# LeadingAge Texas

*From advocacy progress to stronger member connections and greater visibility for aging services, 2026 was a year of meaningful impact. Here are a few highlights:*

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

**Investing in the people who power aging services.**

**15**
### Cohort graduates
Developed Propel Projects addressing real challenges in aging services

**50+**
### Masterclass participants
Developing skills to navigate change, culture, and strategic influence

**197**
### NAB CEUs awarded
Supporting continuing education and professional growth

### Launched The Belonging Circle
Created a new space for connection, shared learning, and belonging within the Leadership Collective

## MEMBERSHIP & MEMBER VALUE

**Helping members thrive through connection, savings, and solutions.**

**50** new members welcomed



- **44** Business members
- **5** Provider members
- **1** Student member

**1,000+** lives covered

Providing health insurance coverage across 13 member organizations through Health Plan, Inc. (HPI)

**7–18%** average member savings

Across major purchasing categories, with **48** free cost studies provided through Value First

**10** active professional networks

Hosted year-round meetings for members to connect and share expertise across disciplines

### Reimagined Regional Member Meet-ups
Introduced Board member co-hosts and a new format for candid conversations with leadership and peers

## ADVOCACY & PUBLIC POLICY

**Protecting the not-for-profit mission and advancing policies that support aging services.**

**1**
### 2 key pieces of legislation took effect
Both HB 2525, protecting charitable tax exemptions, and SB 1522, modernizing the CCRC statute, were championed exclusively by LeadingAge Texas and took effect in 2026

**2**
### Influenced policy and regulations
Provided member perspectives on hospice care reform, assisted living regulations, and workforce challenges through testimony, comment letters, and stakeholder engagement

**3**
### Preparing for what's next
Developed LeadingAge Texas' 2027 policy priorities and met with legislative offices and leadership to discuss the 90th Legislative Session

## CONFERENCE IMPACT

**Meaningful learning. Stronger connections. Lasting value.**

**2** keynote presentations and **24** concurrent educational sessions

**4** scholarships awarded

**10** awards spotlighted member excellence




rated the conference Exceptional or Very Good




felt more connected to the LeadingAge Texas community



**48%** of provider membership represented (188 provider attendees from across Texas)

**71%** of business members represented at conference (92 unique companies)

**17** year-round sponsors supporting our members and mission

### Expanded Cohort Showcase
Opened Propel Project presentations and the interactive Gallery Walk to all Annual Conference attendees

## VISIBILITY & UPLIFTING AGING

**Celebrating our members, elevating aging services, and reaching new audiences.**

**16M+** impressions | **639K+** engagements

Across Dash Media's three member channels since Jan 2025

*upliftaging.org*

Growing awareness of aging services through stories, resources, and a dedicated podcast

**12** monthly campaign toolkits

