



PEDIATRIC NURSING  
CERTIFICATION BOARD

# STRATEGIC PLAN

## 2017-2020

### MISSION

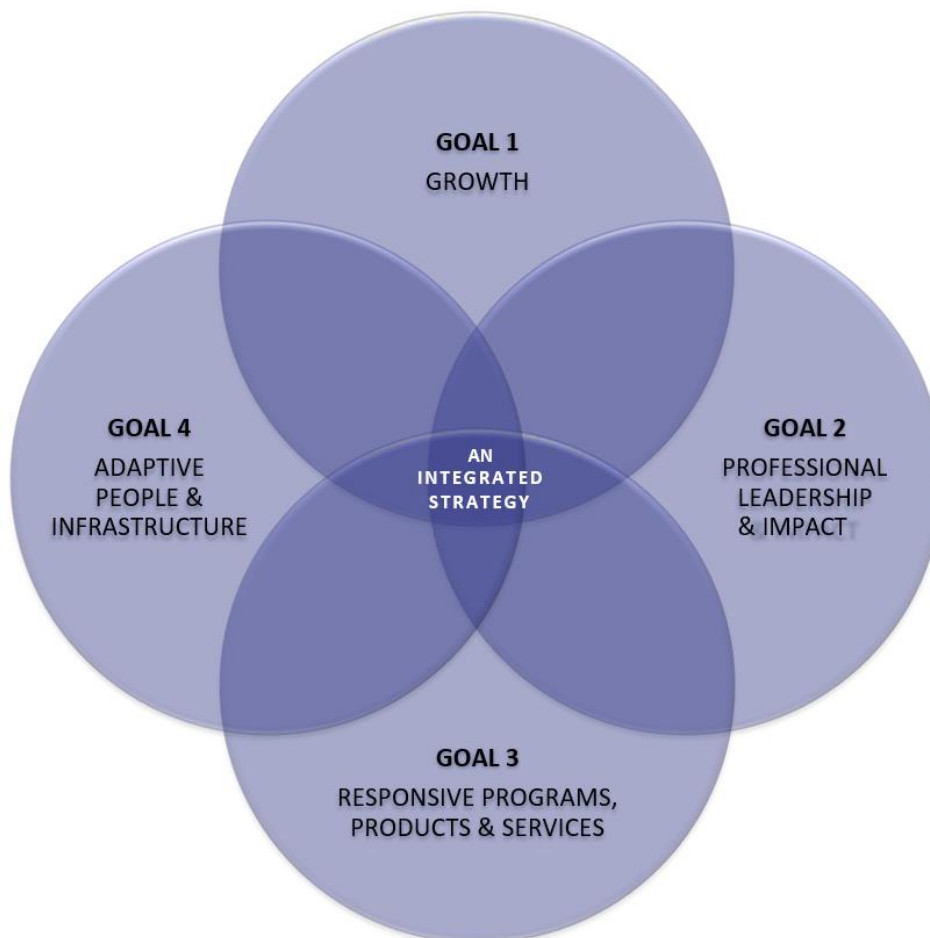
*(Why we exist)*

PNCB promotes optimal outcomes in pediatric health globally by providing certification services to nursing professionals that support and validate continuing competence.

### VISION

*(What we hope to achieve)*

Every child receives care from a PNCB certified nursing professional.



## **1.0 GROWTH**

**Increase the PNCB certificant base over three years to advance our vision.**

**DOMESTIC**

**INTERNATIONAL**

**BARRIERS TO CERTIFICATION**

## **2.0 PROFESSIONAL LEADERSHIP AND IMPACT**

**Advance the profession of pediatric nursing to improve the quality of child health.**

**PEDIATRIC NURSING PROFESSIONAL PIPELINE**

**OUTREACH AND MARKETING**

**VALUE OF CERTIFICATION**

## **3.0 PRODUCTS AND SERVICES**

**Expand the PNCB product and service suite to be responsive to evolving professional and market needs.**

**CERTIFICATION**

**RECERTIFICATION**

**OTHER PROGRAMS AND SERVICES**

## **4.0 PEOPLE AND INFRASTRUCTURE**

**Evolve the organization to achieve growth and respond to change.**

**EXECUTIVE LEADERSHIP**

**IT SYSTEMS**