AOTA STRATEGIC GOALS & OBJECTIVES

2014–2017

1) **Building the profession's capacity to fulfill its potential and mission**

   a) Prepare occupational therapists and occupational therapy assistants for the 21st century.
   b) Ensure a diverse workforce for multiple roles.
   c) Increase the profession's research capacity and productivity.
   d) Strengthen our capacity to influence and lead.
   e) Enhance collaboration with international partners and state affiliates.

2) **Demonstrating and articulating our value to individuals, organizations, and communities**

   a) Increase public understanding of the profession and its value in meeting diverse health and participation needs.
   b) Support traditional occupational therapy roles and foster the development of emerging practice areas to help meet society's health, wellness, and quality of life needs.
   c) Engage proactively with key external organizations and decision makers to assert occupational therapy leadership in essential areas of societal need.

3) **Linking education, research, and practice**

   a) Promote stronger linkages and collaboration among the occupational therapy research, education, and practice communities.
   b) Facilitate dissemination of occupational therapy knowledge to foster innovation in research, education, and practice.
   c) Promote the dissemination and application of evidence-based knowledge.

4) **Creating an inclusive community of members**

   a) Work to meet the needs of members across the diverse professional roles in practice, education, and research and increase member satisfaction.
   b) Expand outreach to occupational therapists, occupational therapy assistants, and students to grow membership.
   c) Foster opportunities for active member participation, recognition, and leadership, and promote and develop volunteer leadership excellence.

5) **Securing the financial resources to invest in the profession's ability to respond to societal needs**
   a) Actively monitor internal and environmental trends affecting operations.
   b) Monitor current and prospective members' needs and expectations.
   c) Exercise transparency and accountability in management practices.
   d) Work to expand and diversify revenue streams.

Approved by the AOTA Board of Directors, 3/1/2013