**Strategic Area I: Serve the membership.**

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| Goal | Results/Update |
| 1. By December 31, 2024, enhance interactions with the membership through virtual events, corporate relationships, and social media as evidenced by 5% increase to reach 839 in overall licensee membership. |  |
| 1. Increase retention of membership from 64% to 70% by the end of 2024 |  |
| 1. Each district chair will create 1 event per year for students and early practitioners. |  |
| 1. Membership Committee to host 1-2 membership drives to promote membership of students and practitioners. |  |
| 1. Membership Committee will analyze, make recommendations, and implement marketing changes to seek new members by the end of Q1 2024. |  |
| 1. Assess and determine viability of the Social Media ad hoc committee to become a standing committee by the end of Q1 2024. |  |
| 1. Social Media ad hoc committee chair will create standard operating procedures to further define processes for social media that include district involvement and make recommendations for changes in policies and procedures by the end of Q2 |  |

**Strategic Area II: Serve the Profession and the Consumer It Serves**

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| Goal | Results/Update |
| 1. Re-engage practice area forums for 2024 conference by marketing prior to conference and securing facilitators for each area. |  |
| 1. Assess viability and make recommendations of alternate tracks for 2024 conference. |  |
| 1. Analyze the desires of TOTA members and provide at least 1 solution for desired requests by the end of Q2. |  |
| * 1. The development chair will determine the process for establishing communities of practice by the end of Q2. |  |

**Strategic Area III: Maintain a viable organization which supports its purpose, objectives, and functions, through improved processes and use of a diverse pool of volunteers.**

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| Goal | Results/Update |
| 1. Established state and district processes to be cataloged and archived by the end of Q4 2024. |  |
| * 1. Create a centralized, organized, and accessible folder system that is owned and managed by TOTA. |  |
| * 1. Create standard operating procedures for each committee to be approved by the board by the end of 2024. |  |
| * 1. Implementation of board-approved written appointment process for the state board positions by February 2024. |  |
| * 1. Create direction through standard operating procedures for The Committee on Development and make proposals to modifications to policies and procedures by the end of Q2. |  |
| 1. TOTA will draft a Why statement by the end of January 2024. |  |
| * 1. TOTA will develop and implement a marketing/membership/social media campaign centered around TOTA’s Why by the end of March 2024. |  |

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| Goal | Results/Update |
| 1. The DEI Standing Committee will complete a minimum of (3) trainings in 2024: TOTA Board DEI Training in January, membership virtual training for late spring, and one in person TOTA Conference training in the fall. |  |
| 1. Develop surveys to collect data on successes and challenges of the mentorship program by the end of Q2. 2. Market the mentorship program through social media for members to be aware of the benefits of mentorship by the end of Q2. |  |

**Strategic Area IV**: **TOTA will be proactive to internal and external influences and changes.**

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| Goal | Results/Update |
| 1.  TOTA will appoint a legislative chair by the end of June 2024. |  |
| 1. TOTA will develop a legislative agenda and action plan for interim charges to support the OT profession by the end of January 2024. |  |
| 1. TOTA will be present at 50% of occupational therapy programs by the end of Q4 2024. |  |
| 1. Determine the viability of a mental health community of practice and determine next steps transition to a community of practice by the end of Q3. |  |
| 1. TOTA will define and develop guidelines for a community of practice vs. SIS group by the end of 2024. |  |

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