

STRATEGIC GOALS FACT SHEET

Visit the ARTA Channel on YouTube to discover more about ARTA's four strategic goals and the services we provide.



MEMBER SERVICES

- ARTA fosters **vibrant, engaged, and informed** members.
- ARTA offers a **Retiree Benefits Plan** that includes the option of **emergency travel coverage**, which is unique and does not include pre-existing conditions or stability clauses.
- ARTA offers three stand-alone **Dental Care** options.



WELLNESS

- ARTA promotes a **healthy and enhanced quality of life** for retired people.
- ARTA is a leader and advocate in the promotion of **wellness** for **retirees**.
- Members stay active through a variety of **physical and mental wellness challenges**.
- **Photo and writing contests** keep members in touch with their own creativity.



ADVOCACY

- ARTA ensures a **unified voice** is heard on issues affecting current and future retired individuals.
- Joining an ARTA branch provides **social connectedness** with former colleagues.
- ARTA is an effective **advocate** for its members and retirees with similar interests and concerns.



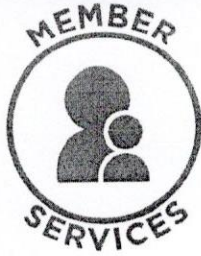
ORGANIZATIONAL EXCELLENCE

- ARTA nurtures **leadership**, encourages **communication**, recognizes **achievement**, and embraces **sustainability**.
- Members stay up to date through **news&views** magazine and the **ARTAfacts** e-newsletter.
- ARTA has been recognized as an **employer of choice** by the business and non-profit community in the province of Alberta.

Visit arta.net for more information or call **1-855-212-2400** and speak to someone in our **member services team** to learn more.

LOOKING AHEAD TO NEW ADVENTURES!





**ARTA fosters vibrant, engaged,
and informed members.**

ARTA is a member-centred organization, proactively identifying the needs of its present and future membership and providing information about programs and services to meet these needs.

OUTCOMES 2021 - 2025

- ARTA is a resource centre for its members and the branches, providing information about ARTA and its services, as well as links to other sources.
- ARTA utilizes sound research and data to determine the needs and interests of its current and potential members.
- ARTA is knowledgeable about the services and resources available to meet the needs and interests of its current and potential members.
- ARTA provides the most comprehensive insurance and benefit programs to meet the needs of its members through effective administration and solid partner relationships.



**ARTA promotes a healthy,
active and enhanced quality of
life for retired people.**

ARTA is a leader and advocate in the promotion of wellness for retirees. ARTA develops and implements strategies to enhance the quality of the life of its members and retired people in the community.

OUTCOMES 2021 - 2025

- ARTA provides a forum for stakeholder groups to address, coordinate and evaluate wellness activities.
- ARTA coordinates the identification of needs related to wellness for its members.
- ARTA coordinates and facilitates an action plan to address current wellness needs as identified.
- ARTA provides a system for communicating, maintaining and promoting wellness activities within the association.



ARTA ensures a unified voice is heard on issues affecting current and future retired individuals.

ARTA is an effective advocate for its members and retirees with similar interests and concerns. ARTA is recognized as a valued and respected spokesperson on behalf of its members and those in the broader community.

OUTCOMES 2021 – 2025

- ARTA's board members and staff and appropriate branch representatives are knowledgeable and skilled in advocacy.
- ARTA is strategically linked with its branches, retiree groups, and government agencies to acquire information and to establish a unified voice.
- ARTA has well-researched and articulated positions on the most important issues affecting retired teachers and other retirees.
- ARTA supports the cause of education and the teaching profession in Alberta.



ARTA nurtures leadership, encourages communication, recognizes achievement and embraces sustainability.





ARTA is an effective, ethical and transparent organization that provides services, resources and advocacy in the pursuit of an engaged lifestyle after retirement for its members. ARTA is recognized as an employer of choice by the business and nonprofit community in the province of Alberta.

OUTCOMES 2021 – 2025

- ARTA operates an infrastructure of communications tools to ensure the accurate, timely dispersal of information to its members.
- ARTA's board members, staff and appropriate branch representatives are offered opportunities for continued education and skills training to succeed in their roles.
- ARTA has a sustainable model for operations, governance, fiscal planning and human resources that is adaptable for fluctuations in capacity and continued membership growth.
- ARTA provides strong leadership for staff, the branches and members through its CEO and Executive Committee.

Section 1 - STRATEGIC DIRECTION

ARTA Strategic Goals, Outcomes and Planning Framework

GOALS	OUTCOMES
 <p>ARTA fosters vibrant, engaged, and informed members</p>	ARTA is a resource centre for its members, branches and affiliates; providing information about ARTA and its services, as well as links to other sources.
	ARTA, utilizing sound research, understands the needs and interests of its current and potential members.
	ARTA is knowledgeable about the services and resources available to meet the needs and interests of its current and potential members.
	ARTA provides the most comprehensive and beneficial insurance and benefits programs for its members and affiliates.
 <p>ARTA promotes healthy, active and enhanced quality of life for retired people</p>	ARTA provides a forum for stakeholder groups to address, coordinate and evaluate wellness activities.
	ARTA coordinates the identification of needs related to wellness for ARTA's members.
	ARTA coordinates and facilitates an action plan to address current wellness needs as identified.
	ARTA provides a system for communicating, maintaining and promoting wellness activities within ARTA.
 <p>ARTA ensures a unified voice is heard on issues affecting current and future retired individuals</p>	ARTA's Board and staff and appropriate Branch representatives are knowledgeable and skilled in advocacy.
	ARTA is strategically linked with ARTA branches, retiree groups and government agencies to gain information and to establish a unified voice.
	ARTA has well-researched and articulated positions on the most important issues affecting retired teachers and individuals.
	ARTA supports the cause of education and the teaching profession in Alberta.
 <p>ARTA nurtures leadership, encourages communication, recognizes achievement and embraces sustainability</p>	ARTA operates an infrastructure of communications tools to ensure the accurate timely dispersal of information to its members.
	ARTA's board members, staff and appropriate branch representatives are offered opportunities for continued education and skills training to succeed in their roles.
	ARTA has a sustainable model for operations, governance, fiscal planning and human resources that is adaptable for fluctuations in capacity and continued membership growth.
	ARTA provides strong leadership for staff, the branches and members through its Executive Director & CEO and Executive Committee.