

# 2022 LeadingAge Accomplishments

The Trusted Voice for Aging.

Courage. Catalyst. Stewardship. Community.



## DEVELOPING WORKFORCE SOLUTIONS

- » Launched [Aging Services Workforce Now!](#)—an advocacy campaign—to bring the workforce crisis to the attention of the Administration and Congress. We brought together Senate and House congressional staffers to hear about policy opportunities to meet the needs of older Americans in the face of the persistent and severe workforce shortage, and coordinated efforts with state partners to raise our collective voice for workforce.
- » Developed workforce resources and turnkey member tools through an interdisciplinary [LeadingAge Workforce Team](#) and a State Partner Workforce Hive, resulting in valuable products focused on career ladders and lattices, compensation and benefits, organizational culture, wrap-around supports for staff, and more.
- » Celebrated the 16th year of our flagship [Leadership Academy](#), convened our second virtual [Fellowship Program for New CEOs](#), and welcomed dozens of summer interns to member communities in the 10-week LeadingAge Summer Enrichment Program, developed for undergraduate and graduate students of color to learn about aging services.
- » Launched new Learning Hub resources focused on workforce recruitment and retention: Values-Based Recruitment; The Unspoken Exodus of Women from the Workforce; Promoting Equity for the Direct Care Workforce; Unconventional Retention Strategies, and how technology can alleviate some workforce challenges.

## BUILDING OUR COLLECTIVE VOICE

- » Expanded the [Opening Doors to Aging Services](#) initiative, which offers LeadingAge members tools to improve public perception of aging services, with a public service campaign [Keep Leading Life](#), and a new research-informed [Workforce Recruitment Communication Toolkit](#).
- » Advocated successfully to include a \$2.5 billion authorization for HUD's Section 202 program in the Housing for All Act. In addition, language in the Senate Appropriations Committee report included a request that CMS and the Office of the Assistant Secretary of Planning and Evaluation issue a report on expanding respite care in hospice.
- » Succeeded in efforts to include key provisions supporting older Americans in President Biden's Build Back Better legislation, which passed in 2021.
- » Received a \$1 million grant to improve nursing home care in America from The John A. Hartford Foundation. LeadingAge was selected because of the breadth of its membership across the continuum of nonprofit providers of aging services and its ability to build coalitions of stakeholders with diverse perspectives.
- » Maintained status as a "go-to" information source for *The New York Times*, the *Associated Press*, *USA TODAY*, *CNN*, *McKnight's*, *The Washington Post*, *National Public Radio*, and other national news outlets. With a promising setting-specific media approach, we successfully targeted hospice-focused publications and placed 11 stories that will serve as a foundation for the coming year's work.

## SUPPORTING & EDUCATING MEMBERS

- » Continued collaboration with the CDC and Community Catalyst in a second-year grant for the Vaccine Equity and Access Project to increase national vaccine and booster education and uptake among staff, residents, and families in communities impacted most by COVID-19. [LeadingAge also awarded \\$80,000 in grants to members](#) for developing local community partnerships as part of the project.
- » Developed a [collection of governance resources](#) for members including Strategic Foresight and Strategy Development; Board Practices and Processes; Board Engagement in Diversity, Equity, and Inclusion; Board Oversight and Accountability; and Planning for a CEO's Future Transition: The Board's Role.
- » Established a Leaders of Color (LoC) network and online member community, which connects more than 150 leaders to ask questions and exchange best practices on DEI initiatives in their communities.
- » Grew the library of online learning resources for members with new live and on-demand educational offerings, serving more than 5,500 learners with timely content on hot issues through the [Learning Hub](#) this year.
- » Published [new resources on technology](#) to help housing members bring broadband connectivity to their communities, particularly significant in affordable senior housing and congregate housing organizations.
- » Released new [LTSS Center @UMass Boston research](#), including an impact report of climate change on older adults, a research brief on enhancing service coordination in HUD-Assisted Senior Housing, and articles on reimagining long-term care and assisted living in the *Journal of Post-Acute and Long-Term Care Medicine*.

## STRENGTHENING PARTNERSHIPS

- » Gathered more than 5,000 providers and business partners for quality learning opportunities during the 2022 LeadingAge Annual Meeting + EXPO in Denver, Collaborative Care Tech Summit (virtual), and 2022 LeadingAge Leadership Summit in Washington, DC.
- » Engaged with providers around the world through the [Global Ageing Network](#), which hosted a series of webinars and roundtables addressing a myriad of topics that affect aging services globally.
- » Nurtured existing and new partnerships to address ageism in society by offering students meaningful educational opportunities in the new Creative Campus Program, and building a new partnership with the Department of Gerontology at Virginia Commonwealth University, Eden Alternative, and Pioneer Network—along with a generous grant from the RRF Foundation for Aging—that resulted in the Age and Ability Inclusion Toolkit to help create inclusive environments in senior living.
- » Continued a [fruitful collaboration](#) with United Negro College Fund to increase awareness about careers in aging services among under-represented racial and ethnic groups, and created the HBCUs-LTSS Careers Initiative, through which LeadingAge providers and leaders at historically Black colleges and universities (HBCU) and minority-serving institutions collaborate to develop a pipeline of racially and ethnically diverse managers and C-suite leaders in aging services.