

MSNCB Strategic Plan
Developed June 2013; Revised February 2018

Mission

Validate excellence in medical-surgical nursing and care coordination and transition management.

Vision

MSNCB certification is universally valued as essential to positive patient outcomes.

Core Beliefs

MSNCB believes:

- Medical-surgical nursing is a specialty with a distinct body of evidence-based knowledge.
- Care coordination and transition management is a practice, encompassing the continuum of care from acute care to ambulatory care, with a distinct body of evidence-based knowledge.
- Certified registered nurses positively impact patient outcomes.
- Certified registered nurses know and apply evidence-based practice and research.
- Obtaining certification empowers registered nurses to develop and use their leadership talents.
- As an organization, we should continually strive for relevance, accessibility, fairness, and innovation.
- Every applicant should have a positive experience with MSNCB, feeling understood, respected, supported, and encouraged

Strategic Initiatives

Initiative 1: Extending Our Circle

MSNCB will reach a broader audience to promote our certification.

- 1.1 Engage certifiants to promote our certification.
- 1.2 Collaborate with other professional organizations to promote certification.
- 1.3 Enhance the visibility and success of MSNCB certifications.

Initiative 2: Increasing Our Value

MSNCB will improve the certification experience.

- 2.1 Explore opportunities to improve the certification process experience.
- 2.2 Expand the certification offerings.
- 2.3 Expand the evidence that our certification is essential to positive patient outcomes.
- 2.4 Evaluate current credentialing programs to reflect continuing competence.

Initiative 3: Enhancing Our Organizational Health

MSNCB will ensure a healthy organization committed to servicing our certifiants and extending our circle of influence.

- 3.1 Enhance the leadership development of the MSNCB directors and volunteers.

Strategic Message

Certification is the recognized path for registered nurses to build and demonstrate commitment, confidence, and credibility.