



ASCHA 2023-2026 Strategic Plan Progress Report

Priority 1

ADVOCACY & PUBLIC RELATIONS

As advocates for the sector, we serve both our members and Albertans

- Our "bold and unifying" voice is strengthened to influence government, stakeholders and Albertans
- Our resources empower our members and stakeholders to be informed and united advocates
- Partnerships strategically advance the housing and support sector in Alberta
- Collaborative relationships with all related government departments, across all levels, are optimized

KPIs

- **New: Increase members utilizing advocacy tools by 10% each year**
- **New: Expand ASCHA's network of allied organizations and champions by 10% each year**
- 100% of advocacy tools and documents refer to member-provided data, when applicable

Initiatives	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Host member discussions on emerging/priority advocacy issues				
Meet with MLAs, critics, and other influential leaders				
Resolution and Issue Prioritization Process maintained				
Regular meetings with leaders in continuing care/seniors living (Alberta Health/Alberta Health Services/new Continuing Care Organization)				
Regular meetings with leaders of the Housing Division of Seniors, Community and Social Services				
National affordable housing advocacy through CHRA, CANPHA and the newly launched national advocacy communications planning & coordination group (C4)				
National seniors living advocacy & CSLA participation				
Monitor and maintain data and research, including member-provided data, to support the development of evidence-informed policy recommendations (e.g. policy submissions)				
Barrier Free Sub-Committee representation optimization				
Social Media Platforms (including Facebook & Twitter), Website & Housing Directory supported with new content – particularly around awareness campaigns aligned to issue prioritization and public awareness goals				
Engagement with allied organizations/initiatives that align with our broader housing vision to further relationships (e.g., AAG, VCC, ECOHH, HCA, HFH, etc.)				



Initiatives	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Collaborate on advocacy with allied organizations - ongoing meetings established and/or requested (e.g., RMA, AB Munis, ACCA, CHAA, CHRA, CANPHA, CSLA, etc.)				
Develop one page fact sheets for various housing types/member portfolios to assist with sector education, public awareness and advocacy efforts				

Priority 2

BOLD LEADERSHIP & SECTOR REFORMATION

Engage and advise sector transformation and its related supports

- **NEW: Our expertise and innovation is leveraged to provide sector solutions.**
- ASCHA will work with all three levels of government to align their policies, strategies and funding structures to invest in more housing across our province
- Members are supported to adapt and succeed as funding and regulations are transformed

KPIs

- **New: Recommendations and informed responses are provided to all transformation requests across the housing and continuing care sector**
- **New: 80% of members report that they feel supported throughout transformation**

Initiatives	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Optimize the Affordable Housing Task Force (AHTF) and member discussions to inform advocacy; identify key position pieces and any supporting awareness efforts				
ASCHA's Seniors Housing and Continuing Care Task Force to guide the implementation of new continuing care standards and regulations while holding the system to account for shifts in direction and intent				
ASCHA's Lodge Program Review Task Force to inform the Lodge Program Review				
Consult with members on various transformations through discussions, surveys, and meetings on issues on an as-required basis				
Launch the microsite for our Supporting Affordable Housing Transformation (SAHT) Phase One with asset management tools, data map, Indigenous engagement resources, and other resources to support affordable housing transformation				
Begin SAHT Phase Two deliverables by hiring consultants and reviewing mixed model approaches; continue to build on learnings of Phase One				
Outreach and learning with Indigenous Housing Providers, tenants, and allied organizations				

Priority 3

MEMBER ENGAGEMENT

Engage members with knowledge, expertise, resources and connections critical to their success

- Members have various conduits for engagement, tools to support networking and knowledge sharing
- Two-way communication ensures ASCHA is well informed of member issues, successes, expertise and perspectives
- Member knowledge is advanced through access to integrated platforms for resource collection and best practice sharing, to support member education and service excellence
- Member program options are developed to address diverse needs

KPIs

- Up to 90% of our members report that they have the resources and data they require
- 5% increase of member organizations using The Learning Centre
- **New: Increase member response rate to surveys and information requests by 10%**

Initiatives	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Prepare for 2025 ASCHA's Home for Housing Convention & Tradeshow and 60 th Anniversary Celebration				
Region Meetings				
ASCHA Connect & The Lobby – Online community platform maintenance – continue to add additional communities and respond/track member engagement, priorities and identify resource/information gaps				
Member Orientation and Member Benefit Optimization Webinars				
Member retention & recruitment strategy optimized				
Associate Members are supported through communication channels, regular monthly discussions with members, and the promotion of the Associate Member Directory				
ASCHA/CCSA/ACCA Collaborative OHS Forums				
Certificate Programs for Seniors Living (Site Manager & Activity Coordinator) with RDP maintained				
Develop and Launch Certificate Program for Community Housing Managers				
Member identified educational webinars and discussions				
Member Drop-In Hours (casual networking and engagement)				
The Learning Centre (TLC) for Seniors Living promoted – new tutorials under development both for seniors and community housing. The current tutorials will be updated to align with new standards.				
Laura Crawford Scholarship Award Program				
Strategic partnerships leveraged to offset cost saving programs to members				

Priority 4

ORGANIZATIONAL SUCCESSION & FINANCIAL STABILITY

Strengthen the association to support our purpose and build greater awareness of ASCHA's work and value

- ASCHA's organizational capacity meets the members' needs and can deliver on strategic priorities
- Long-term financial sustainability is achieved by continuing to diversify
- Increase in revenue that maintains sustainable operations

KPIs

- 6% increase in overall revenue (i.e. non-dues revenue, new members, new programs, new partnerships)

Initiatives	Q2 2024	Q3 2024	Q4 2024	Q1 2025
Board Skills Matrix established and utilized to strengthen ASCHA's Governance				
Work with Finance Audit Committee on financial sustainability, including risk monitoring				
Monitor and apply for appropriate grants and strategic partnerships to support members				
Create awareness and market advertising programs				
Explore new cost saving programs for members and non-dues revenue opportunities				
Select and implement Association Management Software including enhanced data manage strategies				

