

2016 – 2019 Strategic Plan

By 2019 we will have:

- Enhanced communication and relationships among members, stakeholders and agencies
- Increased our influence, to a point where LeadingAge Virginia is significantly impacting the scope, structure and funding of aging services in the Commonwealth
- Created and actively participated in strategic alliances with others to create the influence of a large organization while we maintain our collegial and intimate size
- Created new sources of revenue
- PositiveAge will be the go to resource for consumer and member education about aging services



We will achieve this by pursuing the following strategic directions:

Engage and partner to increase the value of membership

- Leverage business partner expertise to create educational opportunities
- Promote and collaborate on learning opportunities with other state partners
- Explore partnership opportunities with universities and other nonprofits to create learning opportunities for members
- Support members' quality and performance improvement initiatives through data collection and education on best practices and performance improvement techniques
- Serve as a connector for members through excellent customer service and networking opportunities
- Promote enhanced member engagement opportunities utilizing new association management software platform
- Promote, partner and collaborate with LeadingAge on enhanced member services

Shape the landscape for aging services in Virginia

- Adopt public policy principles reflecting our values
- Convene stakeholder groups to deliberate on the biggest challenges and subsequent solutions facing our field (Middle Market, Quality, Workforce, Not-for-Profit Difference)
- Position PositiveAge as a trusted source of education for members and consumers
- Participate in statewide aging events to raise the visibility and brand of the association and our members
- Strengthen advocacy through an enhanced presence at the statehouse and through additional grassroots engagement
- Collaborate with other organizations to achieve advocacy goals
- Increase influence through the development of strong legislative relationships, demonstration of expertise and promotion of the not-for-profit difference of our members.
- Elevate the profession to recruit and retain a qualified talent pool

Create a platform to build leadership capacity in our association

- Develop an AIT and Preceptor program that promotes the development of leaders who value the not-for-profit mission and enhance the quality of the workforce
- Continue LeadingAge Delaware, DC, Maryland and Virginia Leadership Academy
- Serve as a governance resource for LeadingAge members throughout the country
- Leadership Retreat will focus on critical issues and solutions facing our field
- Coordinate education, communications, resources, member networking and tools for successful positioning in the changing health care environment
- Explore development of a retiree/CEO mentoring program
- Partner with universities and colleges to position aging services as a career choice
- Develop a Certified Nurse Aide Empowerment series