



VISION STATEMENT

FOTA is the respected authority on occupational therapy's contribution to health and well-being in Florida

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MISSION STATEMENT

FOTA members support and develop the best practice of occupational therapy to advance the profession and better serve our consumers

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Our core values support practice that promotes:

1. Occupation-based interventions
2. Evidence based practice
3. Consumer focus
4. Leadership
5. Advocacy
6. Ethical behavior
7. Scholarship
8. Diversity
9. Mentorship
10. Global connectivity
11. Lifelong learning
12. Interprofessionalism

FOTA STRATEGIC PLAN

2015 – 2020

FINANCE:

Long Term Goal	Short Term Goal	Responsibility	Target Date	Bylaw*	Fiscal** Implication	Results/ Updates
Increase alternative streams of revenue to ensure solvency of the organization.	Explore options available through current web host activities.	Webmaster, Treasurer, & Adm. Assistant	1/2015			
	Advertise use of Amazon for increased revenue	Adm. Assistant	11/2014			
	Identify additional fund raising sources	President & ad hoc committee	6/2015			
Maximize fiscal responsibility within the organization and with external contractors	Develop policies and procedures for oversight of outside contractors	President, Treasurer and (Bylaws person)	6/15			
	Allocate funds to support volunteer expenses related to association activities	Officers	6/15			

CONTINUING EDUCATION:

Long Term Goal	Short Term Goal	Responsibility	Target Date	Bylaw*	Fiscal Implication**	Results/ Updates
Maximize opportunities for evidence based practice, lifelong learning, scholarship sanctioned as continuing education courses by the association	Offer a combination of face-to-face and online continuing education opportunities taught by reputable faculty	Vice President and Practice Standing Committee Chair	11/2014		Market analysis needed for cost implications	
	Offer alternative opportunities for conference attendance	Vice President and Conference Convener	11/2015			

LEADERSHIP:

Long Term Goal	Short Term Goal	Responsibility	Target Date	Bylaw*	Fiscal Implication**	Results/ Updates
Increase/maintain number of new volunteers for the Florida Occupational Therapy Association matching volunteer strengths with volunteer needs.	Appoint committee to develop plan for recruitment of new volunteers.	Vice President and Membership Chair	3/2015			
	Develop a mechanism for recognizing volunteers at the end of their term of service	Member Concerns Committee	Initial Recognition 11/2014 Mechanism, 3/2015		Printing of Certificate	
	Implement plan developed by committee	Vice President and Membership Chair	6/2015			
	Advertise volunteer opportunities through FOCUS, Website, Twitter, Facebook, and local forums.	Forum Chair, Administrative assistant, Vice President	6/2015			
Develop a strategy for addressing emerging healthcare issues.	Continue to develop and implement volunteer opportunities for Florida Occupational Therapists.	Vice President and Membership Chair	Annually			
	Create an ad hoc committee for identifying emerging health care issues and strategies	President	1/2015			
	Educate members on how to implement strategies	VP, Government Affairs RRs, & SIS Chairs	7/2015			

GOVERNMENT AFFAIRS:

Long Term Goal	Short Term Goal	Responsibility	Target Date	Bylaw*	Fiscal Implication	Results/ Updates
Create a stronger presence with the FL legislature	Identify and support legislators who promote inclusion of occupational therapy in FL health care	Government Affairs (GA) committee & Lobbyist	Launch 2/2015		Within the constraints of FY budget	
	Create an annual legislative agenda aimed at moving occupational therapy forward	Government Affairs (GA)	Annually in February		Within the constraints of FY budget	
	Develop ways to raise awareness and call to action to promote the agenda	Government Affairs & President	Annually in February		Within the constraints of FY budget	

MEMBERSHIP:

Long Term Goal	Short Term Goal	Responsibility	Target Date	Bylaw*	Fiscal Implication	Results/ Updates
FOTA membership increases to 6% of licensed occupational therapy practitioners	Identify clear value of FOTA membership and use it as part of marketing strategy	Member Concerns Coordinator & Membership Committee (MC)	1/2015			
	Develop marketing strategy for students who transition to practitioners	Member Concerns Coordinator & Membership Committee (MC)	3/2015			
	Create a marketing strategy to recruit new and retain existing members	Member Concerns Coordinator & Membership Committee (MC)	3/2015			

PARTNERSHIPS:

Long Term Goal	Short Term Goal	Responsibility	Target Date	Bylaw*	Fiscal Implication	Results/ Updates
Build and maintain a positive presence in the medical and community agencies	Create at least one partnership between FOTA and an external agency annually	Board & Practice Standing Committee & RR	11/2015			
	Engage members with influence who serve in external agencies to work with FOTA	Practice Standing Committee & RR	11/2015			
Build and maintain a positive relationship between FOTA and the OT/OTA educational programs	Create opportunities such as, but not limited to community service, for the purpose of growing mentoring relationships among students and occupational therapy practitioners	Membership, Practice Standing Committee & RR	11/2015			
	Create FOTA liaison opportunities between students and clinicians for the purpose of partnered research projects	Membership, Practice Standing Committee (sp. Research SIS) & RR	11/2015			
Build and maintain a positive presence with consumers of occupational therapy	Activate the member specialist database	Member Concerns & Webmaster	6/2015			
	Seek ways to collaborate and support consumers of OT	Practice Standing Committee & RR	11/2015			

*No Bylaws changes required at this time 10.06.2014

**For those items not indicated as cost neutral, the responsible party needs to submit a budget request for Board approval prior to implementation.