



american midwifery certification board

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AMCB Develops Short and Long Term Strategic Plan

The American Midwifery Certification Board (AMCB) recently held an intensive, two-day strategic planning retreat, to address both short term objectives and develop a three-year strategic plan.

“The mission of AMCB is clear, says Barbara Graves, CNM, MN, MPH, FACNM, board president. “Our mission is to protect and serve the public by providing the certification standard for individuals educated in the profession of midwifery.”

However, notes Graves, health care is an ever-evolving industry, and the AMCB board felt it was imperative that the organization look ahead to proactively address future challenges and opportunities. The retreat, led by David Kushner, CAE, CMP, from the Kushner Companies, also included representatives from the American College of Nurse Midwives (ACNM), American Association of Nurse Anesthetists (AANA), American Commission for Midwifery Education (ACME), and the Directors of Midwifery Education (DOME).

The purpose of the retreat was to establish a vision for the organization, assess the organization’s strengths and opportunities, identify short and long term strategic goals and measures, and set the stage for future organizational activities.

“We focused on specific issues we need to address now, such as life-time certification and modification of the Certificate Maintenance Program (CMP), identified opportunities for enhanced collaboration with the ACNM and other professional associations, and discussed some of the key issues that will impact our organization and our field over the coming years,” says Graves.

The Board will convene again in April to review and approve the plan developed during the retreat.

