and practice in the United States. The Plan includes our goals, strategies, and our areas of focus.

Goal 1: Diversity, Equity, Inclusion

Goal Statement: Promote equity, diversity and inclusion throughout the profession and across ACNM with integrity to ensure more equitable and inclusive opportunities.

- 1.1 Create and model an equitable, diverse and inclusive ACNM culture
- 1.2 Train and promote diversity and equity, internally and externally
- 1.3 Apply an equity lens to policies, programs and documents
- 1.4 Commit to participate in anti-racism and equity activities with members, partners, and sponsors

Goal 2 : Member Engagement and Support

Goal Statement: Engage all members through high quality communications, resources and experiences.

Strategies:

- 2.1 Advance awareness and value of member resources
- 2.2 Enhance opportunities for members to actively participate and deepen engagement with ACNM including through Volunteer / Leadership development

2.3 Expand the ability of members with common interests to forge connections through ACNM

2.4 Create member-centric experiences based on data, unique and diverse needs and the voices of our customers

Goal 3 : Policy, Advocacy and Affiliate Support

Goal Statement: Advance policy, advocacy and affiliate priorities. Grow and expand the role and engagement of midwives within the affiliate and various practice environments.

Strategies:

3.1 Advance solutions to address midwives' ability to work to the full extent of their education, training, certification and experience

3.2 Advance parity in coverage and payment for midwifery services in health care systems

3.3 Advance policy strategies to establish ACNM as the most respected resource for the voice of midwifery nationally

3.4 Increase engagement / involvement of midwives within their affiliates

Goal 4 : National Advancement of Midwifery

Goal Statement: ACNM positively impacts the midwifery practice environment through education, practice and research.

Strategies:

- 4.1 Position ACNM as the expert and leader in physiologic birth
- 4.2 Engage in evidenced-based, innovative research and quality improvement projects that demonstrate the future of the midwifery profession and its impact on health care transformation
- 4.3 Create opportunities for midwives to develop leadership roles that advance midwifery goals
- 4.4 Engage stakeholders in the national advancement work of ACNM
- 4.5 Promote the full scope of midwife as primary health care providers from across the lifespan
- 4.6 Support high quality professional development resources

Goal 5 : Global Engagement

Goal Statement: Elevate ACNM and midwifery globally.

Strategies:

- 5.1 Create operational infrastructure to scale up grant funded global initiatives over next 3 years
- 5.2 Strengthen global partnerships to advocate for the midwifery profession and for the communities and families that midwives serve worldwide
- 5.3 Create and expand opportunities for members to develop knowledge and skills based on the Midwifery Global Health competencies and engage in leadership experiences in global health
- 5.4 Incorporate quality metrics within all ACNM global work to show value
- 5.5 Leverage opportunities to more robustly engage members

Goal 6: Organizational Capacity and Operational Excellence

Goal Statement: Enable operational excellence through human and financial resources, technology, and expertise to support our strategic plan.

Strategies:

- 6.1 Increase non dues revenue through expansion and diversification of sponsorships, program development, and philanthropy
- 6.2 Manage resources, prioritize opportunities and implement projects to stabilize and secure operations
- 6.3 Align IT resources with ACNM strategies to ensure continuity of operations