



**Alberta Public Housing Administrators'  
Association**

**Three Year Strategic Plan**

**2019-2021**

# Message from the President

The Alberta Public Housing Administrators' Association (APHAA) provides strong and professional leadership in publicly funded housing in the Province of Alberta.

APHAA assists Housing Administrators in their responsibility to provide professional administrative services to their employers and the best possible housing to their communities.

We strive to provide our membership with information, education opportunities, and venues to share concerns, challenges, and successes.

Three strategic priorities will drive our activities going forward for the next three years. They are:

1. **Education and Professional Development:** Develop and implement a comprehensive education strategy
2. **Stakeholder Engagement:** Engage with key stakeholders to improve the public housing sector
3. **Membership Engagement:** Increase membership and improve membership engagement

We are confident that our updated strategic plan (2019-2021) sets the framework for the Association to meet its objectives and at the same time improve the quality of leadership in the public housing sector of Alberta.

Sincerely,  
Alberta Public Housing Administrators' Association

Geoff Olson, President

## Our Mission

To achieve excellence in publicly funded housing administration through:

**Education,  
Information Sharing,  
Collaboration with Stakeholders, and  
Networking.**

## Our Objectives

1. To promote the development, education, and support of all administrators involved in public housing agencies.
2. To support members to influence the development and support of Alberta's public housing facilities -
  - a. through the coordinated efforts of its membership, and,
  - b. through strategic relations with key stakeholders involved in Alberta's public housing sector.
3. To facilitate communication and the sharing of ideas and concerns of the membership.

## Current Strategic Priorities 2019-2021

Through recent reviews by the APHAA Strategic Plan Committee and the APHAA Executive, APHAA continues its previous direction through three (3) key strategic priorities that will enable us to successfully achieve the main objectives of our Association.

4. **Education and Professional Development:** Develop and implement a comprehensive education strategy
5. **Stakeholder Engagement:** Engage with key stakeholders to improve the public housing sector
6. **Membership Engagement:** Increase membership and improve membership engagement

# Education and Professional Development

**Develop and implement a comprehensive education strategy that promotes quality leadership and expertise of senior administrators in Alberta's public housing sector.**

## **Goals**

1. Increase capacity to deliver professional development
2. Connect members to a broader range of educational offerings and learning delivery options
3. Provide access to accredited educational offerings that are recognized by peer organizations in other parts of Canada

## **Strategic Actions**

1. APHAA will secure external funding to develop and implement a comprehensive education strategy. This strategy will include a review of core competencies.
2. APHAA will continue to provide financial assistance for member education in fields related to public housing administration and program delivery.
3. APHAA will identify accredited certification programs and professional development opportunities that meet the needs of members.
  - a. Contract and partner with relevant organizations as required.
4. APHAA will establish relations with public housing associations in Alberta and Canada in order to develop and provide educational opportunities.

# Stakeholder Engagement

**Engage with key stakeholders to improve the public housing sector.**

## **Goals**

1. APHAA's membership is recognized as industry leaders in the area of public housing.
2. APHAA's membership engages all governments, and other key stakeholders, in order to strengthen the public housing sector.

## **Strategic Actions**

1. APHAA identifies core competencies, provides access to capacity building and sets the requirements for enabling strong leaders in public housing.
2. APHAA's membership will provide education, information and operational insights to government and stakeholders in order to advance public housing strategies.
3. APHAA's membership will work with key stakeholders to improve the public housing sector.

# Membership Engagement

**Increase membership and improve membership engagement.**

## **Goals**

1. APHAA has a growing, diverse membership that is committed to excellence in public housing in Alberta.
2. The membership is engaged and participates in creating a strong governance structure.
3. APHAA offers a community for public housing providers to interact in an open and supportive environment.

## **Strategic Actions**

1. APHAA will ensure continuity through effective succession planning and diverse representation to deliver the strategic plan.
2. APHAA will create networking, communication and information sharing opportunities for members and stakeholders.
3. APHAA will establish programs to engage new members.
4. APHAA will continue to receive and act on member concerns and suggestions.

## Summary

As a professional organization, APHAA's success depends on a high level of membership engagement. We have progressed as an organization because of this commitment from our members.

On-going communication and progress up-dates regarding the strategic priorities will be reported to the membership at the Annual General Meeting and at the business meeting at the annual APHAA conference.