

ASCHA 2023-2026 Strategic Plan



Strategic Priorities & Outcomes

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, allied organizations and Albertans
- Our resources empower our members and allied organizations 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

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**

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%**

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)



Purpose



ASCHA provides member services and a bold unifying voice to support the providers of seniors and community housing.

Noble Cause



Albertans live in housing that honours their dignity, serves their needs and inspires purpose in their chosen community.

Core Values

RESPECT



At ASCHA we recognize the value individuals bring to ASCHA and their organizations.

We treat each individual equitably. We affirm the value of each individual personally and professionally.

ACCOUNTABILITY



At ASCHA we hold ourselves accountable to fulfilling our role as a member-driven organization.

We honour our commitments. We hold government and partners accountable to members and Albertans.

ENGAGEMENT



At ASCHA we build meaningful relationships with our members and allied organizations.

We actively involve our members in the work of ASCHA. We regularly and frequently communicate and check-in with our members.

COLLABORATION



At ASCHA we have open discussions with our members and allied organizations to reach consensus related to key organization directions.

We actively listen, participate and consider all perspectives. We seek input from all those influenced by ASCHA's direction.

INTEGRITY



At ASCHA we are honest and transparent in all we do.

We are direct and open in our written and spoken communications. We are sincere and honest along with our members and allied organizations.