

You are the Future Challenge II

Student advocacy meets AOTA's Centennial Vision



“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”

- How do you and your school promote occupational therapy?
- How are you advocating for your profession and fulfilling the Centennial Vision?

Enter your school’s or student organization’s video project for a chance to:

- Be honored at the Assembly of Student Delegates meeting in Indianapolis, 2012!
- All winners’ projects will be shown to your peers at the ASD meeting!

Submit your school’s video project by February 27, 2012, to asd@aota.org with “URTF Challenge II” in Subject line.

*****Schools are allowed to enter videos in all six categories!***
Video length should be kept within 5 minutes.**

If you have any questions about the video competition, e-mail *Shaji Varughese, Communications & Advocacy Chairperson of ASD Steering Committee* at ShajiV86@aol.com.

Scoring Criteria:

1. Increasing Diversity within OT

Student video projects aimed to *increase diversity within the occupational therapy workforce* as per the American Occupational Therapy Association's *Centennial Vision* will be scored on the following criteria:

- Reaches out to diverse populations
- Accurately portrays the aspects of the profession
- Presents ideas in a creative and memorable manner
- Achieves publicity within the community: newspaper, TV, radio, etc.
- Educates potential students about the diverse populations we serve

2. Increasing Awareness of OT

Student video projects aimed to *increase awareness of the occupational therapy profession* as per the American Occupational Therapy Association's *Centennial Vision* will be scored on the following criteria:

- Reaches out to varied populations (professionals, organizations, community members, etc.) to increase the visibility and awareness of the profession
- Accurately portrays the aspects of the profession
- Presents ideas in a creative and memorable manner
- Achieves publicity within the community: newspaper, TV, radio, etc.
- Collaborates with other disciplines to increase awareness of OT among other health-related professionals

3. Why should you join AOTA Video?

Student video projects aimed to *increase awareness of why student AOTA membership is so important! This is your school's opportunity to be as creative as possible!*

4. Linking Science, Innovation, & Evidence

Student video projects aimed to *link science, innovation, and evidence* as per the American Occupational Therapy Association's Conference theme will be scored on the following criteria:

- Collaborates with others to conduct research projects
- Presents ideas in a creative and memorable manner
- Advocates for the importance of research and becoming an evidence based practitioner (to classmates, school, practitioners, etc.)
- Disseminates personal or other research findings to students, practitioners, educators, clients, and/or general public in an easily accessible manner
- Educates others about the research process or provides resources to assist others in completing research

5. Increasing OT Involvement in the Mental Health Field

Student video projects aimed to *increase OT involvement in mental health* as per the American Occupational Therapy Association's *Centennial Vision* will be scored on the following criteria:

- Reaches out to varied populations within and outside of the OT profession (professionals, organizations, community members, etc.) to increase the visibility and awareness of the profession in the mental health field
- Accurately portrays the aspects of the profession, especially those related to mental health
- Presents ideas in a creative and memorable manner
- Collaborates with mental health practitioners and/or clients of mental health services
- Advocates at the local, state, or federal level for increased recognition of OT as a mental health service

Newest Addition to the URTF II CHALLENGE:

6. The Student Centennial Commitment Video Challenge!

This video project aims to increase awareness of the importance of the Student Centennial Commitment (SCC). This is your school's opportunity to creatively encourage students to pledge and commit to being an active AOTA member after graduation and through 2017!

For more information visit:

www.aota.org/SCC

Help AOTA achieve the profession's 2017 Centennial Vision goals!

AOTA members are working hard to enhance the profession's influence, increase public awareness, build our science and evidence base, connect the profession globally, and foster a more diverse workforce to meet the needs of a changing society. The Centennial Vision will reshape our profession, and AOTA student members are the core of the power base that will make these goals a reality.

Are you willing to help AOTA achieve these goals?

If so, commit to ***keeping your AOTA membership active through your transition to professional practice*** after graduation and through 2017, the profession's centennial anniversary. Your pledge to remain a member will enable AOTA to grow to 85,000-plus members strong, and put us squarely on the road to making the Centennial Vision a reality. **This is your Student Centennial Commitment!**

