

## ALZHEIMER'S RESOURCE OF ALASKA: STRATEGIC PLAN FY22-27

**OUR MISSION:** To support Alaskans affected by Alzheimer's disease, related dementia and other disabilities to ensure quality of life.

**OUR VALUES:**

- (1) To develop empowered and safe consumers of our services.
- (2) To embody compassion in all we do.
- (3) To maintain and develop adequate resources to continue to our mission.
- (4) To portray our agency and mission with clarity.

### OUR STRATEGIC PRIORITIES:

- Assure adequate resources to serve the growing population of Alaskans who will benefit from our services.
- Strengthen our capacity to provide information, assistance and resources to those we serve.
- Assure that all we encounter are addressed with dignity and compassion and met where they are.
- Ensure statewide recognition of who we are and the services we provide.

### OUR STRATEGIC DIRECTIONS:

- To recognize and reduce the stigma associated with Alzheimer's and dementia and other disabilities, and additional stigma by association for receiving services from ARA.
- Expand training and education for professionals, including clinicians, to increase our reach to those affected by ADRD.
- Recognize that interaction and collaboration yields opportunities, and consequently increase our participation with civic and community engagement groups.
- Increase partnerships with like-minded organizations and support their efforts to meet needs in their communities.
- Help clients thrive and find increased participation in the community, reducing stigma.
- Recognize the humanity and worth of each individual who receives services and honor the role that they have.
- Develop public commitment to funding services.

- Diversify our revenue streams.
- Continue investment in information technologies to improve workplace efficiencies.
- Increase contracts with professional partners.
- Review and update our communications plan to incorporate outreach to the breadth of cultures, ethnicities and the geography of Alaska.