



# STRATEGIC PLAN

## 2022-2026

The MASN vision is “Healthy Children, Our Maine Concern.”

The MASN mission is to optimize student health and learning by advancing the practice of school nursing.

### CORE VALUES

Child Well-being	Ethics	Innovation	Leadership
Diversity, Equity, & Inclusion	Excellence	Integrity	Scholarship

#### GOAL 1

#### OBJECTIVES

<p><b>LEADERSHIP</b> Promote leadership and education for the board and membership</p>	<ul style="list-style-type: none"> <li>• Develop leadership qualities that promote and strengthen the Board of Directors</li> <li>• Develop leadership qualities and skills that strengthen the MASN membership</li> <li>• Develop district structure to improve membership access and support.</li> </ul>
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#### GOAL 2

#### OBJECTIVES

<p><b>ADVOCACY &amp; COMMUNICATION</b> Communicate with one voice to membership and other partners</p>	<ul style="list-style-type: none"> <li>• Expand MASN messages to other partners, interest groups and general population</li> <li>• Identify the needs of school nurses</li> <li>• Promote and advance the National School Nurse Data Set: <i>Every Student Counts</i></li> </ul>
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#### GOAL 3

#### OBJECTIVES

<p><b>MEMBERSHIP</b> All school nurses will be aware of the MASN organization and its benefits</p>	<ul style="list-style-type: none"> <li>• Provide membership information to all new school nurses</li> <li>• Maintain and/or increase MASN membership</li> <li>• Increase membership of private and parochial school nurses</li> </ul>
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