

Aging Services of Georgia Focus Areas for 2009
Developed by Aging Services of Georgia Board of Directors
Joyce O. Wilson, Chair

In 2009, the association moves into 36 years of serving the key providers of aging services in Georgia. The Aging Services of Georgia Board of Directors meets quarterly to provide governance oversight, develop and implement strategies, and guide the work of the association. Our outstanding staff work hard to provide member value and to position the association in many ways. Representing the various interests of members in the policy arena, making connections to provide leading educational experiences for members and creating environments for members to network, share information and learn from each other are key to the mission of the association.

Continuing to Create a Strong Sense of Community

An important part of what Aging Services of Georgia does best is engaging our members in the work and life of the association. Paying attention to Mission, Quality, and the Not-For-Profit difference is significant in our work. Key to building this sense of community is members' interactions through professional networking and shared learning experiences. The board wishes to ensure the networking and "support" for our community of providers and the people we serve is strong and productive. The staff continues to explore and implement new ways of achieving this goal. Through publications like *coffey-break* (monthly e-newsletter), *Transformations* (Culture Change newsletter), and *LIFELines* (Nursing Regs updates), members have access to interpreted information they can use at their leisure. The Aging Services of Georgia website has become a significant resource for members that provide current information, materials and tools as well as on-line registration and brochures for educational events through the Georgia Institute on Aging. Education events are the number one forum where members can achieve this sense of community. We cannot encourage your participation strongly enough!

(accomplished through Communication, Education, Professional Networking)

Publications

Coffey-break (monthly), Transformations (at least 3 in 2008), LIFELines (at least one per month)

Quarterly Luncheons (February, May, September, December Annual Bus Meeting)

Forums – as needed throughout the year

Service Coordinators, HUD Administrators, Maintenance Staff, Adult Day Services, Marketing/Admissions,

Listserves - changing this year to new format – develop for groups as needed

Boards, committees, task groups made up of provider members throughout the continuum

Exploring: On-line meetings, Provider Advisory Groups

Strengthening our Leadership Position

Through sharing ideas with other state executives, Walter has been able to enhance and create opportunities for Aging Services of Georgia to take a strong leadership position. Aging Services of Georgia, while a smaller association in comparison to others around the nation, has great standing with our national association, AAHSA. This is due to our innovative and progressive thinking. Our association has partnerships with multitudes of other organizations that keep us on the forefront of educational opportunities, new tools, and current information, that can be utilized by members in all levels within their organizations. As we seek to strengthen our member organizations, we see several areas where this is accomplished. First, by supporting existing leaders in keeping them current and on the cutting edge. Second, through programs like AgingServicesNEXT, we are seeking to develop the leaders of tomorrow by educating and teaching leadership principles to these emerging managers and staff of our member organizations. Finally, we are exploring how we can enhance the leadership position of our member organizations within their surrounding communities by exploring a consumer component of Aging Services of Georgia. Stay tuned for great things to come from these important endeavors.

Position members and staff to serve on regulatory Boards, advisory groups, TACs, etc
(Like the GA Board of Nursing Home Administrators, Health Strategies Council, etc.)

Education, tools and materials on website, etc.

Continually explore partnerships with Alzheimer's Assn, AAAs, NASW, etc.

Advancing Advocacy

Aging Services of Georgia has emerged in recent years as a strong and credible player in the arena of public policy. This strength and credibility is a result of clear thinking and input from our staff and member organizations. Groups and committees such as our CCRC task group have brought a more consumer focused view to the table as issues that impact our members are debated and legislated. Both providers and consumers have benefited from staff participation at DCH hearings and special committee meetings. At these venues, testimony is provided to enlighten legislators on important issues of the aging population. Our advocacy position began as one supporting other organizations issues. We now set our own agenda and have networked with others in garnering their support. This advocacy strength must and will continue to be a priority for Aging Services of Georgia. Like all objectives in our association, we need the ongoing support of the members in this effort as well.

The goal is to position Aging Services of Georgia as the TRUSTED VOICE

Partner with others to build capacity regarding policy issues (leadership in maintaining positive relationships with regulatory partners for our field)

Certification of Need for CCRCs (and Assisted Living) ended with 2008 legislation.

Rules for the Licensure of Adult Day Centers is ready for the DHR Board to adopt (on hold due to Department restructure and state budget crisis)

Maintaining funding in the state budget to support low-income seniors (Medicaid and non-Medicaid home and community-based services) was a priority.

1.2 million dollars increase in NH reimbursement was included in the state budget

Promoting Excellence throughout the Continuum of Aging Services

We are blessed as an association to have great diversity in the people we serve and the manner in which they are served. Our association is not limited to one isolated portion of the aging process - we touch it all. This brings to Aging Services of Georgia a rich environment to further our work. Faith-based and other not-for-profit organizations often score poorly in telling their story. Perhaps this is due to the fact that we spend more time with our “shoulder to the wheel” than “shouting from the rooftops”. While our service attitude is to be commended, we must tell our stories and capture data needed to highlight the not-for-profit difference. We also must continue developing innovative models that members can adapt to current situations and changing markets. Using Quality First tools and spearheading the Culture Change Network of Georgia are two resources that we can use to enrich our member organizations and prepare them for the challenges of the future. Continuing to develop the AgingServicesNEXT program and work on the development of the Aging Services of Georgia on-line university, with the goal of encouraging and supporting diversity in leadership is another key to success.

Complete the Salary Survey – focus to attract and retain the best staff

Quality First program (pledge, materials)

Culture Change Network of Georgia

Aging Services of Georgia On-line University

Institute Events

Annual State Conference

Annual Awards Program – recognize leaders

Tools for member Boards – Aging Services of Georgia Board members and staff make presentations to member Boards (trends in aging services, trends in not-for-profit Board governance, continuum of aging services, AAHSA scenario plan, About Aging Services of Georgia, etc.).

Building public trust

While the objectives noted here may seem large, they tie into the ongoing efforts of Aging Services of Georgia as well as member organizations. The Aging Services of Georgia board is a group of your dedicated colleagues who are engaged and anxious to see the ongoing success of the association. It doesn't get done however without the dedication of a great association staff and most importantly the continued interest and participation of our members. We invite you to stay connected and engaged in ways that best support you and your organization.