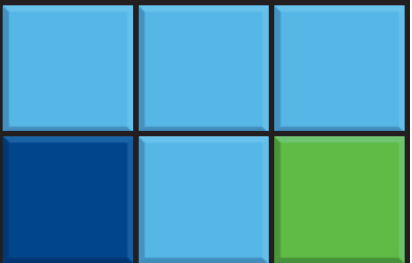
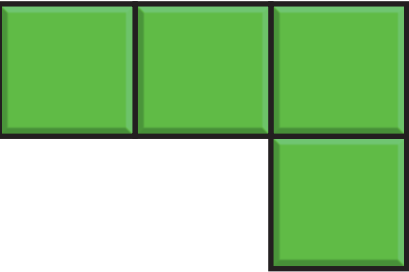


Optimizing health care facilities

Organizational Strategic Plan

Effective
January 2022
through
December 2024



INTRODUCTION

This strategic plan was developed by the ASHE Advisory Board to advance our mission and meet member needs. This plan will be in effect from January 1, 2022 through December 31, 2024 and will serve as a guide as we develop new content, advocacy initiatives, education resources, products, and services. The initiatives resulting from this strategic plan will help members enhance their careers and meet today's challenges in optimizing the health care physical environment.

CORE IDEOLOGY



Mission

Optimize the health care physical environment.



Vision

Be the most respected source of expertise related to health care facility safety, operations and construction.



Statement of Purpose

To advance our membership's ability to design, build, operate and maintain a physical environment that supports excellent care, quality service, operational excellence and financial success.



Core Values

- **INTEGRITY:** Demonstrated by uncompromised dedication to being a trusted, unbiased and honest source of fact-based information and expertise while actively supporting and encouraging equity, diversity and inclusion.
- **INNOVATION:** Demonstrated by continuing commitment to achieving the best of what is possible and serving as a trusted and respected source of evolving knowledge and practices.
- **FELLOWSHIP:** Demonstrated by professional and personal pride in being part of a diverse community of excellence with a common passion for good thinking, shared experience and collective action where all members are respected and valued.
- **STEWARDSHIP:** Demonstrated by our profession's acceptance of responsibility for success of the built environment and our leadership's accountability for effective use of our members' involvement in their society.
- **CAPACITY:** Demonstrated by the resources, relationships, decision systems and work processes that ensure our members receive the support they need.
- **ADVOCACY:** Demonstrated by our engagement on behalf of our members, in matters of interest to our members.

STRATEGIC GOALS

ASHE's strategic goals are high-level organizational aims that we will work towards for the next three years. ASHE's goals will further our mission and enhance our value to members. We encourage you to explore the 2022-2024 strategic plan and get involved!

G O A L A Optimization of Health Care Facility Operations

Provide members with the resources, tools and content they need to optimize health care facility operations.

SOME EXAMPLES OF OBJECTIVES WITHIN THIS GOAL INCLUDE:

- Support the field with a cross functional environmental sustainability and de-carbonization initiative.
- Develop resources and tools for technical staff and facilities managers so they can run facilities efficiently and effectively.

G O A L B Member Inclusion

Engage with and better understand the needs of all ASHE members and respond to those needs effectively.

SOME EXAMPLES OF OBJECTIVES WITHIN THIS GOAL INCLUDE

- Support ASHE affiliated chapters and enhance chapter relations.
- Understand the different needs of ASHE's diverse membership.
- Recruit, retain and engage young professionals and established professionals entering the field of facility management.

G O A L C Career Advancement, Succession Planning and Workforce

Provide training and certification programs, and other tools and resources to help ASHE members secure career advancements and ensure effective succession planning at their organizations.

SOME EXAMPLES OF OBJECTIVES WITHIN THIS GOAL INCLUDE

- Provide relevant and aligned training and certification opportunities and educational resources for all levels of experience.
- Develop and provide succession planning guidance, resources and training for ASHE members.

G O A L D Capital Planning

Provide education and assistance to ASHE members in applying best practices for planning, design and construction to enhance resilience, flexibility and preparedness.

SOME EXAMPLES OF OBJECTIVES WITHIN THIS GOAL INCLUDE

- Provide education and training on capital planning topics most useful for ASHE members.

IMPLEMENTING THE PLAN

We need members like YOU to help make this strategic plan a reality. Being an ASHE member means you're part of the largest group of professionals all dedicated to having a positive impact on the health care physical environment. ASHE members change the field of health care and directly impact patients' lives.

Ready to get started? If you're new to ASHE, visit ashe.org/join and complete a member application. Current members, be sure to renew each year and stay involved.

Here's how YOU can get involved, make a difference and help implement our strategic plan:

1 Participate in ASHE events and network with your colleagues.

- Attend ASHE conferences and events.
- Join your local ASHE chapter.
- Participate in volunteer opportunities posted in the My ASHE online community.

2 Be a lifelong learner and enhance your skills.

- Access your subscription to *Health Facilities Management Magazine*, the most trusted and credible publication in the field.
- Download ASHE monographs covering topics in clinical/biomedical engineering, facility engineering, design and construction, and safety and security management.
- Take advantage of member pricing on all ASHE education programs, e-learning, live courses, workshops, publications and exam review sessions.

3 Share your knowledge with your colleagues and peers.

- Publish an article or monograph through ASHE.
- Submit to present at ASHE conferences and events.
- Volunteer to serve on a committee or task force.
- Join the conversation in the My ASHE online community.

4 Build up your professional credentials.

- Become a Certified Healthcare Facility Manager (CHFM), Certified Healthcare Constructor (CHC), and/or Health Care Physical Environment Worker or obtain board certification through the American College of Healthcare Architects.
- Achieve your SASHE and FASHE member status.

5 Help lead ASHE at all levels.

- Take on a chapter leadership role.
- Become a regional leader and attend the ASHE Leadership Institute.
- Serve as chair on an ASHE committee to help develop critical ASHE projects and contribute to member resources.
- Run for the ASHE Advisory Board.

JOIN ASHE. GET INVOLVED. MAKE A DIFFERENCE.

ASHE.org/join

