



Aligning with the Centennial Vision of the American Occupational Therapy Association
FOTA Strategic Plan
2009-2014

AOTA Centennial Vision Statement

“We envision that occupational therapy is a powerful, widely recognized, science-driven, and evidence-based profession with a globally connected and diverse workforce meeting society’s occupational needs”

FOTA Mission

The Florida Occupational Therapy Association serves as a collective body to support, develop and represent the occupational therapy profession for the advancement of the practice and to better serve the consumer.

FOTA Vision Statement

As a collective body, we envision that FOTA supports, develops, and represents occupational therapy practice that is powerful, widely recognized, science-driven, and evidence based with productive connections and a diverse workforce that meets the needs of the consumer.

Centennial Vision Elements	Long Term Goals	Short Term Goals	Responsibility	Target Date	Bylaws Impact	Fiscal Implications
I. Expanded collaboration for success	1.a. Identify and partner with representatives of organizations with similar interests for political, educational and advocacy issues	1.a.1. Charge lobbyist to monitor opportunities for collaborative legislative efforts with identified groups	President and Executive Board	March 2009 and ongoing until 2014	None	None
		1.a.2. Enlist the identified groups for mutually beneficial continuing education opportunities especially the annual conference	President, Vice President, Education Committee, & Conference Convener	Conference 2010 and ongoing until 2014	None	None
	1.b. Promote FOTA membership	1.b.1. Promote membership through the Forums	FOTA Regional Reps	March 2009 & ongoing until 2014	None	Increased revenue
		1.b. 2. Clarify definitions for professional and corporate memberships in the Bylaws	Executive Board	September 2009	Requires a Bylaws change to clarify terminology regarding "demonstrated active interest" and definition of in Article II, Section 3.f	Increased revenue
		1.b.3. Invite and retain employer and educational occupational therapy programs to become corporate members	President, Vice President, Secretary, Treasurer	October 2009 and ongoing until 2014	None	Increased revenue
	1.c. Improve internal collaboration and communication among and from FOTA leadership	1.c.1. Learn and remain current about use of available technology	FOTA Leadership	December 2009	None	None
Centennial	Long Term Goals	Short Term Goals	Responsibility	Target Date	Bylaws	Fiscal

Vision Elements					Impact	Implications
		1.c.2. Develop communication system from Continuing Education Committee about approved courses in the sanctioning program/Forums to disseminate information to members	Vice President and Education Committee	May 2009	None	None
		1.c.3. Orient Regional Representatives to their SOPs and the distinction between Forums and FOTA	Regional Reps Chair, Member Concerns Committee and Chair, Regional Representatives	Mar 2009 and ongoing	None	None
		1.c.4. Coordinate live or teleconference meetings between committees working toward goals in strategic plan	FOTA Executive Board	March 2009 and ongoing	None	None
	1.d. Promote collaboration with the OT Practice Board	1d.1. Maintain communication with the OT Practice Board about state regulations	Government Affairs Committee	February 2009 and ongoing	None	None
		1.d.2. Support actions relevant to the services and regulations of OT in FL by sending letters of support, making calls, etc.	Government Affairs Committee	February 2009	None	None
		1.d.3. Create and implement a plan to have an FOTA member present at each meeting of the OT Practice Board	Government Affairs Committee	February 2009 and ongoing	None	None
	1.e. Promote collaboration with other continuing education entities	1.e.1. Create a list of continuing education vendors and market the sanctioning program	Education Committee	Ongoing	None	1Increased Revenues
II. Power to influence	2.a. Encourage OT program faculty to be FOTA members in order to set an example to students.	2.a.1. Develop and implement a recruitment plan	Regional Reps, Members Concerns Committee	April 2009	None	Mailing expenses and increased revenues
Centennial Vision	Long Term Goals	Short Term Goals	Responsibility	Target Date	Bylaws Impact	Fiscal Implications

Elements						
	2.b. Fill and maintain volunteer positions	2.b.1. Actively recruit knowledgeable volunteers	Executive Board and Conference Convener	February 2009 and ongoing	None	None
	2.c. Announce and recruit members for Government Affairs Committee	2.c.1. Create a recruitment plan; recruit and orient members with relevant knowledge and skills	President and Government Affairs Coordinator	February 2009	None	None
	2.d. Support SIS Chairs by providing them the skills to access timely addresses/e-mails of their respective SIS members	2.d.1. Fully orient SIS chairs to the capabilities of the website	Practice Committee and webmaster	June 2009	None	None
	2.e. Have the orientation manual readily available for all new members of the FOTA Board	2.e.1. Create and initiate a plan to update and maintain the manual electronically with digitized documents	President	June 2009	None	None
III. Membership equals professional responsibility	3.a.1. Improve retention of former student members upon their graduation	3.a.1. Track students that remain members after graduation	Members Concerns	Annually starting Summer 2009	None	None
		3.a.2. Survey above new graduates to determine how to better retain recent graduates	Members Concerns	November 2009 and ongoing	None	None
		3.a.3. Use ideas obtained in the survey as well as offer a decreased membership fee for new graduates' first year	Members Concerns	January 2010	None	Increased revenues
		3.a.4. Promote the Myra McDaniels Scholarship leadership fund to all OT and OTA students entering their final year	Member Concerns, Awards & Recognitions Chair, Executive Board	February 2009 and ongoing		
Centennial Vision Elements	Long Term Goals	Short Term Goals	Responsibility	Target Date	Bylaws Impact	Fiscal Implications

	3.b. Encourage SIS chairs to promote membership in FOTA	3.b.1. Provide training and create expectation for SIS chairs. Change SOP if appropriate	Practice Committee	April 2009	None	None
		3.b.2. Create and implement a plan to forward members' questions to the appropriate chair who will respond within a specified timeframe	Practice Committee	April 2009	None	None
	3.c. Increase effective member participation in the legislative processes	3.c.1. Develop and provide just-in-time education to practitioners and educators when a political issue that impacts OT practice arises. Members will advocate with a unified voice for clients and the profession in a timely, knowledgeable and appropriate manner	Government Affairs Committee	February 2009	None	Possible travel expense for trainers
	3.d. Offer educational courses to occupational therapy practitioners that meet the current educational demands	3.d.1. Compile information from the course evaluations to determine the educational needs of members	Vice President and Education Committee	March 2009 and ongoing	None	None
		3.d.2. Establish and implement an annual plan to offer courses based on the membership's needs including mandatory courses	Vice President and Education Committee	April 2009 and ongoing	None	Increased revenue
IV. Well-prepared, diverse workforce	4.a. Facilitate the exchange of knowledge and networking among practitioners with similar interests	4.a.1. Create a plan to support monthly communication between SIS chairs and committee chairs and their constituency	Practice chair and SIS chairs	February 2009 and ongoing	None	None
		4.a.2. Establish an annual meeting of the Practice chair and SIS chairs during the annual conference	Practice chair	February 2009 and ongoing	None	Possible expense of providing a meeting room annually
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	4.b. Inform the members	4.b.1. Develop and implement a plan to	Vice President	June 2010	None	Expenses

	and other OT practitioners about the continuing education available including the annual conference	market continuing education opportunities. Establish a method to measure effectiveness	and Education committee	and ongoing		dependent upon plan
	4.c. Support diversity in the occupational therapy workforce in Florida	4.c.1. Develop and implement a plan to facilitate diversity in the OT academic programs and workforce	An appointed ad hoc committee	December 2009	None	None
V. Clear, compelling public image	5.a. Promote participation of consumers	5.a.1. Evaluate adding a consumer representative to the board and other methods of obtaining consumer input	Executive Board	December 2009 and ongoing	Bylaws change to add a consumer representative to the Board	May incur expense of travel reimbursement
		5.a.2. Create educational activities where consumers can participate (e.g. panels)	Vice President, Conference Convener, Practice Committee	October 2009	None	May incur expense of honoraria
	5.b. Design a long range plan for annual conferences	5.b.1. Present a plan with location and possible dates for a 2-pronged annual conference – one associated with the business meeting, and the other a fundraiser	Vice President, Conference Convener, Local Conference Committee,	Annually	None	Expenses and revenues as budgeted
		5.b.2. Prepare a conference budget annually for approval by the Board	Vice President, Conference Convener, Local Conference Committee, Treasurer	Annually	None	Expenses and revenues as budgeted
		5.b.3. Coordinate all the activities and involvement needed from the FOTA Leadership	Vice President, Conf. Convener, Local Conference Committee	Annually	None	Expenses and revenues as budgeted
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		5.b.4. Clarify expectations from volunteers and benefits they derive from	President, Vice President,	Annually	None	Expenses as determined

		involvement in conference planning and implementation	Conference Convener			by clarification of benefits
	5.c. Promote the benefits of occupational therapy to the public	5.c.1. Provide consumer information on the FOTA web site and a link to the AOTA website	Government Affairs Committee, Members Concerns Committee and webmaster	January 2010	None	None
		5.c.2. Provide consumer access to experts in various practice fields according to geographic areas in Florida	Practice Committee and Webmaster	June 2009	None	None
		5.c.3. Determine the feasibility of adding a formal marketing component to the roles and responsibilities of FOTA	Appoint an ad hoc committee	May 2010	None needed to study the feasibility	None
		5.c.4. Determine feasibility of creating a team to market OT at conferences of other professions and related groups	Add to the tasks of ad hoc committee under 5.c.2.	May 2010	None needed to study the feasibility	None unless implemented. At that point, exhibitor fees as an expense.
VI. Customers demand occupational therapy	6.a. Increase OT participation in agencies and on boards serving OT consumers	6.a.1. Evaluate and prioritize opportunities	Appoint an ad hoc committee	September 2010	None	None
	6.b. Add award of recognition for the best marketing activity annually	6.a.2. Create and initiate a plan and assess established outcomes	Awards and Recognitions committee	January 2011	None	Possible travel expenses
		6.b.1. Determine criteria, establish and initiate award.	Practice Committee, Members Concerns Com.	First award at 2010 annual conference	Change Bylaws?	Expense of award
Centennial Vision Elements	Long Term Goals	Short Term Goals	Responsibility	Target Date	Bylaws Impact	Fiscal Implications
VII. Evidence-based decision making	7.a. Publish an article on evidence based practice (EBP) in each FOCUS	7.a.1. Each SIS chair submits an article or review of an article to FOCUS in their area	Practice Committee and Education	March 2009 and ongoing to 2014	None	None

			Committee			
	7.a.2. Create and maintain an EBP area on the website	7.a.2. Post SIS articles and reviews and create link to the AOTA EBP website section	Practice Committee	October 2009 and ongoing until 2014	None	None
	7.a.3. Increase continuing education activities focused on EBP	7.a.3. Include in each conference program continuing education activities related to EBP	Vice President and Education Committee	February 2009 and ongoing	None	Enhance revenues
VIII. Science-fostered innovation in occupational therapy practice	8.a. Promote research in Florida	8.a.1.Partner with AOTA to resurrect the Lela Llorens Research fund	Treasurer and Executive Board	July 2009	None	Used annually to support purpose of the fund
	8.b. Support dissemination of research findings	8.b.1.Create a system to compile a list of published Florida-driven research and spotlight it for practitioners and consumers	Practice Committee	September 2009 and ongoing	None	None
IX. To meet the Elements, fiscal and operational excellence	9.a. Align the organizational structure with the strategic plan, operational needs and actual operations	9.a.1. Redistribute responsibilities among existing committees and subcommittees, creating new ones as necessary and realign reporting structures, as necessary, to facilitate operational efficiency and communication	Executive Board and President's ad hoc group and/or pro bono business consultant	Business meeting 2010	None	None
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		9.a.2. Streamline and match voting privileges to reflect organizational structure and to match depth of responsibility and need for a voice in	Executive Board and President's ad hoc group, and/or pro bono business	Business meeting 2010	Bylaws implication on voting privileges	None

		decision making and a direct line in communications	consultant			
		9.a.3. Develop consistency in title names for committees and subcommittees	Executive Board and President's ad hoc group, and/or pro bono business consultant	Business meeting 2010	None	None
	9.b. Manage fiscal resources to ensure ongoing solvency	9.b.1. Investigate methods to invest funds	Treasurer and Executive Board	February 2009	None	None
		9.b.2. Investigate other revenue streams	Treasurer and Executive Board	October and ongoing	None	None
		9.b.3. Create and implement a plan to orient Treasurer-elect	Treasurer and ad hoc committee of members of the Executive Board	February 2009	None	None
		9.b.4. Assure ongoing oversight by a certified financial professional	Treasurer and Executive Board	February 2009	None	None
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	9.c. Manage operational functions to meet stakeholders needs and maintain a knowledgeable, motivated volunteer base	9.c.1. Develop a job description and employ an Administrative Assistant	President, Treasurer, and Ad Hoc Committee comprised of Board Members	July 2009	None	TBD

	9.d. Review and update the Strategic Plan on a regular basis	9.d.1. Establish a timeline and designated Board Member to oversee the plan	Executive Board	March 2009	None	None
		9.d.2. Evaluate the program implemented by the Strategic Plan on an annual basis and report to the membership	Executive Board under the leadership of the President	Present at each annual membership meeting beginning 2010	None	None
	9.e. Evaluate the operational structure for the continuing education efforts	9.e.1. Determine and provide the support needs for the Sanctioning Program	Vice President and Education Committee	May 2009	None	None
		9.e.2. Determine and provide the support needs for the continuing education provision during the annual conference	Vice President and Education Committee	May 2009	None	None