

OCCUPATIONAL THERAPY ASSOCIATION OF CALIFORNIA FACT SHEET

OTAC 2016-2019 Strategic Plan

Strategic Plan Goals of **VALUE** and **ADVOCACY**
represent a commitment of the entire
OTAC leadership to provide:

1. **COLLABORATION** in achieving the goals.
2. **PRIORITIZATION** and **LEADERSHIP** of existing resources and efforts toward these ends for the fiscal years 2016-2019.

OTAC STRATEGIC PLAN GOALS

VALUE

1. Collect and analyze data regularly from members and nonmembers to enhance recruitment and retention.
2. Develop and provide members with data-driven relevant, accessible tools for practice, education, and advocacy.
3. Develop leadership training that forges connections between seasoned professionals and current members, new members, graduates, and students.
4. Increase public awareness of the value and role of occupational therapy.

ADVOCACY

1. Advance legislation and regulations to strengthen and enhance the role of occupational therapy, and protect the scope of practice in California.
2. Collaborate with key partners and decision-makers including legislators, regulatory boards, insurers, corporate decision-makers, etc., in advocacy activities.
3. Develop quality, comprehensive resources for advocating effectively.

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Adopted June 11, 2016 by the OTAC Board of Directors

About OTAC

The Occupational Therapy Association of California (OTAC) is a nonprofit 501(C)(6) established in 1976 and governed by a volunteer board of directors with support from its staff in Sacramento.

In addition, OTAC's vision, mission, core values, and strategic plan are guided and supported through the work of its volunteer committees.

There are currently more than 16,000 current licensed occupational therapy practitioners in California.



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