# AOTA 2018–2020 Strategic Plan

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<th>Goal</th>
<th>Objectives</th>
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| **# 1. Expand our Reach and Impact**  
Advocate for and promote occupational therapy's distinct value to maximize health, well-being, and quality of life | • Advocate for public and payer policies that expand the impact of occupational therapy in the changing health care, education, and community systems at the state and federal levels.  
• Promote state regulatory requirements that recognize AOTA as the professional standard-setting authority for occupational therapy.  
• Increase the number and impact of occupational therapy practitioners serving in influential roles in health care, education, and community systems.  
• Increase health services and systems research and publications focusing on occupational therapy's distinct value.  
• Design and implement a communication program to articulate the distinct value of occupational therapy with practitioners and external audiences. |
| **#2. Prepare and Develop the Profession**  
Inform, educate, and activate occupational therapy practitioners to be agents of change to foster excellence in practice | • Implement an occupational therapy educational model (didactic & experiential learning) that prepares occupational therapists and occupational therapy assistants to deliver value in the changing health care and education delivery systems.  
• Support members’ professional growth to enable them to adapt and thrive in dynamic practice environments, especially in promoting change.  
• Advance the leadership skills and competencies of OT practitioners, educators, and scientists  
• Promote capacity of occupational therapy practitioners to deliver culturally-responsive services to diverse populations.  
• Expand opportunities for underrepresented populations of practitioners to engage with the Association and increase their visibility in the profession.  
• Address licensure portability, allowing OT practitioners to improve professional mobility and enable participation in emerging delivery models such as telehealth. |
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| #3. Serve as the Professional Home                                   | • Connect and leverage AOTA’s membership community to create engagement and value through information sharing, networking, and creative collaboration.  
• Provide enhanced services that deliver explicit value to AOTA members based on career stage, work setting, and practice areas.                                                                                                                                                                                                                           |
| Connect, engage, and inspire our community to participate actively in advancing our mission and achieving our shared vision |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| # 4. Advance Quality and Recognition of Occupational Therapy Practice| • Fill critical knowledge and data gaps to showcase the positive impact of OT services, including effective knowledge translation initiatives.  
• Foster the development of programs that ensure occupational therapy practitioners are adequately supported to provide quality care.                                                                                                                                                                                                                                                                                             |
| Foster widespread adoption of evidence-based approaches in occupational therapy that reduce cost, increase access, and improve outcomes across the continuum of care |                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |