Strategic Plan

Approved by the ASHHRA Board: November 1, 2019
Timeless Core Ideology

CORE PURPOSE

To advance health care through HR excellence.

MISSION STATEMENT

The mission of the American Society for Health Care Human Resources Administration (ASHHRA) is 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.

CORE VALUES

Integrity
Evidenced in earned trust and pride with a reputation for accountability.

Leadership
Evidenced in visionary thinking, innovative programs and services, and a passion for excellence.

Collaboration
Evidenced in mutual respect and multiple insights exchanged in an inclusive professional environment.
Goals, Objectives & Strategies

Priority Key:
Critical: Work on this strategy must be completed in the coming year
Immediate: Work on this strategy must occur in the coming year
Intermediate: Work on this strategy should occur in the coming year if possible
Later: Work on this strategy can wait until subsequent year if necessary

GOAL A: MEMBERS

Members will be empowered to make strategic decisions within their organizations.

Objectives
1. Assist members regarding communication of the value of strategic HR initiatives to key stakeholders in the C-Suite.
2. Increase the number of members using the educational framework for strategic thinking.
3. Increase availability of mentorship program to new-to-profession, mid-level and executive level.

Strategies
1. Reassess past, current and anticipated programs in light of present and future needs.  
   Priority Critical
2. Redesign mentorship program.  
   Priority Immediate
3. Implement marketing program for HR Strategic/mentor program.  
   Priority Later

GOAL B: THE PROFESSION

HR professionals will be effective strategic partners.

Objectives
1. Improve clarity of HR strategic role.
2. Increase leadership development opportunities.

Strategies
1. Develop definition of roles of strategic HR.  
   Priority Critical
2. Revise competency model for health care HR leaders.  
   Priority Immediate
3. Improve professional development opportunities for business acumen through partnerships.  
   Priority Immediate
4. Refine CHHR program.  
   Priority Intermediate
5. Create and implement HR awareness campaign for C-Suite.  
   Priority Later
GOAL C: HEALTH CARE ORGANIZATIONS

Health care organizations will redesign workforces and increase employee engagement successfully.

Objectives
1. Decrease burnout and its consequences in the organization.
2. Increase safety in our environments.
3. Increase the level of strategic thinking in our organizations.
4. Increase the ability of HR to navigate changes in the regulatory environment.

Strategies          Priority
1. Help members and other HR professionals effectively utilize workforce framework and understanding.  Critical
2. Improve employee engagement.  Immediate
3. Study the regulatory environment to better prepare and respond.  Immediate
4. Establish strategies to advance HR business acumen.  Immediate

GOAL D: ASHHRA AS AN ORGANIZATION

ASHHRA will be recognized for providing value to members from all types of health care organizations.

Objectives
1. Increase awareness of ASHHRA among key audiences.
2. Increase recognized value of ASHHRA services for all HR professionals in all disciplines.
3. Increase awareness of ASHHRA’s new brand among key audiences.

Strategies          Priority
1. Implement Member Relations committee.  Critical
2. Continue ASHHRA marketing campaign.  Immediate
3. Increase partnerships with other HR organizations and AHA Professional Membership Groups (PMGs).  Intermediate