



American  
Occupational Therapy  
Association

# Strategic Planning Update

Academic Leadership Meeting  
AOTA INSPIRE National Conference  
Philadelphia, PA

**Apr. 1, 2025**  
4:00 to 4:30 pm EST

# Session Overview

- Welcome and Overview
- Vision 2025 Strategic Plan Update
  - FY 25 Major Initiative Highlights
- Vision 2030 Strategic Plan Update
  - Timeline, Data Collection, and Analysis
- Questions & Answers

# Vision 2025 Strategic Plan Update



**Cristina Reyes Smith**  
OTD, MS, OTR/L, FAOTA  
AOTA Vice President



# AOTA Vision 2025:

*Vision 2025: As an inclusive profession, occupational therapy maximizes health, well-being, and quality of life for all people, populations, and communities through effective solutions that facilitate participation in everyday living.*

## **Pillars:**

- Effective
- Leaders
- Collaborative
- Accessible
- Equity, Diversity, and Inclusion

# FY 25 Major Initiative Highlights

## Transform:

- Current membership stands at around 50k (20%) with goal of 55k.
- Had 457 research papers submitted to Inspire--24 accepted courses, 277 posters.
- Competency Based Education Oversight Task Group appointed by the RA.
- AOTA recognizes 69 specialty Fellowship programs; 23 in candidacy/applicant.
- ACOTE New Standards (2023) go into effect July 31, 2025.
- AOTA now sponsors 34 Communities of Practice with over 2500 participants.
- 5 AOTA Practice Guidelines accepted into the ECRI Guidelines Trust.
- AOTA was accepted to NCCIH Coalition for Whole Person Health.
- Joined the National Academies of Science Engineering and Medicine TBI Forum.
- Approved Provider Program exceeding goals for activities and new providers.

# FY 25 Major Initiative Highlights

## Advocate:

- Total of 330 registrants for Hill Day on Sept. 20, 2024 with 32 states and DC.
- Well-attended and engaged office hours regarding US Dept. of Education.
- OT and Falls prevention was reintroduced in Congress.
- Medicare Advantage advocacy led to improved prior authorization changes.
- Medicare wins for OTA supervision requirements, reduced administrative burden, telehealth, reduced cuts, and partnerships for co-sponsorships on legislation.
- Collaborating with state associations on licensure and regulatory tracking.
- Received the 2025 AMA *Current Procedural Terminology (CPT) Educational Excellence Award!*

# FY 25 Major Initiative Highlights

## Build:

- DEIJAB Team awarded \$250,000 grant by the Sandy Hoskins Legacy Fund to support the RISE Program and AOTA Diverse Leaders Program Scholars.
- The DEIJAB Team organized 2 listening sessions revolving around Executive Orders and potential changes with 1200+ member registrants.
- An AJOT Special Edition on DEIJAB was recently released.
- Ethics Commission is updating the Code of Ethics—esp. Professional Standards.
- Expanded Partnerships for AOTA INSPIRE 2025, Institute for Future Scientists in OT, the Lands Banks Memorial Scholarship Fund, and AOTF 60<sup>th</sup> Anniversary.
- The 2025 OT Month Campaign launched in January with the theme:
  - “Inspiring Hope, Changing Lives.”
- Vision 2030 Campaign official launch on Wednesday, April 2<sup>nd</sup> at 2 pm ET.

# FY 25 Major Initiative Highlights

## Upcoming AOTA Conferences:

- Women's Health Specialty Conferences: October 10-11, Portland
- Education Summit: November 14-15, Salt Lake City
- Children & Youth: December 12-13, Charlotte NC
- 2026 AOTA Annual Conference and Expo, April 23-25, Anaheim, CA
- Adult Rehab and Disability: Spring 2026 (Online)
- Blended Learning – Webinars: FY25-26 (12 planned)
  
- **2026 AOTA Annual Business Meeting, Date TBA**



# Vision 2030 Strategic Plan Update



**Cristina Reyes Smith**  
OTD, MS, OTR/L, FAOTA  
AOTA Vice President



# Vision 2030 Strategic Plan Leadership



**Cristina Reyes Smith,**  
**OTD, MS, OTR/L, FAOTA**  
AOTA Vice President and  
Vision 2030 Strategic Plan Chair



**Sharmila Sandhu, JD**  
AOTA Chief Operating  
Officer and Staff Liaison



**Richard Yep**  
Vetted Solutions  
Vice President &  
Consultant

# Vision 2030 Strategic Plan Advisory Committee



**Angel Bryant, OTD, OTR/L,  
MHA, NHA/CRCFA**  
OT Member-at-Large



**Moira Bushell, OTD, MEd,  
OTR/L, BCP, CRA**  
VLDC Chair



**Shanese Higgins**  
DHSc, OTR/L, BCMH, FAOTA  
DEI Committee Rep



**Andre Johnson,  
MS, OTR/L, COTA/L, ROH**  
BOD Incoming Director



**David McGuire,  
MSOT, OTR/L**  
ASAP Chair



**Sharon Pavlovich,  
EdD, COTA/L**  
OTA Member-at Large



**Daryl Risinger**  
BOD Public Advisor

# Strategic Planning Consultant



September 2024 to February 2025:

- Engagement of Strategic Planning Advisory Committee with monthly meetings

Vetted Solutions: Rich Yep (Vice President):

- Oct. to Nov. 2024 Data Collection:
  - National Survey—OT/OTA Practitioners and Students (n=700+)
  - Survey—AOTA Staff
  - Interviews & Focus Groups
    - Internal/External Stakeholders & Community Partners
- Nov. 15-16, 2024: Strategic Planning Virtual Retreat
  - Volunteer Leaders, Chief Staff, and Key Partners

## Word Cloud: What does AOTA mean to you in one word?

✓ 25



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# Vetted Solutions Analysis:

## 1. Inclusivity and Diversity\*

- Inclusive/Inclusion
- Diversity
- Equity
- Accessible/Access
- Cultural competency

## 2. Client-Centered Approach\*

- Client-centered/Patient-driven
- Individualized/Personalized
- Meaningful
- Holistic
- Quality of life

## 3. Evidence-Based Practice\*

- Evidence-based/Evidence-informed
- Science-driven
- Research

## 4. Occupation-Focused

- Occupation/Occupational
- Participation
- Engagement

## 5. Leadership and Innovation

- Leaders/Leadership
- Innovative/Innovation
- Forward-thinking
- Dynamic

## 6. Collaboration and Interdisciplinary Work

- Collaborative
- Interdisciplinary
- Teamwork

## 7. Empowerment and Advocacy

- Empowering/Empowerment
- Advocacy/Advocate

*\*Most frequently cited*

# Vetted Solutions Analysis:

## 8. Community and Population Health

- Community-based
- Population health
- Social model of care

## 9. Mental Health

- Mental health
- Cognitive health

## 10. Technology and Advancement

- Technology
- AI
- Telehealth

## 11. Professional Development

- Workforce development
- Continuing education

## 12. Health and Wellness

- Well-being
- Prevention
- Health promotion

## 13. Social Justice and Equity

- Occupational justice
- Health equity

## 14. Global Perspective

- Global health
- International

## 15. Sustainability

- Ecological sustainability
- Long-term vision

# Vision 2030 Launch and Celebration

Join us tomorrow for the debut of the Statement and Pillars:

- Wednesday, April 2, from 2 to 4 pm EST
- Philadelphia Marriott Downtown, Marriott Salons GH
- AOTA Leadership, Advisory Committee, and refreshments



# Questions?



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