

AAOHN 2026-28 Strategic Plan

Mission Statement

AAOHN elevates all occupational and environmental health professionals to advance accessible, person-centered, and equitable, high-quality health care for diverse communities through evidence-based practice, education, advocacy, research and leadership across a variety of point of care delivery settings.



MEMBERSHIP

Strengthen and grow a vibrant, engaged membership

Position AAOHN as an essential professional home by clearly demonstrating value, deepening engagement, and expanding priority member segments.



EDUCATION

Lead the field with innovative, accessible education

Establish AAOHN as the most sought-after provider of occupational and environmental health nursing education by expanding access, relevance and partnerships for both individual and corporate members.



CONVENING

Reimagine the Annual Conference as a high-impact, sustainable experience.

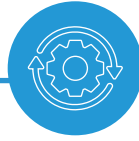
Transform the AAOHN conference into an immersive, year-round value driver that deepens engagement, supports learning and advances financial sustainability.

OBJECTIVES



MEMBERSHIP

- Develop forward-thinking, tailored value propositions and benefit packages for priority audiences (new-to-practice OHNs, early-career professionals, APRNs, and corporate members) to clearly articulate relevance and impact.
- Elevate renewal rates by creating a high-quality onboarding and engagement experience – leveraging mentoring, ambassadors, and new member engagement pathways that foster belonging, professional growth and long-term commitment.



EDUCATION

- Increase participation and revenue by offering flexible, creative learning formats (virtual, hybrid, short-form, simulation and hands-on experiences) that meet members “where they are” across roles and practice settings.
- Provide education addressing emerging and high-impact issues across LPN, RN and APRN scopes, supported by strategic partnerships and expert collaboration.



CONVENING

- Shift from traditional lecture formats to hands-on learning, demonstrations, panels, wellness experiences and interactive problem-solving sessions that reflect attendee needs, real-world challenges and local culture.
- Design a blended in-person and virtual experience, featuring curated digital roundtables and partner-driven content to expand reach, extend engagement beyond the event and optimize financial performance.