

ASCHA Strategic Direction Progress Report

Priority 1 - Advocacy & Public Relations

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

OUTCOMES	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	
Sought out as AB's Primary Housing Resource	Housing Division Collaboration – Provincial Affordable Housing Steering Committee, Seniors Lodge Program, Policy & Legislation, Data & Research						
	Continuing Care Meetings including Annual Ministers Forum, Quarterly Deputy Minister Meetings, the Collaborative, Funding, Reporting & Quality, Dementia						
	<ul style="list-style-type: none"> ▲ Housing-Human Right ▲ AHS Health & Housing ▲ AHS Equip. & Medical ▲ Standards align to TLC ▲ National Housing Strat. ▲ Seniors Advisory Forum 						
Members & Regions have input and tools to strengthen our Advocacy	Advocacy Strategy and Key Messages Developed						
	<ul style="list-style-type: none"> ▲ AS&H Contingency for Outbreak Costs ▲ LAPP Concerns ▲ AHS Influenza Antiviral ▲ AHS Funding & Policy Concerns 	Pre-election Advocacy Toolkit launched at region Meeting, Webinar and Member area					
		Members can access marketing and public engagement support through KEEN Creative					
		Resolution Process Initiated					
Public knows us, are informed & unite with us	ASCHA & Industry Introduction Video – 58,000 Views						
	National Housing Day Campaign						
	#CutTheClutter Campaign						
	Website & Social Media platforms including Facebook & Twitter maintained						
	The Charlie and Hazel campaign wraps up but remains available on the WordPress Blog and will reuse content throughout other campaigns						



Priority 2 – Strategic Leadership

Transformative leadership to progress the housing industry forward

OUTCOMES	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019
Transformative conversations to meet the needs of members	Housing Directory Expansion Exploration					
	APHAA led Housing Discussions including ANPHA, ACCA, CHAA and SHSA					
	Formal and informal discussions with key stakeholders are ongoing					
Foster strategic partnerships to strengthen and advance the industry	Capital Development Hub and Capacity Building with Colliers Project Leaders & AS&H					
	Formal Memorandum of Understanding with Rural Municipalities of Alberta (RMA) to strengthen relationships between housing providers and municipalities					
	<ul style="list-style-type: none"> ▲ APHAA ▲ ANPHA ▲ CPHRA ▲ CHAA 	<ul style="list-style-type: none"> ▲ CCSA ▲ ICCER 			Meet with and attend stakeholder events, a few are noted to the left in Q3 2018	
ASCHA’s “one voice” is supported	Seek Support for Advocacy Strategy/positions from provincial Stakeholders					
	Align ASCHA positions with major policies					
	Meet with National Groups to form alignment on common Canada-wide industry issues					



Priority 3 – Membership Engagement

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

OUTCOMES	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	
Member engagement strengthened through multiple touchpoints		Region Meetings		Region Meetings		Region Meetings	
		Recruit members for Member Engagement Working Group					
		"Share the Magic" 2019 Convention & Tradeshow April 15-17, 2019					
		Member Working Groups are active on an ongoing basis					
Member have access to integrated resources	Webinars noted	<ul style="list-style-type: none"> ▲ National Co-Investment Fund ▲ Creating Happy Workplaces ▲ Implementing Advocacy Strategy ▲ Marketing ▲ Caregiver Fatigue 					
		Member area of Website maintained with current information					
		Revitalize and prepare to launch FRANCIS for members – apply for grant to support this operational and industry resource					
Member education offers a full spectrum of tools		The Learning Centre for Seniors Living available to members – see below for new tutorials					
		<ul style="list-style-type: none"> ▲ Person-Centred Residential Services/Care ▲ Customer Service in Seniors Housing (Oct. 1) ▲ Housekeeping in Seniors Housing (Dec.) 					
		Certificate Programs offered in partnership with Red Deer College Celebrate 20 Years				Revitalize Site Managers Program	
		Explore Kitchen Management Program for industry with Red Deer College					
Industry is served through research and development		Enhance research and development work through FRANCIS and Partnerships					
		Share research with ICCER					

