



2025-2028 NADSA Strategic Plan

Strategic Plan Overview

Ten-month process in 2024 to identify priorities for the next three years.

Five priority areas identified.

Phased implementation to begin in 2025.

Membership and Policy/Advocacy Committees to seek NADSA Member input through biennial surveys starting in 2025.

Strategic Plan to be reviewed annually and revised as needed.

Strategic Plan Goals

Membership: Foster a thriving and supportive community of Adult Day Services providers by delivering high value through tailored services, meaningful engagement, and opportunities for collaboration.

Education: Position NADSA as the premier provider of high-quality education and professional development for the Adult Day Services community, empowering providers to enhance service delivery, leadership, and operational excellence.

Collaboration & Partnerships: Strengthen partnerships to increase NADSA's strategic impact across the Adult Day Services industry.

Advocacy: Equip members with the tools and strategies for implementing effective advocacy efforts that elevate the role of Adult Day Services, while leveraging strategic partnerships to increase NADSA's advocacy impact.

Infrastructure & Governance: Strengthen NADSA's governance and infrastructure to support sustainable growth and long-term success.



Membership

Objective 1: Enhance Understanding of Member Needs and Strengthen the Value of Membership

- *Strategy 1: Conduct periodic assessments to ensure that NADSA's offerings align with member needs and expectations.*
- *Strategy 2: Tailor membership benefits to address the diverse needs of ADS providers.*

Objective 2: Increase Member Engagement and Foster a Strong Sense of Community

- *Strategy 1: Strengthen and sustain consistent, enhanced communication between NADSA and its members.*
- *Strategy 2: Strengthen relationships between members and NADSA leadership.*

Objective 3: Retain and Support Members Through Value-Driven Offerings

- *Strategy 1: Offer tailored support for providers of all models of care.*
- *Strategy 2: Deliver exclusive benefits that offer tangible value.*

Objective 4: Foster Inclusivity and Accessibility Across Membership Levels

- *Strategy 1: Ensure all providers can access NADSA's services regardless of size or location.*
- *Strategy 2: Build networks to support smaller providers.*

Objective 5 Foster Member-Led Growth Through the Ambassador Exchange Program

- *Strategy 1: Empower experienced members to serve as ambassadors to position NADSA as a vital industry resource.*

Education

Objective 1: Continuously assess and respond to the educational needs of NADSA members.

- *Strategy 1: Regularly engage with membership through the member survey to identify educational needs and interest.*
- *Strategy 2: Establish an 18-month rolling curriculum that delivers high-value education on diverse topics.*
- *Strategy 3: Create a leadership program for executives, senior managers, and emerging leaders in Adult Day Services.*

Objective 2: Expand NADSA's Educational Offerings to Meet the Diverse Needs of ADS Providers.

- *Strategy 1: Tailor educational tracks to address the unique needs of different roles and sizes of ADS providers.*
- *Strategy 2: Increase accessibility by offering virtual and on-demand educational resources.*

Objective 3: Elevate Professional Development Opportunities for ADS Leadership and Staff.

- *Strategy 1: Strengthen leadership development programs for all levels of ADS providers.*
- *Strategy 2: Create leadership opportunities within NADSA's educational events.*

Objective 4: Expand and Enhance NADSA's Annual Conference as the Premier Event for ADS Professionals.

- *Strategy 1: Ensure the annual conference addresses the full spectrum of operational, regulatory, and strategic challenges faced by ADS providers.*

Objective 5: Position NADSA as a Thought Leader in the ADS Industry.

- *Strategy 1: Lead the industry through cutting-edge research and dissemination of best practices.*



Collaboration & Partnerships

Objective 1: Strengthen Relationships with National Organizations and State-Level Associations

- *Strategy 1: Build long-term partnerships with national organizations that align with NADSA's policy and advocacy goals.*
- *Strategy 2: Develop formal partnerships with state associations to extend NADSA's advocacy reach.*

Objective 2: Leverage Partnerships to Expand Membership and Enhance Advocacy and Education

- *Strategy 1: Use partnerships to increase membership through joint campaigns and co-hosted events.*
- *Strategy 2: Use partnerships to enhance NADSA's educational offerings and advocacy efforts.*



Advocacy

Objective 1: Clearly Define NADSA's Role as the Leading Advocate for Adult Day Services

- *Strategy 1: Develop a clear advocacy framework that establishes NADSA's priorities and role at the state and national levels.*
- *Strategy 2: Align the newly defined advocacy role with member needs and ongoing challenges.*

Objective 2: Provide Education on Advocacy to NADSA Members

- *Strategy 1: Offer training and resources to help members engage in advocacy efforts.*
- *Strategy 2: Increase member participation in advocacy initiatives.*

Objective 3: Leverage Partnerships to Expand Advocacy Efforts

- *Strategy 1: Collaborate with national organizations to extend NADSA's advocacy reach and impact.*
- *Strategy 2: Build formal partnerships with state associations to enhance advocacy at the state level.*
- *Strategy 3: Engage corporate and nonprofit partners to support NADSA's advocacy efforts.*

Objective 4: Engage in Policy Efforts

- *Strategy 1: Actively participate in policy discussions at the state and national levels.*
- *Strategy 2: Build and expand relationships with policymakers and government agencies.*



Infrastructure & Governance

Objective 1: Create a Leadership Pipeline and Succession Plan for NADSA

- *Strategy 1: Develop a clear succession plan for leadership roles that are specified in NADSA by-laws.*
- Objective 2: Strengthen NADSA's organizational, governance, and infrastructure systems to support long-term growth and success.
- *Strategy 1: Streamline the size and structure of the Board for greater efficiency.*

Objective 3: Streamline Committees and Improve Their Effectiveness

- *Strategy 1: Consolidate overlapping committees and ensure alignment with strategic priorities.*
- *Strategy 2: Increase engagement and participation within committees.*

Objective 4: Invest in Infrastructure and Technology to Support Growth

- *Strategy 1: Ensure NADSA's current infrastructure can support long-term sustainability.*