

# 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
- Actively participated in strategic alliances to support our mission
- Developed new sources of revenue
- Positioned PositiveAge as the go to resource for consumer and member education about aging services

**Mission:** Expanding the world of possibilities for aging

**Vision:** Positive aging for each Virginian

### **Values:**

#### **Community Building**

Honor the role of each member and partner.

Build community through collaboration.

#### **Stewardship**

Act in a manner worthy of trust and respect.

#### **Advocacy**

Hear every voice. Be the voice for those we serve.

#### **Vision**

Respect the past. Lead today. Create the future.

#### **Not-for-Profit Leadership**

Fulfill the privileges and responsibilities of leadership.

## We will achieve this by pursuing the following strategic directions:

### Collaborate to increase the value of membership

- Leverage business member expertise to create educational opportunities
- Promote and collaborate on learning opportunities with other state partners
- Explore collaborative opportunities with universities and other nonprofits to create learning opportunities for members and raise the visibility of the field
- 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 aging landscape

- Adopt public policy principles reflecting our values
- Convene stakeholder groups to deliberate on the biggest challenges and subsequent solutions facing our field (Middle Income, Dementia, Workforce)
- 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

### Build leadership capacity

- 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
- Focus Leadership Retreat 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