

AOTA Strategic Framework

MISSION — WHY WE EXIST

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

VISION 2025 — THE FUTURE WE ARE CREATING

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.

STRATEGIC PRINCIPLES — WHAT WILL HELP US SUCCEED



Build the capacity of occupational therapy professionals to provide effective services in their current and evolving environments.

- ▶ Develop strategies to enhance the consistency, quality, and outcomes of evidence-informed occupational therapy.
- ▶ Create professional and career roadmaps and resources for OT practitioners.
- ▶ Empower occupational therapy practitioners to engage as advocates for clients, the profession, and themselves.



Promote, protect, and advocate for the distinct value of occupational therapy and access to occupational therapy services for all persons, groups, and populations.

- ▶ Promote understanding that the profession is grounded in science, supported by quality outcomes.
- ▶ Develop and implement strategies to ensure the sustainability of occupational therapy practice and payments.
- ▶ Leverage strategic partnerships to strengthen occupational therapy and advance health, well-being, and quality of life.



Lead the profession by becoming inclusive, agile, proactive, responsive, and approachable.

- ▶ Deliver a membership value proposition that leads to increased engagement of the occupational therapy community.
- ▶ Create a cohesive and revitalized brand that inspires pride and participation.
- ▶ Leverage research and data to drive strategy, resource development, and organizational decision-making.
- ▶ Provide inclusive, agile, and transparent governance.

CORE VALUES — WHAT GUIDES US

Altruism • Equality • Freedom • Justice • Dignity • Truth • Prudence