



AMERICAN SOCIETY FOR HEALTHCARE
HUMAN RESOURCES ADMINISTRATION
OF THE AMERICAN HOSPITAL ASSOCIATION

2011-2013 Strategic Plan



Mission - ASHHRA leads the way for members to become more effective, valued, and credible leaders in health care human resources administration. As the foremost authority in health care human resources, ASHHRA provides timely and critical support through research, ongoing learning and development, products and resources, and opportunities for networking and collaboration.

Be the first choice for health care HR knowledge

-Act as a source for the Health Care HR community

Be a trusted and dependable resource

-Offering quality services that develop the health care HR profession

Link a diverse and expansive health care community

-Engage, diversify, and enhance membership

Be the leader in health care HR workforce policy, advocacy, and best practices

-Increase reliability and visibility in the health care community

Knowledge

Community

Develop and expand resources and services, fostering the knowledge needed by our community

Support chapter/ regional growth and business objectives

Develop and advocate for a community of influencers

Collaborate with strategic partners on workforce issues