

**GAHSA Master Planning Arrow
January 17, 2008 Board Retreat**

1. Needs

What are the challenges within our field and what are we uniquely qualified to meet?

- Networking
- Education (Staff Development/CEU's)
- Staying abreast of Regulations
- Advocacy (keeping us ahead and GAHSA is a champion for our issues). We (members) could not be as effective independent of GAHSA. GAHSA is a trusted voice.
- Image Building (help to develop the public trust and image of our field)
- To become the trusted voice for consumers/legislators/policy makers

2. Purpose/Mission

Why do we exist?

Mission Statement

GAHSA's mission is to represent and promote the common interests of its members through leadership, advocacy, education and other services in order to enhance each member's ability to serve older adults.

The one word that expresses the focus of why we exist:

ADVOCACY

***Other idea listed: Advancement, Promotion, Serve, and Service

The phrase that focuses the energy of our team:

Advocating a higher quality of life (for older Georgians)

***Other ideas listed:

- Advancing quality of life & advocating for Georgia's Seniors;
- Advancing the quality of life for senior Georgians through advocacy;
- **CA:** Advocating quality senior living and care; Advocating for a higher quality of life for older Georgians

3. Big Picture Objectives

In what 3 - 7 areas will we continue being actively involved in the future?

- Public Policy/Advocacy
- Promotion of Positive Aging, decrease negative images of aging
- Shared Learning/Networking
- Energize the membership of untapped resources to much greater participation levels

- Create something exciting so people will come (i.e., creation of consumer component)
- Education of consumers & workforce regarding the continuum of aging and services available
- Economic Impact/Growth or Declining Markets

4. Milestones

What major milestones have we already accomplished?
(Use dates if possible)

- Public Policy - Outstanding & Better Positioned
- 2005 - Acquired Legislative Counsel
- Re-org. of the Institute (now it can cover it's expenses)
- Development of Listservs & tools
- Communication enhancements via Website, Newsletters, other Publications
- Membership more engaged
- CPA Partnership has allowed for decreased expense and shared resources
- Building Financial Reserves
- Positive changes in governance
- Efficient organization of staff by Walter

5. Ideas

What ideas have we had that we should consider turning into measurable priorities in the future?

- HUD Funding Issues/Strategy
- Develop specific consumer piece
- GAHSA (Name Review)
- 4. Public Image Education/Educate on Not-for-profit Difference: Trusted Voice, United Way Model, Interpret Info.
- PR
- Energize Membership (resources & participation)
- Prepare for the future
- Increase corporate partnerships & (\$)Fiscal Support (i.e., Kimberly Clark, ADT, MetLife, Wal-Mart, Johnson & Johnson, Humana, Utility Co., AT&T, UPS, FedEx, Home Depot, Wells Fargo, Publix, Kroger, Proctor & Gamble, etc.
- Create Marketing & Development plan as one doc
- Pursue grant funding for prog. & scholarship

6. Roadblocks

What is keeping us from reaching our full potential?

- The words (i.e., Senior, Aging, Elder, gahsa, etc)
- Lack of engagement
- Economic impact...Will it cause gahsa membership to drop?
- Transportation for seniors

7. Resources

What are our greatest resources?

- Access to over 126,800 older Georgians via gahsa members
- Publications
- Listservs

8. 2008 Priorities

In 2008, what are our specific measurable targets of accomplishment?

- Audit Committee to focus on Audit and possible State Dues Millage formulary
- Board - Levels of care discussion
- Consumer piece (Task Group)
- PR/Marketing/Branding Task Group needed to focus on name (gahsa), tag lines, general ed. (continuum, community, and members)
- Increase membership by with Board involvement in the recruitment process
- Membership Value (Need Task Group) -- Focus on Who We Are & What We Do.
- Implement Policy Makers education
- 8. Engage membership via New Members Orientation IDEAS:
New members/new Admin. Assigned a gahsa partner; board members call new members; host gahsa evening out/GA Night or breakfast for after hour reception in different areas of the state at the same time (possibly board members, gahsaNext grads, and others to host in different regions of state)

Task Group Volunteers:

1. PR/Marketing/Branding: Dick Zechiel & Deborah Wilson
2. Engaging Membership: Jim Waldrop, Alice Hudson, & Sherri Godwin, Imani Evans (volunteered)
3. Consumer Component: Regina Harris, Georgia Gunter, Tom Rockenbach, & Debra Furtado

9. 2009 Priorities

In the next 2 years, what are our specific measurable targets of accomplishment?

TBD

10. Mid-range Priorities

In the next 2 - 5 years, what are our possible targets of accomplishment?

TBD

11. Long-range Priorities

In the next 5 - 20 years, what are we dreaming of accomplishing?

TBD