

ACHCA

Strategic Plan

MISSION: THE AMERICAN COLLEGE OF HEALTH CARE ADMINISTRATORS CULTIVATES LEADERS IN THE POST-ACUTE AND SENIOR CARE SERVICES THROUGH SUPPORTIVE NETWORKS AND EXCELLENCE IN EDUCATION & ADVOCACY.

Vision: ACHCA will be the go-to organization for professional healthcare leaders.

VALUES

Cultivates Leaders | Integrity | Knowledgeable | Honesty
Transparency | Adaptable | Inclusive | Respect | Caring & Hospitable

Strategic Outcomes

Effective Association	Quality Programs and Services
1.1 Increase ACHCA organizational relevance and visibility in public health policy world. 1.2 Establish a governance structure to achieve a viable representation of membership nationwide.	2.1 Release formal additional leadership training to State Chapters by March 2024 2.2 Expand educational offerings. 2.3 Continue to Improve the certification program

Member Engagement	Financial Stability
3.1 Increase overall membership growth 3.2 Increase vibrancy at 75% of StudentChapters to participate and become involved at the local state chapter level. 3.3 Increase Overall Member Retention from70% to 75% 3.4 Increase engagement of existing chapters. 3.5 Increase convocation attendance by 50% 3.6 Modernize and standardize our social media presence. 3.7 Create professional roadmaps that recognize administrators at different points during their career to help promote career growth.	4.1 Establish a viable financial model of ACHCA. 4.2 Develop a investment strategy for our excess reserves and restricted funds. 4.3 Increase non-dues revenues. 4.4 Reduce expenses without reducing quality of product and services.