



2020 - 2022 Strategic Plan

Mission:

The SC ACHE Chapter will achieve the vision of being South Carolina's premier professional society dedicated to advancing healthcare leadership and management excellence by consistently exceeding the American College of Healthcare Executives' Award of Chapter Excellence Indicators.

As such, the Chapter's objectives focus on the Chapter Excellence Award Indicators:

1. Earn a mean member satisfaction score higher than the current year standard set by ACHE which is 4.1 or higher.
2. Provide total indexed networking and education attendee hours in excess of the current year standard set by ACHE which is 13.7 hours.
3. Achieve a percentage increase in total chapter membership greater than the current year standard set by ACHE which would be 7.7% growth.
4. Advance new Fellow designates and recertify existing Fellows at a percentage rate higher than the current year standard set by ACHE

To achieve these indicators the Chapter will create work streams in the following areas:

- **Create unique Value to Society Members**
 - Provide and disseminate information on issues affecting our professionals in areas of : regulations, compliance, reimbursement, and quality as considered by agencies and organizations at state level in South Carolina and at federal level in Washington, D.C.
 - Work with South Carolina employer organizations and hospitals to promote the added value and benefit of hiring ACHE Fellows and members with advanced current training and experience (over non-ACHE members) for administrative and healthcare leadership positions (ACHE Fellows are stronger candidates to fill open positions)
 - Work with search consultant firms to promote (and specifically list) the designation of clinical experience and education specified in job postings for healthcare administrative and leadership positions
- **Trusted Partner**
 - Obtain sponsorships for 75% of qualified education events in South Carolina
 - Provide one Networking Opportunity per year in the Upstate, Midlands and Low Country
 - Increase promotion and involvement opportunity to the health educational networks (HEN's) in South Carolina by increasing number of academic institutions on chapter committees.
 - Work with HESA to increase involvement with SC ACHE
 - Hold a networking event at Congress for South Carolina attendees

- Promote greater number of presentations from S.C. members at the ACHE Annual Congress in Chicago by holding a workshop on conducting a presentation
- **Catalyst**
 - Meet and Exceed National Recognition Benchmarks for S.C. State ACHE Chapter Board Engagement measuring dedication of time allotted to SC ACHE on a monthly and a yearly basis. Provide 12 unique hours of Face to Face education credits in South Carolina
 - Provide 12 unique hours of Face to Face education credits in South Carolina with the ability to replicate between LPC's
 - Improve Board Engagement
 - Improve outreach to New Members and Early Careerist
 - Obtain Chapter of Excellence designation
 - Meeting or exceeding the educational credit offerings in S.C.
 - Improve recognition for New Fellows
- **Connector**
 - Increase membership desirability by promoting the value of active membership
 - Increase membership with a goal of exceeding the previous three year membership metric.
 - Retention of members with a goal of exceeding the previous three retention rate metric.
 - Member satisfaction with a goal of achieving a score of 4.1 or higher on the Chapter Satisfaction Survey
 - Poll S.C. State Society to better determine the services that members most desire from S.C. Chapter of ACHE
 - Expand the S.C. State representation of diversity among membership Increase in the number of Clinician members in SC ACHE over the previous three years
 - Improve communication to members through improved Website and Newsletter that offers opportunities to highlight members in the clinician and early careerist categories.

Promote greater professional networking opportunities among members to share experiences, current opportunities, and unique solutions to issues confronting our members.

Vision

To be the preeminent professional society for leaders dedicated to improving health.

Values

- Integrity
- Lifelong Learning
- Leadership

- Diversity and Inclusion

Committee Objectives

Advancement Committee

The Advancement Committee has the primary responsibility: *Advance new Fellow designates and recertify existing Fellows at a percentage rate higher than the current year standard set by ACHE.* As such, this is the key objective for this committee. The work streams that will support the achievement of this objective are as follows:

- Develop written process for supporting the advancement of new Fellows.
- Develop written process for identifying and assisting the recertification of existing Fellows.
- Continue to deliver Board of Governors Exam Preparation Program or Study Buddy program.
- Create plan to recognize new Fellows in the State
- Work with Communications committee to highlight Fellow in the News in each addition
- Create and host a new Fellow reception at a state meeting

Audit Committee

The Audit Committee supports the Chapter's objectives by performing an annual review of the Chapter's financial activities and making recommendations for improving the stewardship of the Chapter's financial resources. The work streams to be accomplished by the committee are as follows:

- Develop written process for performing audit and making recommendations.
- Complete annual audit.

Communications Committee

The Communications Committee supports the Chapter's objectives by supporting Trusted Partner, Catalyst, and Connector strategies via online publications, chapter newsletters, and website maintenance. The work streams to be accomplished by the committee are as follows:

- Evaluate current website format and make modifications or upgrades – work with Sponsorship to find sponsor for website upgrades
- Increase social media presence where appropriate to include chapter communications – Facebook, LinkedIn page.
- Upgrade format of Newsletter working with Executive Board and committees for newsletter content
- Publish 4 newsletters a calendar year
- Create a professional List serv to help engage Clinician involvement

Membership Committee

The Membership Committee has primary responsibility for the Chapter objective: *Achieve a percentage increase in total chapter membership greater than the current year standard set by ACHE.* As such, this is the key objective for this committee. The work streams that will support the achievement of this objective are as follows:

- Increase membership above the previous three year average.
 - Increase clinician membership.
 - Increase student membership over previous three year average.
- Extend SC ACHE's reach and increase diverse representation to cultivate an inclusive community across the continuum of healthcare leadership.
- Create a new Member Welcome Packet and process
- Create Diversity and Inclusion sub-committee as a component of Membership Committee
- Host a New Member social at a state meeting
- Explore collaborations with other healthcare professional organizations to increase clinician membership

Nominations Committee

The Nominations Committee supports the Chapter's objectives by ensuring that strong and effective leaders are added to the board that will support the achievement of ACHE. The work streams that will support the achievement of this objective are as follows:

- Solicit the nomination of new directors from the full membership (annually).
- Develop existing leadership by elevating LPC and committee leaders to board positions where appropriate.
- Ensure the board is diverse in its ethnicity, geography (Upstate, Midlands, and Lowcountry), and positions of authority (manager, director, senior executive).

Programs Committee

The Programs Committee has primary responsibility for the chapter objective: *Provide total indexed networking and education attendee hours in excess of the current year standard set by ACHE.* The work streams that will support the achievement of this objective are as follows:

- Ensure that all SC ACHE-related educational programs and networking events are entered into the ACHE Event Reporting Tool.
- Provide 12 hours of face to face education throughout the state of SC.
- Develop an annual calendar of events to be shared with the Chapter membership in January.
- Provide one networking opportunity in each geographic region: Upstate, Midlands, and Lowcountry.

- Promote greater number of presentations from SC members at the ACHE Annual Congress in Chicago.
- Explore a State wide educational offering in collaboration with another healthcare professional organization.

Sponsorships Committee

The Sponsorships Committee supports the Chapter's objectives by securing additional financial resources to support the goals of the chapter. The work streams to be accomplished by the committee are as follows:

- Develop sponsorship structure for recognition of gift level.
- Cover expenses of chapter operations.
 - Increase sponsorship to cover 50% of the expenses of an Administrative Assistant.
 - Obtain sponsorships for 75% of qualified education events in South Carolina.

Early Careerist Committee

The Early Careerist Committee supports the Chapter's objectives by bridging the gap of young professionals in healthcare field and serve as a transitional liaison for students becoming professionals after graduation. The work streams that will support of the achievement of this committee are as follows:

- Develop mentorship program.
- Increase promotion and involvement opportunity to the health educational networks (HEN's) in South Carolina by increasing number of academic institutions on chapter committees
- Collaborate with HESA to improve involvement with SC-ACHE

Executive Council

The executive council supports the chapter's objectives by monitoring and supporting the measurable indicators stated in the chapter's work-streams.

- Sustainability
- Growth
- Education
- Creating unique Value to Society members

All goals and work-streams will be tracked through the SC ACHE Strategic Dashboard located in enclosed spreadsheet.