



2025

*A vision and plan to guide
ATRA's growth from 2020 to 2025.*



Strategic Plan: ATRA 2025

Strategic Focus Areas:

Advocacy & Legislative



GOAL: Advocate for legislative actions, policies, and regulations and partner with other advocacy groups to achieve policies that champion and support the practice of recreational therapy and the role within health and wellness models.

Finance



GOAL: Ensure the stewardship of ATRA's financial resources; create sustainable and diverse revenue streams that support growth of programming initiatives, staff, and leadership; and increase the ability of ATRA to serve its members.

Leadership



GOAL: Identify, develop, inspire, and support recreational therapists who seek to become leaders within the organization and in the field.

Objectives

- Codify Federal actions/policies
- Ensure cohesive outcomes
- Evaluate best practices
- Identify possible partnerships
- Define advocate's role
- Promote inclusion
- Fiscal transparency
- Financial policies
- Multi-year budget
- Identify new revenue streams
- Codify model
- Recruit future leaders
- Path for strong leaders
- Celebrate leaders
- Criteria for success
- Leadership continuing education
- Training programs
- Mentorship programming
- Board training



Strategic Plan: ATRA 2025

Strategic Focus Areas:

Membership Growth



GOAL: Exponentially grow the membership so that membership in ATRA is seen as a necessary educational, social and ethical component of service within the practice of recreational therapy.

Messaging & Marketing



GOAL: Identify ways to educate, raise awareness, and make visible ATRA and the practice of recreational therapy.

Professional Development



GOAL: Identify, find or develop, and provide professional development opportunities that steward and support the practice of recreational therapy by seeking professional excellence in key areas of strategic personal, professional and organizational growth.

Objectives

- Set growth goals
- Create culture of belonging
- Target & solicit new members
- Create a sustainable path for membership

- Develop messaging & marketing plan
- Targeted campaigns
- Market value & impact of ATRA
- Marketing value & impact of RT
- Create evaluation plan

- Prioritize learning opportunities
- Create & support speaker's bureau
- Education & training opportunities
- Single academic program accreditation

Strategic Focus Areas:

Quality Providers



GOAL: Create, implement and promote a set of standards that will identify parameters that advance excellence within the practice of recreational therapy.

Relationships & Partnerships



GOAL: Identify, nourish and sustain relationships that benefit and support ATRA and its members in their practice of recreational therapy and enhances its universal acceptance as an effective form of therapy in the field of healthcare.

Objectives

- Develop guidelines and procedures
 - Model best practices
 - Codify guidelines for providing agencies
 - Ways to demonstrate excellence
 - National recognition and adoption of standards
-
- Identify appropriate affiliates
 - Develop reciprocal partnerships
 - Best practices for outreach
 - Identify primary liaisons
 - Sustain viable relationships

WE ARE BUILDING

◆ TRUST ◆ TRANSPARENCY ◆ COMPETENCY ◆ MOMENTUM