

Alzheimer's Resource of Alaska Strategic Plan FY 2024-2028

MISSION: To support Alaskans affected by Alzheimer’s disease, related dementias and other disabilities to ensure quality of life

CORE PURPOSE: To support Alaskans affected by dementia

CORE VALUES: Compassion, Person-Centered Advocacy, Collaboration, Inclusivity, Transparency, Responsiveness

CORE PROGRAMS: Education, Care Coordination

GOALS: Name recognized by all Alaskans as a THE resource for all Alaskans affected by Alzheimer’s and related dementias. Have the financial resources to provide services statewide.

Strategies	Priority Initiatives (Mid-term and Short-term goals)	Owner	FY 2024-FY 2028 (Fiscal Year: Jul 1 through Jun 30)
1. Sustainability Ensure that ARA has long-term financial sustainability.	1.1. Infuse strategic plan throughout organization to engage the Board and staff in accountability of the organization’s strategic direction	Exec-Jill/Lisa	2024 then annually
	1.2. Diversify revenues streams to include federal and state grants, corporations, foundations, individual donors and a program fee-for-service structure.	Finance-Rich/Lisa	2028
	1.3. Create a long-term investment sustainable portfolio/asset allocation plan for a 10-20 year time frame.	Finance-Rich/Lisa	2026
	1.4. Increase fundraising capabilities; expand donor base revenues, focus on sponsorship recognition, beef up individual donors, database, marketing, events.	Fund Dev-Charlene/April	2028
2. Organizational Capacity Create and maintain internal organizational stability.	2.1. Stabilize Board processes; recruitment infrastructure, engagement, retention, diversification, onboarding, committees.	Governance-Sabrina/Lisa	2025
	2.2 Ensure staffing stability through creating consistency of processes, i.e., pay, incentives, benefits, work schedule flexibility, staff morale, limit staff turnover.	Exec-Jill/Lisa	2026
	2.3 Create Agency-wide systems and process efficiencies to include communications, technology, P&P’s	Exec-Jill/Lisa	2025
	2.4 Update and/or create HR systems: recruitment, retention, compensation, evaluation.	Exec-Jill/Lisa	2026
3. Name Recognition/Expansion Ensure all Alaskans are aware of and have access to ARA services.	3.1. Create marketing and communications 5-year plan to facilitate statewide recognition of who ARA is and the services ARA provides.	Ad hoc Comms-Sheryl/April	2025
	3.2. Evaluate the efficacy of rebranding; logo, name, and dba of care coordination	Ad hoc Comms-Sheryl/Lisa	2026
	3.3. Create and use decision matrix for expanding into communities throughout the state.	Program-Denise/Lisa	2026
	3.4 Educate legislators (State and Federal) Encourage legislation that encourages general community organizations to include Alzheimer’s and dementia population in their services.	Exec-Jill/Lisa	2024 then annually
4. Education/Care Coordination Provide dementia education and access or referrals to services to all Alaskans.	4.1. Create models of services toolbox that can be adapted and shared with organizations throughout state based on community need and funding and mirrors changing environment and demographics of Alaska.	Program-Denise/Kevin	2027
	4.2 Expand awareness, marketing and usage of client grants.	Program-Denise/April	2025
	4.3. Define direction of Education and Care Coordination through the assessment and evaluation of all current education offerings and Care Coordination services; identify gaps and redundancies and potential funding.	Program-Denise/Lisa	2026
	4.4. Create a cost vs mission matrix map for all business lines to include financial and human resources needed and cost of each business line.	Program-Denise/Lisa	2027
	4.5 Finalize implementation of toolbox, client grants and direction of education and Case Coordination offerings.	Program-Denise/Lisa	2028