



PEDIATRIC NURSING
CERTIFICATION BOARD

www.pncb.org

PNCB 2022-2027

STRATEGIC PLAN

Pediatric Nursing Certification Board certification demonstrates to patients and families, employers, and the public that a nursing professional has a deep commitment to the highest standards of care for children, adolescents, and young adults.



VISION

Every child receives care from a PNCB certified nursing professional.



MISSION

PNCB promotes optimal outcomes in global pediatric health by providing certification services that validate specialized knowledge and continuing competence in pediatric nursing.



CORE VALUES

Integrity: Acting with honesty and taking accountability for all we do and say.

Quality: Promoting excellence throughout all our interactions.

Innovation: Providing visionary leadership for the present and future.

Advocacy: Supporting and promoting the pediatric nursing profession.

Respect: Embracing collaboration and diversity of perspective.

STRATEGIC GOALS:

GOAL
1

Advance competence and capabilities of nursing professionals who care for children

Provide industry-leading accessible certification and education products and services to meet market demands

- Advance pediatric nurse competencies including subspecialties through certification, education, and other development programs
- Develop new knowledge assessment program to support competency development in the care of pediatric patients
- Assess and identify national and international market demands and opportunities for PNCB products and services
- Explore new technology innovations for user learning

GOAL
2

Cultivate a diverse, equitable, and inclusive PNCB community to enrich the PNCB experience

Develop a culture of diversity and inclusion that fosters a sense of purpose, provides fulfillment, and supports a growing community of pediatric professionals

- Define value proposition and commitment for employees, certificants, and other key stakeholders
- Develop policies, processes, and practices that advance diversity, equity, and inclusion and create a culture of engagement, satisfaction, and resiliency
- Engage stakeholders in two-way communications highlighting ongoing DEI commitment and progress
- Develop measures of representation achieved across the PNCB community and in product and service offerings

GOAL
3

Establish PNCB as a leading voice in pediatric nursing practice

Strengthen and elevate the profession's importance among key stakeholders and the general public

- Expand PNCB community participation at national forums and contributions to publications
- Grow strategic partnerships to advance pediatric nursing and interests
- Invest in partnership with IPN to lead and elevate pediatric interests
- Develop leaders to represent pediatric interests among key audiences
- Expand PNCB's influence in global markets