

A personal membership group of the  
**American Hospital Association**

**VISION**

**Be the leaders in health care  
Human Resources workforce policy,  
advocacy and best practices**

**OUTCOMES**

Increase the number of  
new members who join.

Improve retention rate.

Increase the number of  
CHHR applicants  
and certificants.

**GOALS**

**NEW MEMBER GROWTH**

Secure the membership  
pipeline of the future by  
compelling non-members to join.

**MEMBER RETENTION**

Secure the current  
membership base and stem  
membership decline by providing  
compelling reasons to renew.

**CHHR ENGAGEMENT**

Increase the number of CHHR  
applicants, certificants and  
renewals through dedicated  
outreach and community-building.

**OBJECTIVES**

Increase the number of members  
who are new to the profession.

Increase diversity within the  
ASHHRA membership based  
on race, age and other  
demographic factors.

Increase the number of  
members who renew.

Increase awareness of the  
ASHHRA value proposition.

Create new opportunities for  
members to network.

Personalize the  
membership experience.

Increase the value of membership  
through enhanced knowledge-  
sharing and education resources.

Craft communications to validate  
the decision to pursue and  
earn the CHHR.

Use marketing techniques to  
reinforce the value of the  
CHHR credential.

Develop a compelling value  
proposition for CHHR.

Foster the CHHR community by  
developing a support system.

**FUNDAMENTALS**

**VALUES**

Trust • People • Integrity • Leadership • Diversity • Collaboration • Excellence • Innovation

**MISSION**

To advance the human side of health care,  
the American Society for Healthcare Human Resources Administration (ASHHRA)  
leads the way for highly effective, valued and credible leaders.