

## 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



## 5 Big Ideas Business Plan 2007-2009



### Our Transformational Agenda

2 Year Outcomes  
10 Year Impact

# 5 Big Ideas

## FAHSA's Transformational Agenda

**5 BIG IDEAS.** These 5 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	REGION-BASED RESTRUCTURING Changing the role of the District Chairs and implementing a region-based education and member participation structure.	NAME RECOGNITION Improving FAHSA's communications to enhance name recognition internally within member organizations as well as externally throughout the greater long-term care community.	SHARED SERVICES Strengthening the Shared Services Program to increase member participation and supplement FAHSA's ability to provide value-added programs to members.	PROFESSIONAL DEVELOPMENT Redefining FAHSA's professional development business model by providing value-added educational programs to all levels of staff within member communities.	TECHNOLOGY Maximizing the use of technology to improve member-to-member communications and access to FAHSA's educational programming and informational resources.
<b>STRATEGIC FOCUS</b>	<ul style="list-style-type: none"> <li>Consolidate the current FAHSA districts to establish three to five geographic regions.</li> <li>Revise District Chair roles and responsibilities to serve as FAHSA's local Ambassadors of Membership and Advocacy.</li> <li>Remove educational program planning from the list of District Chair responsibilities.</li> </ul>	<ul style="list-style-type: none"> <li>Conduct a comprehensive FAHSA awareness campaign.</li> <li>Expand opportunities for facility staff involvement in FAHSA activities.</li> <li>Improve member retention rates through concentrated marketing and improved communications to staff and board members of FAHSA member organizations.</li> </ul>	<ul style="list-style-type: none"> <li>Implement an aggressive FAHSA Shared Services Awareness Campaign to inform FAHSA members of the availability of reduced price goods and services through group purchasing.</li> </ul>	<ul style="list-style-type: none"> <li>Implement a new Professional Development Business Model that offers value-added (complimentary or very low cost) regional seminars and webinars to FAHSA members on a regular schedule.</li> </ul>	<ul style="list-style-type: none"> <li>Maximize the use of technology to improve member-to-member communications and access to educational programming and informational resources.</li> </ul>
<b>OUTCOMES</b> 2 YEARS	<ul style="list-style-type: none"> <li>FAHSA established four regions, developed a meeting format, located meeting space, and scheduled three sets of regional meetings for 2008.</li> <li>The District Handbook was completed and was distributed at the April, 2008 Member Relations Committee meeting.</li> <li>District Chair responsibilities were revised.</li> <li>New materials were developed to be used by District Chairs in their role as Ambassadors of Membership and Advocacy.</li> </ul>	<ul style="list-style-type: none"> <li>The FAHSA Awareness Task Force was established.</li> <li>FAHSA members were recruited to assist with planning educational topics and speakers for workshops and the annual convention.</li> <li>Members were surveyed to determine resource needs.</li> <li>Policies, procedures, and other resources were made available to members.</li> </ul>	<ul style="list-style-type: none"> <li>A group purchasing survey was conducted to determine which products and services members need and whether discounted prices motivate participation.</li> <li>Existing contracts were evaluated based on the Shared Services survey results.</li> <li>Existing contracts were restructured and new contracts were sought to fill identified needs.</li> </ul>	<ul style="list-style-type: none"> <li>Alternative meeting timeframes and agendas were developed.</li> <li>Members were surveyed to identify educational program topics and speakers.</li> <li>Member resources in education, including speakers and course curriculum designers, were identified and incorporated into the FAHSA database.</li> <li>Efforts were expanded to solicit sponsorships by involving Board members and their current vendors.</li> </ul>	<ul style="list-style-type: none"> <li>Committee meetings via conference call and reduced price webinars are routinely conducted.</li> <li>Regional and end-of-session meetings are also being held via webinar.</li> <li>The new FAHSA Web site will be unveiled in late 2008.</li> <li>FAHSA has contracted with Affiniscape for a Web-based association management database and member portal product/service.</li> </ul>
<b>IMPACT</b> 10 YEARS	<ul style="list-style-type: none"> <li>FAHSA has four geographic regions, each with sufficient membership to ensure reasonable networking opportunities at the regional meetings.</li> <li>Three regional meetings are planned per year. One meeting is specific to legislative issues and two meetings include education and FAHSA business.</li> <li>Each District Chair serves as FAHSA's local Ambassadors of Membership and Advocacy.</li> <li>Educational program planning is developed aimed for the regional level and is removed from the list of District Chair responsibilities.</li> </ul>	<ul style="list-style-type: none"> <li>FAHSA's name recognition is successfully achieved both internally within member communities and externally throughout the greater long-term care communities.</li> <li>FAHSA has improved member retention rates through concentrated marketing and improved communications to staff and board members of FAHSA member organizations.</li> <li>Governing boards and staff at all levels throughout member organizations are familiar and aware of FAHSA's mission, staff, goals and benefits.</li> </ul>	<ul style="list-style-type: none"> <li>FAHSA's Shared Services is strengthened and has increased member participation.</li> <li>FAHSA provides Shared Services with opportunities to present to and network with FAHSA members as well as preferential placement for exhibit space.</li> <li>FAHSA's Shared Services supplements and increases FAHSA's ability to provide value added programs to members.</li> <li>Increased vendor participation in educational and other FAHSA events.</li> <li>Increased sponsorship opportunities so that the revenues received help defray operating costs and minimize dues increases.</li> </ul>	<ul style="list-style-type: none"> <li>A new Professional Development Business Model is fully implemented that offers value-added (complimentary or very low cost) regional seminars and webinars to FAHSA members on a regular schedule.</li> <li>A more transparent and participatory process for identifying, selecting, and evaluating educational program topics and speakers exist.</li> <li>The focus of the Professional Development Business Model is on quality educational programs.</li> </ul>	<ul style="list-style-type: none"> <li>Increased use of technology improves member to member communications.</li> <li>Increased access and delivery of educational programs and resources to members.</li> <li>FAHSA's advocacy programs are enhanced via improved technology and improvement.</li> <li>Small committee and task force meetings, such as Dues Task Force, Nursing Home Reimbursement, Medicaid Reform Task Force, and Awards Committee, as well as sub-committee meetings are conducted via FAHSA-arranged conference calls.</li> </ul>

