

AGING LIFE CARE ASSOCIATION®

THE EXPERTS IN AGING WELL

Vision

A world where adults and their families live well as they face the challenges of aging.

Mission

Leading the community of Aging Life Care Professionals® through education, professional development, and the highest ethical standards.

Role

We develop expertise; enhance the success of members; share a unique knowledge base; and promote the interests of the Aging Life Care™ profession.

ALCA Strategic Plan 2019

1. Expand awareness and recognition of the Aging Life Care Association and its members as The Experts in Aging Well®.

- A. Form a PR Committee tasked with: (Lisa M / January)
 - i. Developing a wide ranging multi-faceted PR media campaign
 - Generate list of stories
 - Explore different places to pitch our stories
 - ii. Select a media correspondent to receive an ALCA Distinguished Media Correspondent Award at National conference (Exec Comm / Dec 13)
 - Encourage chapters to present a Distinguished Media Correspondent Award at the chapter level conferences (2019 & 2020)
 - iii. Collaborate with the Digital Marketing Committee to develop a plan to produce Facebook live and podcasts to be shared across media platforms. (Feb)
 - Create a content calendar
 - Provide training for Board and Chapter Presidents at January meetings and members at January Coffee Talk (Samantha / January)
 - Create visual board bits and ALCA updates (now)
- B. Form an executive task force to explore the hiring of a media consultant and identifying a celebrity spokesperson. (CEO / January)
- C. Expand marketing tools to enhance awareness
 - i. Continue development of marketing flyers, to include: Physicians and Allied Health Professionals, Discharge Planners, and Financial Professionals.
 - ii. Explore distribution opportunities (Digital Marketing / June)
 - iii. Create 1-800-AGINGCARE phone number and add to website and ALCA marketing materials (Wagner / January)
 - iv. Create a task force to develop a plan for a consumer app (Lisa M / January)

- D. Collect objective data to better define our sphere of influence in the aging market
 - i. Review and refine Member demographic data (Staff & Membership Forum / June)
 - ii. Create a task force to develop outcomes data (Lisa M / January)
- E. Establish a ALCA 35th Anniversary Committee (Lisa M / January)

2. Develop diverse revenue stream to support the ALCA mission.

- A. Identify possible grant opportunities (Staff / June)
 - i. To fund development of ALCA training materials, such as a Textbook, online state-of-the-art webinar platform, and certificate program
- B. Increase membership revenue
 - i. Onboard new CEO and brainstorm new ideas for increasing revenue (BOD / December 2018)
 - ii. Develop transferable company memberships (Staff / implement by 2020 renewal)
- C. Increase partner revenue
 - i. Grow Academic Partnerships (Educ Alliances / 5 by YE)
 - ii. Corporate Partners
 - Pursue representation in new product/service areas (CP Committee/ 2 by YE)
 - Pursue new opportunities for CP sponsorship involvement. (CEO / 20% inc rev)
 - Pursue joint marketing / ads with National Corporate Partner (Staff/ 1 by YE)
- D. Increase Conference Profit
 - i. Increase marketing efforts to increase participation of outside professionals (25%)
 - ii. Increase revenue from Exhibitors/Sponsors (ES Comm / 10%)
 - Develop new sponsorship opportunities (2020)