



Strategic Plan 2026-2030



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Mission

The Akron Metropolitan Housing Authority provides quality, affordable housing and services as a platform to develop people, property and community.

Vision

We envision a community that fosters individual development and growth through stable and affordable housing, empowering all to reach their full potential.



People- We envision a community where all have access to health, education and employment opportunities to position themselves out of poverty.



Property- We envision a community where our investments in Summit County stabilize neighborhoods and increase housing opportunities.



Community- We envision a community where underserved families are treated equitably in their access to housing and services.

Values

AMHA's values reflect our commitment to excellence, integrity, and community-centered impact, ensuring our work remains responsive, responsible, and aligned with the priorities of those we serve.

Commitment to Excellence

AMHA strives to achieve excellence in all that we do.

Professional Integrity

AMHA is proud of our employees, one of our greatest resources; we set high expectations of a strong work ethic and respectful conduct at all times.

Social and Environmental Awareness

AMHA strives to ensure social justice and to be a trustworthy steward of the environment.

Alignment with Community Priorities

AMHA continues to develop and sustain comprehensive partnerships and cooperative relationships to establish opportunities that will enhance programs and services.

Desired Future State

By 2030, AMHA will:

- Improve access to resources to address social determinants of health which include economic stability, education access, health access and wellbeing, digital opportunity, basic needs support and community engagement across AMHA community.
- Strengthen self-sufficiency initiatives to maximize impact.
- Build, acquire and preserve affordable, quality housing.
- Expand education across the AMHA community.
- Strengthen AMHA's brand and strategic communication to enhance clarity, trust, and community engagement.

These goals will be achieved through strategic partnerships, innovative investments, and integrated systems. AMHA will be recognized as a place of excellence, supported by a strong brand, commitment to effective and strategic communications (internal and external), and strengthening ongoing staff development and training.

Strategic Priorities and Overarching Goals

Strategic Priorities



Empowering Residents Through Transformational Experiences



Expansion and Preservation of Affordable Housing



Operational Excellence Utilizing Technology



Unified Brand Identity Through Marketing and Communications

Overarching Goals

Support more residents to achieve self-sufficiency through creativity and adaptability of programming while harnessing relationships to vital community partnerships and resources.

Increase the number of households served, while addressing environmental conditions of properties.

Through clear, thoughtful and dependable processes and procedures, ensure consistent and respectful experiences that will drive greater operational efficiencies.

Create a modern, impactful brand identity that enhances public understanding of the mission, increases internal trust, and improves resident outreach.

Strategic Objectives, Aligned to Goals and Priorities

Strategic Priority	Overarching Goal	Strategic Objectives
Empowering Residents with Transformational Experiences	Support more residents to achieve self-sufficiency through creativity and adaptability of programming while harnessing relationships to vital community partnerships and resources.	• Increase resident engagement in resident services programs • Use data dashboards to tell our story (data-informed communication) • Sustain and enhance promising programs • Utilize available resources to expand economic mobility opportunities for residents • Integrate resources that broadly address the Social Determinants of Health, which include: economic stability, education access, health access and wellbeing, digital opportunity, basic needs support and community engagement • Evaluate partnerships (are they mutually beneficial)
Expansion and Preservation of Affordable Housing	Increase the number of households served, while addressing environmental conditions of properties.	• Strengthen partnerships and pursue funding opportunities • Leverage strategies for capital improvements • Increase number of affordable housing units • Reposition units for long-term preservation • Address environmental conditions through capital projects that target remediation and emergency work
Operational Excellence Utilizing Technology	Through clear, thoughtful and dependable processes and procedures, ensure consistent and respectful experiences that will drive greater operational efficiencies.	• Establish clear pathways using transparency to get information, including stakeholder input • Train and cross train staff (trauma-informed, deescalation, general customer service) • Implement internal efficiencies using technology and standardize policies, procedures and workflows in all departments • Create conflict resolution processes/training for property managers and service coordinators
Unified Brand Identity Through Marketing and Communications	Create a modern, impactful brand identity that enhances public understanding of the mission, increases internal trust, and improves resident outreach.	• Develop a brand strategy • Implement storytelling and public relations program • Enhance strategies to be thought leaders in community development and the state of housing • Ensure multiple strategies for communication • Create standardized crisis response statements and other potential risks/emerging events



AMHA's 2026-2030 strategic plan was informed by insights from internal and external stakeholders, and co-created with the board of directors, executive team, and departmental leaders in two facilitated strategic planning sessions. Subsequent action planning took place with a subcommittee and the Measurement Resources Company consultant. Finally, AMHA staff were trained on best practices for implementing the strategic action plan and the board approved the plan during their January 2026 meeting.



Prepared by Measurement Resources Company