

Strategic Plan 2019-2022

Strategic Plan Goal No. I

Enhance and Communicate Membership Value

Strategy No. 1

Enhance and promote member benefit offerings.

Strategy No. 2

Enhance and promote educational offerings for advanced practitioners.

Strategy No. 3

Conduct feasibility studies for enhancing member value and promoting value.

Strategy No. 4

Develop and publish a “value tab” on the website.

Strategic Plan Goal No. II

Optimize Member Engagement at all Levels

Strategy No. 5

Develop onboarding process for all levels of leadership.

Strategy No. 6

Capitalize on interested volunteers and support their progression through structure, which offers clear and increasing amounts of involvement/engagement.

Strategic Plan Goal No. III

Ensure Financial Stewardship

Strategy No. 7

Ensure board understands budget and utilization of budget.

Strategy No. 8

Expand reserves for long-term sustainability.

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Vision Statement:

A world where all people
participate in meaningful
occupations to optimize their
life experience.

Mission Statement:

OTAC is the collective voice that
serves, promotes, and supports
the profession of occupational
therapy and its practitioners.



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