

AOTA 2026-2030 Strategic Plan

AOTA's Strategic Plan is a critical component of its larger strategic ecosystem.



AOTA MISSION

To advance occupational therapy practice, education, and research through standard setting and advocacy on behalf of its members, the profession, and the public.

AOTA's reason for being, an evergreen statement that has changed little since its inception over a century ago.



VISION 2030

Enriching life for ALL individuals and society through meaningful engagement in everyday activities.

The North Star and definitive aspiration for the profession, to which AOTA aligns its strategic plan, operational and business priorities for maximum mission impact over a five (5) year term.



AOTA STRATEGIC PLAN

Developed and published in direct alignment to AOTA's mission and the profession's Vision statement and pillars to guide organizational strategy.



AOTA OPERATIONAL & BUSINESS PRIORITIES

Annual tactical planning to ensure AOTA's operations and business model are fully optimized to achieve the goals and objectives set forth in the Strategic Plan.

Strong strategic plans help ensure...

- alignment and prioritization of key business areas;
- appropriate allocation of valuable human and financial resources;
- a perspective and framework for effective operational planning;
- a clear picture of what "success" looks like and how to measure it; and
- accountability for advancing and protecting the profession in the most transparent and impactful ways.

AOTA's Strategic Plan serves as a catalyst for fulfilling the organization's mission today, and for propelling its impact into the future.



OTA 2026-2030 Strategic Plan

GOALS		OBJECTIVES
1	Cultivate and sustain an accessible and inclusive professional community that nurtures belonging, collaboration, and continuous learning for all.	1. Promote inclusive career growth pathways and enhance access to leadership opportunities for occupational therapy practitioners from all educational levels and backgrounds.
		2. Transform all AOTA environments and professional activities (digital, virtual, and physical), and resources to meet accessibility and inclusion best-practice standards.
2	Advance an evidence-based and innovative occupational therapy profession by equipping practitioners with research, clinical expertise, professional competencies, advocacy, and leadership resources that support high-quality, client-centered care.	3. Optimize integrated platforms that deliver seamless, member-friendly access to occupational therapy evidence, enabling real-time, informed decision-making.
		4. Equip members with high-quality and evidence-informed resources to address practice and setting-specific challenges, foster innovation, and advance excellence.
3	Position occupational therapy as a vital, recognized profession across healthcare and community settings by showcasing its impact on quality of life, function, and meaningful participation.	5. Launch a national campaign to elevate public knowledge of occupational therapy's value, and drive demand in services, recognition, and cultural relevance.
		6. Solidify AOTA as the premier leader of occupational therapy by intentionally building coalitions and developing strategic partnerships with community partners that foster inclusive engagement with employers and consumers.
4	Optimize occupational participation for all by promoting education, fostering collaboration, and intentionally influencing policy that removes barriers to meaningful life roles and daily activities.	7. Drive policy changes at the local, state, and federal levels rooted in occupational justice to remove systemic barriers to and promote opportunities for occupational participation and engagement.
		8. Center the voices of those with lived experience and incorporate these individuals in opportunities to champion occupational participation through advocacy efforts for the profession.

Interested in learning more about what we do and why it matters to YOU, and to our profession?



American Occupational Therapy Association

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