

Alaska Association on Developmental Disabilities Strategic Plan 2013-2017

Core Purpose

Voice of Developmental Disability Providers

Core Values

Parity-Respect-Professionalism

Innovative-Adaptive

Individualized Community Based Services

Partnerships

Envisioned Future

AADD is a full partner with the State of Alaska and is proactive in addressing the needs of people with developmental disabilities.

Strategic Direction

Goal #1: Develop robust strategic alliances between providers, national associations, the state, the Governor's Council on Disabilities and Special Education, the people we serve and their communities

- a. Connect small or new organizations with experienced organizations to support their development; mentoring
- b. Formalize our partnerships with key strategic partners**
 - i. Governor's Council, Key Coalition, ABHA, AgeNet, etc. - clarify who does what, develop formal relationships as needed
 - ii. Connect to national associations that add value, capacity and knowledge on best practices
- c. Create a plan to improve relationship with the state**
 - i. Share solutions, not just concerns
 - ii. Support the state staff who support our efforts
- d. Develop a strategy for leadership development and transition support in our member organization

Goal #2: Implement a comprehensive communications and advocacy strategy

- a. Hire PR consultant to help create the plan**
- b. Develop web presence
- c. Continue to survey members to identify needs and provide information
- d. Analyze and distribute useful data on regulations
- e. Begin to develop messages to advocate for increased senior services-aging population
- f. Become effective advocates for the business of our members

Goal #3: Build internal capacity

- a. Determine additional funding opportunities
- b. Develop a strategic budget in order to implement this plan
- c. Expand membership
- d. Add staff as needed and budgeted**

****2014 Priorities**

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Priority #1: To maintain and continue to foster a mutually beneficial, collaborative relationship with the State of Alaska.

Success Factors:

- a. SDS seeks input from AADD regarding systems issues, changes, challenges, new programs.
- b. AADD members are well-informed regarding DHSS/SDS priorities and programs.
- c. There is mutual trust based on open communication between both entities.
- d. State leadership promotes a culture of customer service and partnership.

Action Steps:

- a. Invite SDS to collaborate to perpetuate a shared vision and consistent practices statewide.
- b. Collaborate with SDS on addressing alignment with Office of Rate Review and Licensing in the vision regarding services for Alaskans with disabilities.
- c. Solicit representatives to participate in State workgroups.

Priority #2: Strengthen AADD alliances with three key strategic partners: the Key Coalition, the Governor's Council and the Community Care Coalition.

Success Factors:

- a. There is increased understanding regarding unique perspectives from different stakeholders.
- b. Collaboration has resulted in successful outcomes across provider groups.
- c. Key Coalition and AADD feel confident in their long-term vision and sustainability.

Action Steps:

- a. Invite each group to participate in a face-to-face meeting to share vision, identify mutual concerns and discuss how to support each other with those concerns.
- b. Explore the possibility of securing a seat on the Governor's Council for a provider representative.
- c. Clarify with Key Coalition the roles and responsibilities of each organization and develop a shared agreement regarding financial support.
- d. Maintain involvement with the Community Care Coalition throughout the rate regulation development process. Continue to collaborate as other issues arise.

Priority #3: Build internal capacity by engaging an Executive Director in the essential functions of the position (i.e. leadership, strategic and operations).

Success Factors:

- a. Effective leadership exists which advances the strategic plan of the association.
- b. The Executive Director demonstrates clear commitment to AADD's core purpose and values.
- c. The Executive Director is viewed as the voice for AADD and is trusted to represent the best interests of the association.

- d. The Executive Director demonstrates an understanding of the providers, areas of expertise and available resources within the membership.

Action Steps:

- a. Contract with an Executive Director who meets the qualifications as outlined in the position description.
- b. Develop an orientation plan.
- c. Introduce the new Executive Director:
 - i. The executive committee facilitates formal introductions to partner agencies, other trade association representatives, and key State representatives (SDS, ORR, etc.).
 - ii. An introductory letter is distributed to membership and other entities which introduces the new Executive Director and describes the vision for this new position.
- d. Define business operations including storage of electronic documentation, financial procedures, website management, insurance, etc.

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