

OUR IDEALS

- Leadership
- Vision
- Community
- Excellence

Creating the Future of Florida's Aging Services

1. The Power of Participation
2. The Power of Communication
3. The Power of Leadership
4. The Power of Knowledge
5. The Power of Vision
6. The Power of Community
7. The Power of Excellence

Since 1963, the Florida Association of Homes and Services for the Aging has been a provider of leadership, advocacy, and education for organizations dedicated to the housing, care and service of the elderly. The Association is home to more than 500 members, including 370 of Florida's finest senior housing, assisted living, nursing home, and continuing care retirement communities. In addition to the more than 84,000 residents of our member communities, thousands of elderly Floridians are served through home health services, adult day care centers, and other community outreach services provided by FAHSA member organizations.



Florida Association of Homes and Services for the Aging

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Florida Association of
Homes and Services for the Aging



6 Big Ideas Business Plan 2009-2011



Our Transformational Agenda

2 Year Outcomes
10 Year Impact

6 Big Ideas

FAHSA's Transformational Agenda

6 BIG IDEAS. These 6 big ideas frame the FAHSA research, leadership and advocacy agenda. They are interrelated. They are aligned in principle. They reflect major core competencies that will define future success of our members based on scenario planning concepts. They reinforce FAHSA's position as thought leaders. They are consistent with FAHSA's long-standing ideals.

OUR MISSION: The mission of the Florida Association of Homes and Services for the Aging is to represent and promote the common interests of continuing care retirement communities, home and community-based services, assisted living facilities, nursing homes, and affordable supportive housing members through advocacy, education, leadership development and shared services to enhance their ability to serve older or disabled adults.

OUR VISION: To be the leading statewide association representing mission-driven providers of quality elder care services and housing.

STATEMENT OF DIRECTION	GOVERNANCE Strengthen FAHSA by efficient and strategic governance.	MEMBER RETENTION Increase FAHSA member retention by fully engaging the membership.	TECHNOLOGY Use of 21st century technology.	SHARED SERVICES Strengthen FAHSA members' financial position by enhancing value-added provider/shared services.	PUBLIC POLICY Increase involvement of FAHSA members in grass roots advocacy and increase efforts to educate legislators about the association and its public policy priorities.	EDUCATIONAL OFFERINGS Enhance FAHSA educational offerings and delivery through technology.
STRATEGIC FOCUS	<ul style="list-style-type: none"> Reduce the number of task forces and committees. Conduct meetings via media-based conferencing. Conduct Board business without repeating detailed committee discussions. Increase the percentage of non-Board member participation on committees and task forces. 	<ul style="list-style-type: none"> Assess members' ability and interest to participate in FAHSA activities. Develop and offer educational/training programs for mid-level managers and lower level staff. Design and implement a FAHSA Awareness Campaign. 	<ul style="list-style-type: none"> Inventory FAHSA events and methods of communication to determine the appropriateness of using electronic communication and conferencing methods. Establish FAHSA policy for using web-based technologies for meetings and communications. Enhance the current FAHSA website. 	<ul style="list-style-type: none"> Review other shared services programs. Survey members to determine what services and products are most desired. Survey other Florida associations to determine their shared services programs profitability. Restructure FAHSA's shared services offerings. 	<ul style="list-style-type: none"> Determine if and how our method of communicating priority public policy issues to members and policy makers should be enhanced. Simplify FAHSA's voter education and grass roots advocacy guide and public policy educational materials. Increase member participation in advocacy initiatives. 	<ul style="list-style-type: none"> Determine delivery methods that deliver the maximum opportunities for each member type and staff position. Analyze other AAHSA state affiliates' methods of delivery. Utilize data to update FAHSA's educational/training policy. Seek out technical experts for web-based training opportunities.
OUTCOMES 2 YEARS	<ul style="list-style-type: none"> Restructured committees and task forces. Held meetings on-site and via media-based conferencing. Streamlined Board meetings/agendas. Increased participation of non-Board members on committees and task forces. 	<ul style="list-style-type: none"> Evaluated members' participation preferences and FAHSA awareness levels. Analyzed course and speaker selection for FAHSA meetings, webinars, and workshops to meet the needs of staff at all levels. Enhanced member satisfaction through FAHSA awareness campaign. 	<ul style="list-style-type: none"> Developed a matrix of communication modes based on current offerings. Adopted a comprehensive FAHSA communications and meetings policy. Enhanced website and adopted a new security policy. 	<ul style="list-style-type: none"> Developed a Business Relations Task Force. Compiled and analyzed survey results. Developed recommendations based on survey results. Restructured the Shared Services program. 	<ul style="list-style-type: none"> Compared methods of communicating public policy issues with other state associations. Updated public policy materials to be disseminated and posted on the FAHSA website. Set the ground work for a Legislative Ambassador Program to increase communication between FAHSA members and key Florida legislators. 	<ul style="list-style-type: none"> Collected data to identify educational/training needs. Analyzed AAHSA state affiliates' methods of delivery. Updated FAHSA's education/training policy to incorporate preferred methods of delivery and best practice marketing strategies. Identified and included the expertise and online resources of outside vendors in FAHSA's delivery of offerings.
IMPACT 10 YEARS	<ul style="list-style-type: none"> Reduced committees and task forces to a manageable level. Experienced higher meeting participation by members due to the availability of web-based attendance. Streamlined Board meetings and increased the level of efficiency. 	<ul style="list-style-type: none"> Captured member participation preferences and used information to increase member participation. Increased retention of members. Developed successful courses for staff at all levels. 	<ul style="list-style-type: none"> Expanded use of telephone conferences and webinars in place of in-person meetings. Built name recognition and loyalty as well as raised revenue through sales of educational offerings to non-members. Enhanced the FAHSA website and made it available for member and non-member use. 	<ul style="list-style-type: none"> Influenced members to favorably consider business relationships with FAHSA Preferred Business Associates. Offered additional opportunities and relationships to FAHSA business members. Heightened members' awareness of benefits, products, and services offered by the program. Compiled price comparisons between the group purchasing products. 	<ul style="list-style-type: none"> Revised templates for public policy issue briefs, legislative priorities and calls to action to make them more compelling. Posted easy to use advocacy/voter education toolkits on Website for members to use as resources. Grew participation in FAHSA's Legislative Ambassador Program as an effective advocacy group for contacting assigned legislators and hosting candidate and legislative forums. 	<ul style="list-style-type: none"> Became the statewide leader in providing high quality education to all levels of staff. Met member educational needs through both traditional and web based resources. Developed and made available online offerings. Updated educational program to allow FAHSA the flexibility to respond to the changing needs and requirements of FAHSA members for staff training and education.

