



ASHHRA

American Society for Health Care
Human Resources Administration

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.
2. Redesign mentorship program.
3. Implement marketing program for HR Strategic/mentor program.

Priority

Critical

Immediate

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.
2. Revise competency model for health care HR leaders.
3. Improve professional development opportunities for business acumen through partnerships.
4. Refine CHHR program.
5. Create and implement HR awareness campaign for C-Suite.

Priority

Critical

Immediate

Immediate

Intermediate

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

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

Priority

Critical

Immediate

Immediate

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

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

Priority

Critical

Immediate

Intermediate