

NADSA Strategic Plan 2021

NADSA carries out the mission through efforts guided by the staff and Board of Directors (BOD). The committees of the Board of Directors are charged with carrying out and implementing the strategic priorities outlined below on the advice of the Executive Director and Associate Director of NADSA, with the approval of the Executive Committee. The below priorities represent short-term and long-term priorities and are expanded in the later Committee Purpose and Goals sections.

Membership

Current year: Member Recruitment, Member Retention, Member Restoration – Survey current, previous, and non-members for feedback and improvements, assistance from BOD will be needed.

Next Steps: Respond to survey of needs to retain and recruit new members. Expand dues structure for multistate, large providers.

Board Development

Current year: Structural changes and Organizational Chart, Board orientation and annual packet, Committee guidance and promotion.

Next Steps: Annual Board Self-Assessment Survey, Annual Board Nominations and elections, ongoing board development.

Financial Development

Current year: Educational Webinar Series, Virtual Research Summit, Annual Conference, Membership, Strategic Partners, Marketing Agreements, Sponsorships, Grant Proposals, Staff Certification Program, Board Giving, Fundraising.

Next Steps: Annual target of 10% revenue growth and 5% increase in reserves.

Conference and Education

Current year: Annual Conference, Monthly Webinar Series.

Next Steps: Dual track webinar offerings: administrative, and direct care/programming, staff/program Certification Program.

Research

Current year: Virtual Research Summit – to repeat annually, promote (with Policy/Advocacy Committee) standardized data collection set and tools.

Next Steps: Expand data set and recruit for NADSA contained research efforts. Independent grant funding and staff.

Policy/Advocacy

Current year: Outreach to incoming administrations for relationship building, continued cooperation with allied organizations, promote and educate membership on use of standardized data set and tools, provide guidance to existing state associations, payor engagement.

Next Steps: Promote inclusion of ADS in Medicare Pilot programs, promote inclusion of ADS in funded long-term care programs, support state association formation, support state efforts for funding increases as resources allow.

Marketing

Current year: Annual ADS Infographic, annual ADS industry white paper (with input from Policy/Advocacy Committee and Research Committee), website content review, improve NADSA store to include prior webinars and sessions, manuals, and products.

Next Steps: Social media posting campaign.

System Changes

Current year: Define and promote expansion of ADS Services to include telemonitoring, home care, transportations services, IDD programs, respite care. Seek ways to support state associations while minimizing the inherent competing financial challenges centers face when paying dues to both organizations.