

ASCHA Strategic Plan Dashboard



The ASCHA 2016 – 2018 Direction is the result of member and stakeholder consultation, a review of the environment and recognizes our noble cause, vision, mission and principled positions. The following dashboard displays three strategic priorities as well as actionable outcomes for these goals. For optimal visual reference, evaluation and measures are not articulated on all items even though they are part of ASCHA’s work.

Advocacy & Government Relations

Strive for advocacy that develops a shared understanding to empower members and increase public engagement.

Actionable Outcome	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Member Advocacy Toolkit implemented		Toolkit Launched				Toolkit Evaluated
					Implement Region Advocacy	
Public engagement increased	Charlie & Hazel					
		Public Survey				
		Increase Housing Directory Reach				
Government engagement increased	Increase correspondence & responses – 2 per month					
	▲ Power Metering ▲ CC Funding	▲ Business Planning ▲ National Housing Strategy CASL & ASCHA	▲ Provincial Affordable Housing Strategy	▲ Municipal Affairs ▲ ASCHA 2017 Convention	▲ Member Resolutions ▲ Infrastructure ▲ Affordable Housing	▲ Provincial Affordable Housing Strategy
		Await Implementation of Housing Division Stakeholder Collaboration Model				
		Annual Continuing Care Ministers Meeting and Continuing Care Quarterly DM Meetings				
	Invite AH, ASH & AHS to Region Meetings				Invite AH, ASH & AHS to Region Meetings	
		Participate in Regulatory Reviews & prepare for implementation				
						Resolution Advocacy

On target

Somewhat delayed

Delayed or deferred



Collaborative Industry Leadership

Become the “grease and glue” that keeps working to frame a single message on issues for positive results, regardless of who owns “the win”.

Actionable Outcome	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Common policy issues aligned	Property Tax & COPTER - SHSA					
	CC Funding - ACCA					
	Power Metering - ACCA					
	Provincial Housing Strategy Work – ANPHA, APHAA					
	CC Accommodation Deposits – ACCA, SHSA					
	Potential combination of ACCA & ASCHA and member consultation					
	Develop and implement Stakeholder Relationship Structure					
	Inform the National Housing Strategy through Canadian Alliance for Seniors Living (CASL)					
Positions are supported by more organizations	Carbon Levy					
	Minimum Wage					
	All positions developed are assessed for who may support position for one voice alignment					
A shared language is developed		Develop, consult and implement				

On target

Somewhat delayed

Delayed or deferred



Best Practice Leadership

Provide members with the best thinking around issues critical to the success and sustainability of seniors communities and housing.

Actionable Outcome	Q3 2016	Q4 2016	Q1 2017	Q2 2017	Q3 2017	Q4 2017
Research promising/best practices				Telus "Come Dream With Us" Unconference for Members		
					Launch FRANCIS	
	Maintain internal fun facts database with research and statistics					
Develop best practice checklists	Capital Development Capacity Building					
					HR Leaders Consortium with APHAA	
Member forums/tools developed & shared		Develop and implement capital development toolkit/forum				
	The Learning Centre for Seniors Living is maintained and additional tutorials developed					
	ASCHA/RDC Certificate Program courses are updated regularly and meet the needs of housing industry					
		2017 Conference & Tradeshow				
	Webinars are developed and offered to members based on hot topic issues					
	▲ Resident/Family Councils	▲ Scheduling & Work Efficiency ▲ Fire Sprinkler 101 ▲ Board Governance ▲ Capital Development Survey Results	▲ Capital Development Education Tools	▲ Essential Skills for Supervisors ▲ Dementia and Responsive Behaviours ▲ Explore the Potential ACCA & ASCHA Webinar		▲ Dealing with Difficult People
		Biennial Membership Survey				
Produce industry reports		Rental Rate Report		Compensation & Benefit Report		

On target

Somewhat delayed

Delayed or deferred