

Strategic Plan

2017 – 2019



A personal membership group of the
American Hospital Association

MISSION

To advance health care through the support and development of a knowledgeable and connected network of human resources professionals by providing innovative resources, tools and strategies.

VISION

An inspired community of health care human resources professionals that reaches its highest potential as a catalyst for positive change in an evolving health care landscape.

OUTCOMES

More nimble organization

Larger, more diverse membership and network base

Better informed / prepared human resources and health care community

Stronger connections / valued relationships

GOAL

Knowledge Advancement

Develop a wide, diverse foundation of subject matter expertise to elevate ASHHRA and its members as providers of innovative information and solutions to the health care field.

OBJECTIVES

1. Increase the number of CHHR certificants.
2. Implement processes to develop and deliver time-sensitive information that impact members.
3. Develop innovative delivery models to share content and best practices with the health care human resources field.
4. Develop an online resource repository/library and processes to ensure its relevance.

GOAL

Network Advancement

Serve as the networking, knowledge sharing and data analytics hub for health care human resources professionals to expand and extend professional connections and relationships.

OBJECTIVES

1. Create a networking venue for members to access resources from the AHA and PMGs, other professional arenas and members of the ASHHRA community.
2. Develop mechanisms for members and chapters to share best practices, information and stories of successful ASHHRA members and events.
3. Diversify the delivery method of community building benefits while staying abreast of new and different ways to deliver information.
4. Identify current tools and develop dashboard templates to help standardize how data is viewed and shared.

GOAL

Member Advancement

Enrich the member experience, increase value and grow the membership base through compelling participation and engagement opportunities.

OBJECTIVES

1. Increase ASHHRA's membership base of early HR careerists, specialists and continuum of care professionals.
2. Understand and disseminate member information to better target educational opportunities, draw out member strengths and further develop best practices.
3. Expand the footprint of ASHHRA to increase brand awareness by using a variety of innovative platforms to reach a more diverse audience.
4. Develop a culture of recognition of member and chapter engagement methods.

INITIATIVES

Membership Growth,
Development and Awareness

Content
Development

Collaboration
Opportunities

VALUES

Trust Integrity Leadership Community Collaboration Innovation Inclusion Stewardship