

“VHA Call to Action” - VHA Sr. Staff & Advisory Board Update November 10, 2021

VHA Call to Action

- What and Where is our Future?
- How do we get there and regain Prominence?
- Who is needed to make this happen?
- The Stakes are high!!!

Cases in Point

- Villages population has grown 15,000+ over past 3 years
- VHA Membership has been virtually flat over that period.
- Fiscal sustainability is not possible on back of Membership dues alone
- Covid-19 Major Impact - put us at disadvantage
- Organization not as prominent as years past - fighting for resident needs
- Are needs of next generation Villagers being met e.g. Far South?
- Meeting participation is poor and need more volunteers
- Reputation losing support - Immediate recognition of VHA and what it stands for not there.
- Yes, programs are good but we fail to get our message out.

Question: Are we up for the Challenge or okay to slide into insignificance and oblivion?

- Your VHA Board of Directors and VHA Officers believe we need to be up for the Challenge.
- To that end we met to begin to better understand where we are, identify future needs and jump-start the discussion and efforts.
- Which brings us to you today with your major roles in VHA Leadership.

Initial Targeted Areas:

Vision, Mission, and Values: Additional Focus on “Next Generation” demographics, changing needs and expectations especially in the Far South but not at expense of changing needs in established villages.

Marketing & Communications: We lack an overall Marketing and Communications Strategy to interact / “blow our horn” with residents, members, Circle of Partners, Sponsors, and Philanthropists. Then need to define and implement initiatives.

Membership Recruitment: Strength in Numbers - Increased membership drives engagement, a greater voice and revenues. Why be a member? We are all volunteers with many different roles - we need to understand them, be given tools to succeed, and be recognized for accomplishments.

Philanthropy - Establish VHA Community Foundation Committee: Need to get this philanthropic arm of the VHA up and running as a Committee with proper plans, leadership, governance, and outreach.

Information Systems & Technology: New VHA Business system beginning with Website and Back-Office is a good start. Needs to be expanded to enable new requirements to fulfill VHA Strategy.

Some other areas to consider: VHA Donating AEDs to new villages/villas, Financial Sustainability, Roles and Responsibilities, Repeal One Sumter Issue.

Your opinions matter, your ideas are welcomed, your creativity generates solutions, your efforts yield results. We look forward to engaging you so we can better understand the requirements, develop plans, and how each of us can help move our VHA into the limelight and prominence. After all, “Keeping the Dream Alive” does not happen if we are all asleep.