

2027-2030 MNRS Strategic Plan

Launched July 2026



NEW MISSION: The mission of the Midwest Nursing Research Society is to generate and translate nursing science to promote health for all.

NEW VISION: To be the leading nursing research society shaping the future of innovative science, evidence-based practice, and influential leadership to advance health.

Goal #1	Objectives	Strategies
1. Membership: Expand, support, and retain a broad and engaged membership through member-centered, accessible communication and services.	1.1. Improve member satisfaction when accessing MNRS information, services, and opportunities across platforms.	1.1.1. Streamline and integrate member access to MNRS information, services, and opportunities across platforms. 1.1.2. Improve clarity, consistency, and usability of member communications. 1.1.3. Use member feedback to continuously improve access and overall experience.
	1.2. Broaden membership opportunities.	1.2.1. Expand and enrich pathways for membership across roles, settings, and career stages. 1.2.2. Strengthen outreach to underrepresented and emerging member groups, and small and medium institutions. 1.2.3. Increase the research-related value of membership through access to resources, collaboration, networking, and scholarly opportunities.
	1.3. Create a structured and relational onboarding experience.	1.3.1. Develop a coordinated and consistent onboarding approach for new members. 1.3.2. Tailor onboarding to meet the needs of diverse member roles and career stages. 1.3.3. Foster connection and engagement for all members.
	1.4. Improve member retention across the career continuum.	1.4.1. Strengthen ongoing engagement and connection throughout the member lifecycle. 1.4.2. Align member benefits and experiences with evolving career-stage needs. 1.4.3. Monitor and respond to trends in member engagement and retention.

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Goal #2	Objectives	Strategies
2. Engagement & Value: Foster belonging through meaningful, welcoming, and sustained engagement that enhances the value of MNRS membership across the career continuum.	2.1. Strengthen member relationship-centered engagement through regular opportunities between the annual meetings.	2.1.1. Increase the frequency and consistency of opportunities for member interaction between annual meetings. 2.1.2. Develop and support sustained engagement structures to facilitate ongoing collaboration and interaction among members.
	2.2. Evaluate research interest and implementation groups (RIIG) and committee structures to better support sustained engagement, collaboration, and relevance.	2.2.1. Assess and refine structures to align with member needs and priorities. 2.2.2. Communicate purpose and value of participation across groups.
	2.3. Increase membership value through collaborations within distinct career stages and interprofessional contexts.	2.3.1. Align opportunities with distinct career-stage needs. 2.3.2. Promote collaboration across disciplines, roles, and settings. 2.3.3. Strengthen the perceived and realized value of MNRS membership to its members and institutions.
	2.4. Build partnerships with national and regional nursing organizations to advance shared goals.	2.4.1. Strengthen collaboration with regional and national nursing research societies. 2.4.2. Increase MNRS visibility and influence in research and policy contexts through dissemination, representation, and engagement.

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Goal #3	Objectives	Strategies
3. Development: Promote rigorous research and its translation through member opportunities for professional growth and research support to advance nursing science.	3.1. Expand access to professional development opportunities.	3.1.1. Increase the variety of professional development offerings. 3.1.2. Leverage Hivebrite to increase accessibility of professional development through flexible and scalable delivery approaches.
	3.2. Strengthen research mentorship and grant-support structures.	3.2.1. Develop and expand structured research mentorship and peer grant-support models across career stages. 3.2.2. Integrate research mentorship and peer grant support into MNRS programs and activities.
	3.3. Develop and strengthen leadership development pathways.	3.3.1. Develop clear and accessible pathways for leadership growth. 3.3.2. Prepare members for leadership roles within MNRS and beyond.
	3.4. Enhance research skill development, dissemination, and visibility of member research and scholarship.	3.4.1. Expand access to research skill-building opportunities across career stages. 3.4.2. Enhance dissemination and visibility of member research through diverse platforms and approaches. 3.4.3. Foster collaboration and innovation in the development and translation of nursing science.

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Goal #4	Objectives	Strategies
4. Finance: Ensure financial sustainability and responsible stewardship of society resources to support MNRS strategic priorities and the needs of our members.	4.1. Align financial planning and resource allocation with MNRS strategic priorities and member-identified needs.	4.1.1. Strengthen processes for prioritizing and allocating resources based on strategic goals and member needs. 4.1.2. Improve existing financial review processes to better assess mission, strategic priorities, and organizational impact.
	4.2. Broaden revenue streams to support long-term financial sustainability.	4.2.1. Develop and expand revenue-generating opportunities aligned with MNRS mission. 4.2.2. Use data and performance insights to refine and strengthen existing revenue streams and guide future investment decisions.
	4.3. Improve transparency of financial decision-making.	4.3.1. Enhance the accessibility and frequency of financial communication to members. 4.3.2. Strengthen communications between financial decisions, member value, and organizational impact.
	4.4. Evaluate the mission alignment of financial investments.	4.4.1. Define and manage a portfolio of investments aligned with MNRS mission and strategic priorities. 4.4.2. Make intentional decisions to sustain, grow, adapt, or discontinue investments based on alignment and impact.