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