



Maryland Occupational Therapy Association

P.O. Box 2742, Columbia, MD 21045 - Phone: 410-290-3283 - www.mdota.org

DRAFT - MOTA 2008 Strategic Plan

VISION

Our organization is the communicative assembly, compass, and champion for occupational therapy - its students, its practitioners, and its recipients - in the State of Maryland. As an affiliate of the American Occupational Therapy Association, we strive to actualize the national association's Centennial Vision within Maryland. MOTA endeavors to bring tomorrow's ideas today to the field and science of occupational therapy through supporting and advancing first-rate occupational therapy education and practice.

MISSION STATEMENT

"The Maryland Occupational Therapy Association is a self-sufficient, non-profit organization that represents, supports, and advances the practice of occupational therapy throughout the State of Maryland via the promotion of educational, legislative, communication and membership activities."

Strategic Plan Goals for 2007 were:

- **Professional development opportunities**
- **Resources to members/enhance delivery of services**
- **Educate lawmakers & other stakeholders**
- **Consumer awareness**
- **Build relationships with groups, academic institutions**
- **Represent the interests of OT professionals**

Six areas were identified as essential to the functioning of the organization. They appeared in the MOTA Development Plan:

- 1) Financial**
- 2) Membership**
- 3) Education (incl. Practice, PR)**
- 4) Communication (incl. Technology)**
- 5) Advocacy and Legislative Affairs**
- 6) Infrastructure**

Goals were developed for each of these areas. They will be reviewed on a yearly basis, and revised as needed. The degree of goal accomplishment will be measured by a record of activities that the organization attempts /completes.

The Strategic Plan Goals for 2008 are.....

#	Goal Area	MOTA will.....
1)	Financial	<ul style="list-style-type: none"> <input type="checkbox"/> Generate sufficient revenue to meet or exceed operating expenses and to fund projects for the fiscal year. <input type="checkbox"/> Engage in the use of procedures/action plans to (1) forecast and plan for future expenses and (2) review, prioritize, accept, alter, and/or eliminate projects from a fiscal standpoint. <input type="checkbox"/> In order to accurately account for transactions, MOTA will use a reliable system of accounting and banking practices that includes a professional audit and procedural instruction book or PowerPoint. <input type="checkbox"/> Quarterly review holdings and investments; review and adjust the organization's financial planning as needed to maximize its assets.
2)	Membership	<ul style="list-style-type: none"> <input type="checkbox"/> Conduct at least one campaign per fiscal year for the purposes of recruiting and/or retaining individual and corporate members. <input type="checkbox"/> Expand membership operations to its designated districts and assist area therapists in creating meaningful activities that support the mission of mota. <input type="checkbox"/> Create activities that champion AOTA initiatives regarding occupational therapy assistants. <input type="checkbox"/> Actively seek and honor members and Maryland practitioners, citizens, and officials whose actions support or contribute exemplarily to the field of occupational therapy. <input type="checkbox"/> Institute, offer, and retain membership benefits that have a perceived lifetime value to its members. <input type="checkbox"/> Maintain, track, and correct with accuracy an up-to-date membership roll using a reliable method or system of practices.
3)	Education (including Practice, PR)	<ul style="list-style-type: none"> <input type="checkbox"/> Conduct at least one profitable, major continuing education event per fiscal year for occupational therapy practitioners. <input type="checkbox"/> Carry out one or more fundraising campaigns to finance and provide its student members scholarships or special educational opportunities for the study of occupational therapy. <input type="checkbox"/> Support Maryland students in occupational therapy degree programs through representation and/or mentorship at college or university events. <input type="checkbox"/> Create visibility, interface with the community and membership, and inform consumers of occupational therapy through announcements, public service projects, and other avenues.

4)	Communication (including Technology)	<input type="checkbox"/> Develop, use and promote symbols, trademarks, membership items, and the like that notably and strongly identifies the organization to members and non-members. <input type="checkbox"/> Inform through an accurate and timely website, newsletter, and emails; share, as appropriate, relevant materials <input type="checkbox"/> With others; and respond to manifested concerns and inquiries within a reasonable time. <input type="checkbox"/> Subscribe to technology trends and incorporate advances into its communication activities and needs.
5)	Advocacy & Legislative Affairs	<input type="checkbox"/> Engage and when possible, establish partnerships with individuals and entities in legislative, governmental, association, and corporate arenas to advance and protect occupational therapy interests in the State of Maryland. <input type="checkbox"/> Support and aid to the extent possible, AOTA and its Representative Assembly, AOTF, and AOTFAC in attaining their respective goals.
6)	Infrastructure	<input type="checkbox"/> Conduct, arrange for trainings, or perform related activities in order to educate and increase its Officers' and Committee Chairs' knowledge of the aspects of organizational functioning. <input type="checkbox"/> Pursue digitizing its documents in order to more regularly archive them and seek a form of future storage that could be centralized and "stand the test-of-time." <input type="checkbox"/> Engage in practices that find, follow, and analyze trends in order to respond to its environments and be capable of reacting swiftly and soundly to changes.

How will Goals be Actualized?

- *Specific objectives, tasks, and/or projects with time frames will be aligned to each goal.*
- *The achievement or degree of accomplishment of these items will be the measure of goal fulfillment.*
- *The President will be have the ultimate responsibility for this "Quality Control" aspect and will periodically review, track, and report on the key performance indicators for each goal area.*