

VPTA Strategic Plan for 2009-2011

Major Goals	Strategies	Tactics	Liaison	Key Dates/Notes
1. Increase leadership Opportunities, Improve chapter governance and Committee Management	1.1 Build strategic alliance to develop effective leadership training	a. work with APTA Component Services Associate Director, Elizabeth Grotos b. develop networks and foster relationships with other APTA chapters to share resources and peer-to-peer mentoring c. enhance chapter leadership training by utilizing affordable web-based training opportunities such as chapterleadersplayround.org		
	1.2 Create clear, concise plans for volunteers that feed the strategic plan	a. use technology to streamline reporting and committee management, include job descriptions (for elected and appointed positions) and training b. streamline deadlines and board priorities for committees and districts. c. review current travel reimbursement policy for leadership meetings		
	1.3 Increase leadership diversity	a. create and implement a leader-mentor program b. develop a mechanism for "The Ask" to volunteer for VPTA c. profile newer leadership in <i>The Virginian</i> d. develop a volunteer database process listing opportunities focused on skill sets		
	1.4 Work with PT and PTA schools to identify future leaders	a. work with SSIG to identify future leaders b. visit VA PT and PTA schools to talk about benefits of student membership and volunteering with the VPTA		

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		c. appoint a task force to create a structured mentorship program		
	1.5 Develop chapter leaders for national APTA service	a. Bring identified issues from the VPTA through the governance process up to and including the House of Delegates (HOD) b. work with newer delegate(s) to educate them on the HOD governance process and how it ties back to chapter governance		
2. Membership	2.1 Increase opportunities for members to network and encourage prospective members to participate	a. increase availability of e-meetings through use of technology and social networking sites like Facebook b. bring prospective members to legislative day and other such events c. provide incentives for prospective members to attend Annual Conference		
	2.2 Recruit new members	a. develop a plan for reaching out to employers with information regarding the benefits of employee membership in the APTA/VPTA B.		
3. Improve Communication	3.1 Develop a social media strategy	a. identify appropriate social media mix for communication (twitter, podcasting, Facebook, e-meetings) b. train members on how to use social media (have technologically oriented members will assist members with less technological experience)		
	3.2 Increase effective	a. develop a communications		

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	communications with members	<p>plan and schedule for members and prospective members</p> <p>b. identify and use the best communications channels to reach potential members</p>		
	3.3 Increase website presence	<p>a. encourage members to make VPTA their home page through newsletter, social media and website communication</p> <p>b. update key contact list and coordinate with website content</p> <p>c. make use of search engine advertising like Google Ad Words, and increase buzz word use in website to increase search engine hits</p>		
4. Provide quality education to Virginia PTs and PTAs	4.1 Look at Annual Conference as a way to attract potential members	<p>a. evaluate success of 2009 conference</p> <p>b. evaluate Annual Conference on an annual basis and re-structure based on conference evaluations, feedback and ongoing needs and ideas</p> <p>c. identify Annual Conference partners to offset costs where appropriate</p>		
	4.2 Provide local education opportunities	<p>a. develop education session on state legislative issues marketed to members and prospective members</p> <p>b. develop ethics education program to update physical therapists on the APTA updated Code of Ethics</p> <p>c. continue to offer chapter-sponsored continuing education</p>		
5. Advocacy	5.1 Increase frequency and quality of advocacy communication	<p>a. conduct town hall meetings at district level</p> <p>b. create easy web access to legislative alerts, updates</p>		

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		and calls to action		
	5.2 Increase VPTA's political voice to establish public identity/recognition as practitioner of choice	<ul style="list-style-type: none"> a. develop collaborative relationships with complementary organizations for coalition building b. increase strength of VPTA PAC c. learn more about other professions to better understand encroachment issues d. Have PAC reps create a document "How to plan a PAC event" 		
	5.3 Continue with Payers' Forum	<ul style="list-style-type: none"> a. Invite past attendees for all future Payers' Forum events b. increase attendance by expanding invitations c. send follow up communication to payers and members about the Forum d. evaluate the Payers Forum on an annual basis and re-structure based on conference evaluations, feedback and ongoing needs and ideas 		
	5.4 Increase community outreach	<ul style="list-style-type: none"> a. participate in community events b. work with PT and PTA programs to reach out to high school students c. use the "You Can Be Me" video at outreach opportunities d. enhance the consumers page on the website 		
	5.5 Develop collaborative efforts with other organizations to	<ul style="list-style-type: none"> a. reach out to other health organization to educate them about physical therapy b. reach out to various 		

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	educate them about physical therapy	support groups to offer education for their members and to increase awareness of the benefit of physical therapy c. learn more about other health professions' scope of work to better address encroachment issues.		

VPTA Strategic Planning Session~

The main themes related to member recruitment were:

- Conduct a membership drive
- Have membership chair identify the best way to communication with non-members (this is in the communication's goal)
- Develop a plan for reaching out to employers ...(covered on 2.2.c)
- Bringing non-members to chapter events..

Next Steps:

1. Review the attached document at the Board meeting
2. Make any required edits
3. Adopt the plan at the board meeting
4. Announce the major goals of the plan by posting on website, newsletter articles and presentation to constituents at an annual meeting (consider PowerPoint format.)
5. Adapt or revise the budget to reflect the new strategic plan.
6. Align committees with the major goals and charge them with the strategies within the goals.
7. Outsource work that needs to be delegated beyond the staff and or volunteer capabilities.
8. Appoint a plan champion from leadership or staff to monitor and report progress on the plan periodically or at each board meeting. (Consider having a strategic plan-report on the board agenda.)
9. Review the progress on the plan at an annual retreat of the leadership and staff. Update entire plan at least every 3 years.

TOWS Analysis Outcomes

- Strengths and opps
 - Looking at annual conference at a way to attract nonmembers – using a variety of techniques to offer perks to those attending
 - Changing types of things offered at conference
 - Considering new structure for conference all together

- More frequent communication and recognizing need for education – making sure that our members have access to more information about legislative visits and activities in their areas
 - Considered development of discussion board that would be for members only – used to keep members informed and allow them to voice to leadership what they think are important issues and concerns
 - Trying to offer some type of educational activities regarding ethical and legislative issues
 - Develop collaborative efforts with other organization for health and wellness of our consumers
 - Collaborative efforts with other allied organization (OT and speech)
 - Twitter, Facebook, Podcast, E-meetings
 - Sharing costs by developing partnerships (annual meetings)
 - Developing partnerships - coalition building
 - Using partnerships to have additional income with or for advertising
 - Membership chair identify methods for better communication with potential members
 - Board leaders go to schools and discuss what their roles are and how to become more involved with organization
 - list of leaders from graduating class who may become more involved at state or district level
 - Membership drives
 - Develop a task force that would be tasked with developing a more structured mentorship program – getting others more engaged (identifying potential new leaders)
 - Coordinating with other states and sections within APTA to foster communication and relationships
- Weakness and opportunity
 - Developing more structured and definite communication schedules
 - Developing more detailed descriptors for getting involved – if you want to get involved → how to do that
 - E-alerts re: GA bills
 - Member bring non-member to legislative day, student mentoring, PT month activities
 - Twitter, e-alert, e-meetings, FaceBook, podcasts
 - Increasing district and state communication
 - Networking
 - Using APTA component – strategic alliances to develop leadership training
 - Work with APTA component services
 - Other chapters – leadership training they could share
 - Other organization who have chapter leader training
 - Chapterleadersplayground. Com
 - Cheap webinars
 - Geared towards component level leadership and challenges with resources and time
 - Can make into training material
 - Outsource training opportunity
 - Web resources
 - Are there ways we can develop easier communication for leaders – many deadlines and last minute – is there an easier way to communicate

- House of delegates and the need to advance the VA delegation and our issues
- VA delegation would present a resolution at a HoD
 - Puts our delegation at a more national level
- Social gatherings – membership engagements/non-member – attract members by having fun activities that don't include “business” – PT's getting together – incentives – more at district level
- Strengths and Threats
 - Establish skill sets needed for specific tasks
 - Profile students, emerging leaders, district
 - Age group message channels
 - Gen-X educate Boomers on technology like FaceBook
 - Payers forum to educate on PT encroachment
 - Town hall meetings to discuss incident to billing
 - Related to encroachment
 - Continued efforts
 - Advocacy for us
 - More community advocacy and outreach
 - Job fairs, community fairs
 - PT/PTA programs having a community outreach program going into high schools
 - Educating on what our profession is/does
 - Show APTA video – “you can be me”
 - Further supporting legislative committee
 - Furthering PR campaign
 - Having consumer part of the website discussing different issues and getting key words on the website so that when people Google back pain physical therapy will come up other than other professions
 - Getting more hits on our website
 - The higher we move on Google
 - Buzz words for website
 - Webinars on how to position your website
 - Blurb in Virginian – “an easy way to help your profession, visit our website!”
 - Vpta.org should be your homepage!
 - We talk a lot about encroachment – but we aren't that aware of the other professions
 - By knowing them better we can know our competition
 - Scopes of practice
 - Strengths/weaknesses
 - i.e. chiros marketing
 - direct link to legislative advocacy center – more easily access log-in to send messages to your legislator
 - currently don't have anything to make this easy to access
 - trying to have informal surveys of newer or younger leaders to see how effective they think our meetings are
 - how to become more effective
- Weaknesses and Threats

- Planning to draw in different ages and continuing to encourage personal contacts
- Broadcasting current diversity of our board/leadership
- Pairing up key contacts (still not all paired)
- Supporting Angie
- There are a lot of employers who are in need of employees – could make them more active in the association
- Indicated a need for volunteer position statements and doable tasks to limit feeling of being overwhelmed
- Look at the other chapters and see what they are doing as far as financial assistance for travel – are we on par?
- Do we need to look at restructuring how many meetings we have, where, when
 - How many meetings a year do we hold (face to face)
 - Can we switch to more electronic avenues
 - People want to be involved, but lifestyle doesn't suit well to current ways
- Trying to develop a website that would be able to house a bank of task related qualities such as legislative – if we are looking for key members for key positions – we could have a bank that has membership skill sets – time values
 - Leadership/volunteer database
- Develop a Charlotte's Web type of communication
 - Down to up, up to down, side to side
- Educate generations on continuity of technology
 - Benefits of moving forward with current technologies
 - The how and the why
 - We're going to teach you how to do it