

# ASCHA DIRECTION

## STRATEGIC PRIORITIES 2018-2021



### Advocacy & Public Relations

**We are the advocates of the industry for our members and Albertans**



- We are sought out as Alberta's primary housing resource
- Members and regions have tools to act with us in order to strengthen our advocacy
- Public knows who we are, are informed of the issues and unite with us



### Strategic Leadership

**Transformational leadership to progress the housing industry forward**



- Ongoing transformative conversations to meet the needs of members today and tomorrow
- Foster strategic partnerships to strengthen our association and advance the industry
- Our industry's "one voice" is supported by major policies and common areas of agreement



### Membership Engagement

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



- Member engagement is strengthened through multiple touchpoints
- Members have access to integrated operational and industry resources
- Member education offers a spectrum of tools, resources and platforms
- Our thinking and actions serve the industry through research and development

## OUTCOMES

### VISION

The voice and champion for seniors housing

### MISSION

Support our members in creating and maintaining vibrant seniors housing for Albertans

### NOBLE CAUSE

Seniors are empowered to have choice and a life of purpose, wherein they are honoured, valued and respected

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## 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

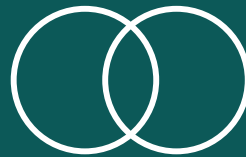


At ASCHA we hold ourselves accountable to fulfilling our role as a member-driven organization

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 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 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

This overarching philosophy is embedded in each strategic priority as it highlights the person-centred approach of our members