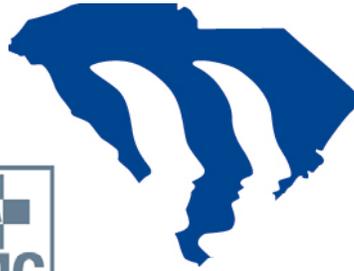


# STRATEGIC PLAN

2018 - 2021



# SCHHRA

South Carolina  
Healthcare  
Human Resources Association

## MISSION

To advance health care through the support and development of a knowledgeable and connected network of human resources professionals by providing innovative resources, tools and strategies.

## VISION

An inspired community of healthcare human resources professionals that reaches its highest potential as a catalyst for positive change in an evolving healthcare landscape.

## OUTCOMES

- ✓ **More nimble organization**
- ✓ **Larger, more diverse membership and network base**
- ✓ **Better informed / prepared human resources and health care community**
- ✓ **Stronger connections / valued relationships**

## GOALS

## OBJECTIVES

### Knowledge Advancement

Develop a wide, diverse foundation of subject matter expertise to elevate ASHHRA/SCHHRA and its members as providers of innovative information and solutions to the health care field.

1. Increase the number of CHHR certifications within the chapter.
2. In addition to the annual SCHHRA Conference, conduct at least two chapter education programs per year.
3. Develop an online resource repository/library and processes to ensure its relevance.
4. Increase the number of attendees at the annual ASHHRA & SCHHRA annual conferences.

### Network Advancement

Serve as the networking knowledge sharing and data analytics hub for health care human resources professionals to expand and extend professional connections and relationships.

1. Enhance member experience by promoting the use of the SCHHRA list serve and by creating and maintaining the membership directory for members to access resources.
2. Conduct the annual "total rewards" survey.
3. Identify current tools and develop dashboard templates to help standardized how data is viewed and shared.

### Member Advancement

Enrich the member experience, increase value and grow the membership base through compelling participation and engagement opportunities.

1. Increase the ASHHRA & SCHHRA membership base of all HR professionals.
2. Incorporate recognition and sharing of member "best practices" through educational offerings at SCHHRA & ASHHRA Conferences to draw out member strengths and further develop practices.
3. Develop a culture of recognition of member and chapter engagement methods.
4. Maintain or achieve higher level chapter recognition from ASHHRA, with the ultimate goal to achieve 4-star status by 2021.

## INITIATIVES

Membership Growth

Content Development

Collaboration Opportunities

## VALUES

Trust Integrity Leadership Community Collaboration Innovation Inclusion Stewardship