



PEDIATRIC NURSING  
CERTIFICATION BOARD

[www.pncb.org](http://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

A healthier world one child at a time.



## MISSION

A driving force for quality in pediatric nursing globally.



## 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.

**At PNCB, we believe our work makes kids healthier.** PNCB is the largest and most essential organization for the certification, continuing education, and competency development of nursing professionals who provide care for children, adolescents, and young adults. Setting the standard since 1975, PNCB is proud of the 50,000+ RNs and advanced practice nurses working each day to make our vision a reality. Children are our future. We're in this together so that kids get the best possible care today, physically and emotionally, for a healthier world tomorrow. Explore all that we offer at [www.pncb.org](http://www.pncb.org).

## STRATEGIC GOALS:



### 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



### 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



### 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