

# ASCHA DIRECTION STRATEGIC PRIORITIES 2020-2023

## STRATEGIC PRIORITIES & OUTCOMES

### ADVOCACY & PUBLIC RELATIONS

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

- Our 'bold and unifying voice' is influential to government and stakeholders
- Our resources encourage members, stakeholders and the public to be informed and advocate with us
- We partner in creating the strategic direction for housing in Alberta

### BOLD LEADERSHIP AND SECTOR REFORMATION

Provide bold leadership to reform the housing sector and its related supports

- Current housing is optimized, and new housing supply meets growing demand
- Innovative housing, funding and policy options are adopted
- We are Alberta's primary resource for housing information and advocacy

### MEMBER ENGAGEMENT

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

- Provide opportunity for member engagement to support a high level of performance through connections, knowledge, expertise, research and development
- Support transformative two-way conversations with members to meet their needs today and tomorrow
- Advance member knowledge through access to integrated platforms for operational and sector resources and best practices that support member education and service excellence



### 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.

# ASCHA DIRECTION

## 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 stakeholders accountable to members and Albertans

### ENGAGEMENT



AT ASCHA WE BUILD MEANINGFUL RELATIONSHIPS WITH OUR MEMBERS AND STAKEHOLDERS

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 STAKEHOLDERS 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 stakeholders



### PERSON-CENTRED HOUSING

PERSON-CENTRED HOUSING HONOURS THE INDIVIDUAL'S NEEDS, DESIRES AND CHOICES TO MAINTAIN AND ENJOY A WHOLESOME, VIBRANT LIFESTYLE IN A CONGREGATE LIVING SETTING

