

ASCHA Strategic Direction Progress Report

Priority 1 - Advocacy & Public Relations

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

OUTCOMES	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020	
ASCHA's "one voice" is influential to government and stakeholders	CC Collaborative with Annual Health Minister's CC Forum & Biannual Deputy Minister's Meetings						
		Minister's Housing Advisory Committee					
		AHS Review Involvement					
	Seniors & Housing / Health Ministers Meetings	Federal Advocacy Campaigns (Seniors & Affordable Hsg)					
	Track Provincial Government Platform Priorities						
	#ItsTime Social Media Strategy Campaign						
	Member Streamlining Survey	Red Tape Reduction Report to Government					
Tools encourage members to advocate with us	Advocacy Strategy - Key Messages Developed - #ItsTime Launched and Implemented	Revised Advocacy Asks	Revised Key Talking Points/Advocacy Strategy Implemented				
			Resolution Process Initiated				
Public is informed and unites with us	Video Series ("Your Questions Answered" & "Why It Matters")						
	#CutTheClutter Testing - Stakeholders & Public		Common Terminology Recommendations Developed & Implemented				
	Website & Social Media platforms (including Facebook & Twitter) maintained						
Partner in creating strategic direction for housing in AB	Inclusive Direction Implementation (Includes Member Advisory Committee)						
		Create National Seniors Housing Campaign with CASL					
	Collaborate on Housing Advocacy with APHAA & ANPHA						



Priority 2 – Strategic Leadership

Transformative leadership to progress the housing industry forward

OUTCOMES	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
We are AB's primary housing resource	MLAs Invited to Region Meetings				MLAs Invited to Region Meetings	
	Informal MLA Meetings as Requested					
	Compensation & Benefit Report Released					
	Housing Design & Technical Guidelines Input Submission					
Transformative conversations to meet the needs of members	Housing Directory Exploration Expansion with GoA – Await GoA Decision					
	Formal and informal discussions with key stakeholders are ongoing					
	▲ AUMA ▲ ANPHA ▲ APHAA ▲ RMA	▲ AAG ▲ HQCA	▲ CARP ▲ CHAC ▲ CHAA ▲ CHR			
	Vacancy Research & Recommendations			Implementation of Vacancy Forum Recommendations		
Foster strategic partnerships to strengthen our association and advance the sector	Formal Agreements with Strategic Partners to strengthen relationships between housing providers and municipalities					
	Attend stakeholder events					
	▲ AUMA ▲ BCSLA	▲ AAG ▲ ACCA ▲ APHAA	▲ ESCC ▲ RMA	▲ AUMA ▲ RMA	▲ APHAA ▲ CHRA	▲ AUMA ▲ BCSLA
	Let's Stop Ageism Campaign with ACA					
						▲ AAG ▲ ACCA ▲ APHAA ▲ RMA



Priority 3 – Membership Engagement

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

OUTCOMES	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	Q4 2020
Member engagement strengthened through multiple interfaces		Region Meetings	Region Meetings			
		ASCHA Weekly Rollout – We Broke 10 Years!	ASCHA Convention & Tradeshow			
		New Member Engagement Structure Implemented				
		Membership Survey Rpt	ASCHA Connect – Online Community Platform Implementation & Maintenance			
		New CAO/New Member & Potential Member ASCHA Orientation Webinars				
Member have access to integrated platform resources	Member Webinars					
	▲ Residents Death/Grief (Sep.)	▲ Elder Abuse (Oct.) ▲ Work Smarter (Nov.)				
	Maintain Member Resources & Document Library via ASCHA Connect					
	Member Area of Website is Maintained with Current Information (may be transitioned to ASCHA Connect)					
	The Learning Centre for Seniors Living Available to Members – New Tutorials Under Development					
Tools, resources & platforms available to support member education	▲ Safe Water Temperatures ▲ Workplace Violence & Harassment	▲ Hazard Assessment & Control ▲ FOIP & HIA	▲ Palliative & End of Life Care ▲ Power of Attorneys Employees' Rights	▲ Working Alone Prevention of Elder Abuse PPCA		
	OH&S Online Tutorials Under Development					
	Revitalize Site Managers Program					
	Kitchen Mgmt Program for Industry with RDC					
	Share Research with ICCER & Explore Other Research Opportunities					
Member knowledge is advanced through access to research	Housing for Health Research at U of A – Active Participation					
			Work with ProMatura Group to Understand Perceptions & Expectations of Albertans Related to Seniors Housing			

