

AMERICAN SENIORS HOUSING ASSOCIATION

VISION

**LIVING LONGER
BETTER**

MISSION

ASHA is the industry thought-leader promoting quality and innovation, advancing industry knowledge through research, exchanging strategic business information and influencing legislative and regulatory matters.

CORE PRINCIPLES

Promote a favorable business climate that supports quality, competition, innovation and long-term investment in seniors housing

Advance information and research that frame and influence key industry initiatives

Promote the identification and advancement of emerging industry leaders who reflect the increasing diversity of the business

Support research and national initiatives that enable senior customers to receive high quality services and live with dignity in the setting of their choice



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ASHA GOALS, OBJECTIVES AND OUTCOMES FOR 2021 – 2026

GOALS

ADVOCACY

Deliver a coordinated legislative program at the federal level with select engagement on state policy.

RESEARCH AND EDUCATION

Promote the value proposition of age-qualified housing and encourage the continued pursuit of quality and innovation.

MEMBER ENGAGEMENT

Provide senior executives and next generation leaders with a unique forum to share cutting-edge research, best practices and business opportunities.

OBJECTIVES

- ▼ Maintain a robust federal advocacy program and Seniors Housing PAC that effectively identifies and addresses the threats and opportunities facing the senior living industry.
- ▼ Engage the Public Policy and Executive Committees to prioritize a federal legislative agenda and oversee disbursement of the Seniors Housing PAC funds.
- ▼ Educate policymakers to increase awareness of how seniors housing improves the quality of life for both residents and their families, provides employment opportunities and contributes to local economies, and plays a major role in health care.
- ▼ Provide timely and substantive communications on federal and select state policy issues and expand members' awareness of legislative and regulatory developments.
- ▼ Leverage the relationships between ASHA members and Members of Congress to maximize the effectiveness of the advocacy program.

- ▼ Document the benefits of industry products through qualitative and quantitative research and effectively engage with other meaningful research efforts.
- ▼ Identify how the industry can expand market share, reduce move-outs, and improve overall operating performance.
- ▼ Provide needed, credible information to help members better understand the customer and to help the customer better understand their choices and the benefits of age-qualified housing.
- ▼ Effectively deliver essential information to targeted consumers via Where You Live Matters and state-of-the-art media channels—website, social media, email and print.
- ▼ Use research results to enhance the effectiveness of advocacy and public relations efforts.

- ▼ Offer members strategic, engaging and forward-thinking content that brings new ideas and approaches to our industry at the Annual and Mid-Year meetings.
- ▼ Hold regional roundtables to highlight and share information about trends, best practices, innovations and new research.
- ▼ Use the Executive and Meeting Committees to advise, plan and focus meetings in concert with ASHA staff.
- ▼ Expand the diversity of ASHA membership and participation.
- ▼ Provide digital meeting opportunities on a regular basis to expand the benefits of membership.
- ▼ Engage Rising Leaders to facilitate professional development, broaden member diversity, and improve the dissemination of ASHA's work.

COMMUNICATIONS

External: (Legislators, Regulators, Consumers, General Public)

Internal: (ASHA Members, Rising Leaders, ASHA App)

OUTCOMES

Results oriented, high impact federal advocacy

Cutting edge research and information highlighting the benefits of age-qualified housing

Innovative and strategically focused interactions for senior executives