

**LeadingAge Ohio *Approved 11/11/21* FY 2022+**

**OBJECTIVE:** LeadingAge Ohio is the trusted voice for all advocacy, workforce,

and strategic innovation.

An initiative that will be member-led

**Build middle market tool kit (member-driven effort)** by defining financially viable options and creating a toolkit of resources

**Other:**

**2022 PLANS:**

(Owner, Date) [Relative Priority: **A, B, C**]

**Measurable GOALS:**

**3. Build advocacy platform & pipeline (Susan)** by building grassroots engagement on clear agenda across member types

2a) Develop and implement comprehensive DEI strategy (Workforce Director) **B**

2b) Create toolkit of resources for member access to support staff health & wellness (Workforce Director) **A**

2c) Identify policies that either create barriers or expand access to aging workforce (Susan) **C**

2d) Innovate non-traditional employee benefits to more effectively meet employees’ needs (Workforce Director)

1a) Pursue partnerships for PR campaign for recruitment/retention of aging services workforce (Workforce Director) **A**

1b) Partner with ODE and other stakeholders to build certifications, shadowing, Tech Cred, etc. (Workforce Director) **B**

**2. Build infrastructure opportunities to support staff health & wellness at work and at home (Kathryn)**to ensure opportunity for full range of positions to advance career options and individuals’ goals

**Strategic Planning Committee members:**

Cathy Browne, Exec Director, Health Services of Wyandot County

Linda Gutierrez, Activities Director, Good Shepherd Home

Laura Lamb, CEO, ERS

Gayle Mattson, CEO, Hospice of Cincinnati

Tangi McCoy, CEO for McGregor PACE

Dean Palombaro, Division Exec Director, Ohio Living

Sean Riley, Director Senior Living Operations, United Church Homes

Danielle Willis, Senior Vice President, Employee Engagement &
Chief Diversity Officer, National Church Residences

* Meet demands and reimagine opportunities to solve workforce issues of the day
* Create non-traditional partnerships that deepen members’ missions and drive members to a commitment to LeadingAge Ohio membership
* Negotiate effectively as the advocacy voice of aging services providers in their service to aging Ohioans across a constantly changing continuum

**Preferred Future State:**

**1. Create campaign that distinguishes and communicates value of careers in aging (Patrick)** through PR, peer connections, educational partnerships.

**STRATEGIES:**

(**Captain**)

* **Increase member satisfaction by 5%**
* **Increase grassroots advocacy engagement by 10%**
* **Grow new member revenue by 3%**

3a) Revamp Advocacy bootcamp/education, including emphasis on local officials (Susan) **A**

3b) Build PAC (Patrick) **B**

3c) Elevate & implement Ohio Blueprint for Aging (Patrick) **C**

3d) Emphasize and voice advocacy for members serving poor/minority (Patrick)

3e) Elevate/communicate innovations to bring recognition to both members and LeadingAge Ohio as leaders in our collective
missions (Patrick)