

Alberta Association on Gerontology



Strategic Plan 2020 - 2023

Alberta Association on Gerontology's (AAG) three-year strategic plan for 2020 -2023 identifies three major goals and numerous priority activities under each goal. Working groups will be formed to support the activities. These goals and activities were identified through a strategic planning session comprised of AAG provincial board members, Edmonton Chapter and Calgary Chapter board members and key representatives from AAG past presidents and Mary Morrison Davis Award recipients. Goals are overarching and priority activities include short-term as well as long-term outcomes. The strategic plan will be reviewed annually to assess progress and revise as activities are completed.

Vision

To be recognized as a forum for facilitating the development of social and health policy related to older adults in Alberta by providing opportunities for others to be involved in discussions that leads to policy recommendations and actions.

Mission Statement

In the spirit of collaboration and open communications, AAG enhances the quality of life of older adults who are engaged, empowered and enabled, living in inclusive communities with social connections through supporting research, influencing innovative policy and stimulating and promoting the exchange of knowledge and best practice among the public, experts, service providers and government.

Mandate

AAG is a province-wide interdisciplinary organization that facilitates:

- Knowledge transfer related to evidence informed practice in gerontology.
- Knowledge creation including student scholarships and support for research.
- Professional networking and shared interest in older adults and gerontological issues.
- Opportunities and inspiration for forward thinking and innovation in policies improving the quality of life and quality of services for older adults.

1. Goal 1: Further refine governance and operational *infrastructure* of the Association.

Priority Activities:

- 1.1. Complete bylaw review/revision to be tabled at the 2020 AAG AGM.
- 1.2. Address board succession planning by developing
 - 1.2.1.Strategy to facilitate “seamless” transition in executive positions; including staggering of terms to support continuity of Association intellect
 - 1.2.2.Strategy to attract new board members
 - 1.2.3.Strategy to identify members interested in being on working committees to carry out work of the Association. Create a database of members’ areas of interest.
- 1.3. Update and revise the Board Operations Manual (i.e.: include membership renewal process/procedures, annual review of membership fees).
- 1.4. Review the governance relationship between the Provincial board and the Chapters.
- 1.5. Evaluate the effectiveness of the Executive Committee and formalize the terms of reference and the responsibilities of the Executive Committee.
- 1.6. Develop outcomes/impact measurements for reporting to membership, including in grant applications and sharing through promotional materials and tools (website)

2. Goal 2: To support the creation of forums and opportunities for policy discussion and development to improve the quality of life of older adults by collaborating with other stakeholders and the community at large.

Priority Activities:

- 2.1. Support Chapter activities by coordinating Provincial and Chapter events; create an annual schedule of Provincial and Chapter events.
- 2.2. Co-host meetings, workshops and conferences with other organizations (e.g. partners involved in Vision 2030).
- 2.3. Explore and develop partnerships with identified stakeholders to work in collaboration on AAG initiatives.
- 2.4. Building on the outcomes of Vision 2030, engage Vision 2030 participants and AAG members in follow up workshops, policy development discussions, research activities and other actions to address the Vision 2030 recommendations.

3. Goal 3: Increase the *visibility and profile* of AAG.

Priority Activities:

- 3.1. Membership review
 - 3.1.1. Review the benefits of prorated membership drive for effectiveness and possible continuation of this strategy.
 - 3.1.2. Review the impact of the membership fee increase on member recruitment.
 - 3.1.3. Develop further strategies for renewal of current and past members.
 - 3.1.4. Engage with participants from Vision 2030 to consider becoming members and engaging in AAG activities.

- 3.2. Maximize the benefits of the website as a vehicle for communication to membership.
 - 3.2.1. Continue to monitor and develop content for sharing on the website.
 - 3.2.2. Embed the link for the Vision 2030 website to the AAG website.

- 3.3. Develop a strategy to profile AAG as a reputable resource on aging issues.
 - 3.3.1. Develop a media strategy – how to engage with media
 - 3.3.2. Develop a practice of preparing media announcements for AAG hosted events and papers that AAG releases.
 - 3.3.2.1. Develop key messages for reports
 - 3.3.2.2. Indicate key spokesperson for media contact

- 3.4. Develop a social media strategy as a cornerstone of communication to profile the Association.
 - 3.4.1. Review the analytics to monitor frequency and engagement quality.
 - 3.4.2. Be deliberate with frequency, timing and the quality of the posts.
 - 3.4.3. Consider contracting social media coordinator to implement the social media strategy.