

June 25, 2021

Dear Beatitudes Strong Team,

Beatitudes Campus lives by four core values that are inseparably woven into the fabric of our mission: compassion, accountability, respect and excellence. They are the cornerstone that defines who we are. These values guide our behaviors, decisions and actions. It is with the foundation of these values that the campus is committed to the health, safety and engagement of our community, especially during these challenging times. We all have the privilege and collective responsibility to keep our community going forward.

To that end, we have a busy summer ahead of us. We are implementing new technology, called Touchtown, to help make our resident engagement more accessible. Our plans for the next phase of redevelopment are solidifying. In July, the Board of Directors and the leadership team will be meeting for a two-day retreat dedicated to strategic planning and to identify priorities and establish goals and objectives for the next three years. We are also concentrating on workforce issues in the aging services field and how the campus and our industry can attract, protect and grow this valuable resource. We also are re-igniting our campus-wide racial equity, diversity and inclusion initiatives. Resident activities, like the Town Hall, the Studio, spiritual life and lifelong learning are back, and most of our services and amenities are fully operational. It truly is energizing as we are able to socially engage and live our lives – together!

I do want to take this opportunity in this letter for a special and heartfelt request to our entire Beatitudes Campus – residents, families and staff. We care about you. We value you. We do not want anyone to get sick or be hospitalized by this unrelenting coronavirus. We know that broad immunization is critical to help stop the pandemic and to protect our campus community. So I am urging the entire Beatitudes community of residents, families and team members to get vaccinated whenever possible if you haven't done so already. Thank you if you already have been vaccinated. The vaccine is the best protection we have against this virus. Being vaccinated protects you and the people around you from getting or spreading this disease. If you need any help or have any questions, please reach out to BeWell@BeatitudesCampus.org. We can answer your questions, help you with your appointments or put you in touch with a health care professional.

Our residents are super-achievers in getting shots in their arms and have set a high bar for the rest of us. More than 95 percent of our residents across campus are fully vaccinated. I have heard from so many people how safe they feel when they are vaccinated and when their neighbors and friends are vaccinated. A majority of our staff is fully vaccinated – 68 percent, and more staff are getting vaccinated every day. I know that we will reach the goal of having more than 70 percent of our community vaccinated. We continue to have open and honest discussions with all our staff about their personal decisions regarding vaccinations and we are helping them separate vaccine myths from fact. Our role in these conversations is to respect, hear and support our staff. From the feedback that I have heard, it is clear to me that our team members are living out our core values and these brave discussions about the highly charged issue of vaccines prove it.

In Arizona, 49 percent of our population is vaccinated, and among people living in our zip code of 85021, 41 percent are vaccinated. Across the nation, the vaccination rate is 46%. We have a way to go to reach broad immunity, but as activities, family gatherings and life experiences are coming back, I am confident that more people will make the decision to get a vaccination so we can see an end to this pandemic.

Starting in July, I will be sending you monthly State of the Campus letters on the second Friday of every month. I appreciate the overwhelming response to our communications and to the open line of communication we have created. As always, please feel free to send me your comments and concerns to BeWell@BeatitudesCampus.org. Beatitudes Campus wants your input. Together, with our strong and immovable core values, we will continue to strengthen our community.

My best,



Michelle Just, President and CEO

