

ILOTA STRATEGIC PLAN 2017 - 2020

VISION

ILOTA is a multifaceted association committed to enhancing health and well-being through the utilization of best occupational therapy practices in Illinois.

MISSION

ILOTA is recognized as the premier occupational therapy resource in Illinois. We strive to advance the best practice of occupational therapy through serving, supporting and promoting the profession.

CORE VALUES

- **Be Dynamic:** We are an ever-evolving association that serves as a catalyst, promoting health and well-being by inspiring compassionate, enthusiastic occupational therapy practitioners. Through forward thinking we envision the need for change and innovation.
- **Be Inclusive:** We represent practitioners within current and emerging practice areas across Illinois to ensure every voice is heard. We embrace diversity and acknowledge the need to support growth and development of all practitioners within the state.
- **Be Dedicated:** We are dedicated to the advancement of occupational therapy and our stakeholders. We need self-motivated people who are passionate about the occupational therapy profession
- **Have Integrity:** We value ethical practice by our members which in turn drives the organizations adherence to ethical business practice. In light of our advocacy role, it is critical that our profession is viewed as trustworthy through modeling of our core values.

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STRATEGIC FOCUS AREAS

Focus Area 1: Expand Professional Development Opportunities

Focus Area 2: Build and sustain membership

Focus Area 3: Increase engagement in advocacy

Focus Area 4: Apply fiscally responsible investment in ILOTA for stability and growth

Focus Area 5: Align with AOTA to support the vision of the profession

Focus Area 1: Expand Professional Development Opportunities by offering CE, networking and conference opportunities that cover all areas of OT practice as well as ethics, leadership and team building.

	Objective	Responsibility	Timeline	Evaluation Measures
1.1	Establish an on-line platform and present a minimum of 2 online CE opportunities as a way to increase CE opportunities to members	President, Professional Development and ED.	September 2020	Successful completion of courses as well as a system to continue future courses.
1.2	Develop an ethics curriculum that provides a variety of ethics courses for members to choose from to meet the bi-annual ethics CE requirement for Illinois.	President, ED and Professional Development	September 2020	Completion of minimum 3 ethics options presented in a variety of contexts.
1.3	Create opportunity for members to attend one day of Conference, from a minimum of three remote locations, through streaming technology	DOF, DOC, ED, Conference Chair,	September 2020	Positive conference feedback from minimum of three remote locations.
1.4	Create an online CE opportunity that reviews the Practice Act, the rules and the benefits of membership in ILOTA and	Professional Development, DOF,	September 2019	Launch CE program with a successful response – minimum of

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	market to members and non-members.	ED, President		25 respondents.
1.5	Organize and run one networking activity, in addition to conference, each year to bring practitioners together.	President, ED, DOM, DOF	September 2020	Evidence of two successful (minimum 25 attendees) events in addition to conferences.
1.6	Include optional, one-hour presentations for CE, by invited speakers at all three full board meetings during the year.	Professional Development, DOM, ED	September 2020	Positive feedback after one year of speakers at all three meetings.

Focus Area 2: Build and Sustain Membership by improving retention and increasing new members so membership reaches 15% of licensed practitioners in the state.

	Objective	Responsibility	Timeline	Evaluation Measures
2.1	Establish multiple opportunities, across all membership platforms, for members to access information, relevant practice resources and to networking with members throughout the state.	DOC, ED, DOM, President	September 2020	5% of members participate in networking activities and take part in social media activity.
2.2	Develop FAQs for each SIS area, as well as payment resources and structures in Illinois. Goal is minimum four FAQs per year.	DOM, Networking Coordinator, ED	September 2020	Complete FAQs for all SIS groups on the website for people to use.op0[=]
2.3	Increase student to member retention by 5% by encouraging renewal with a program designed to recognize and reward milestones such as graduation, first year anniversary, etc.	President, DOM, DOF, ED	September 2018	Program in place with increase in retention of first time members of 10%
2.4	Increase student to member retention by 5% by creating relevant resources on the website, and for social media and the communique for student/first year practitioners.	DOM, ED, Student liaison, EL program leaders	September 2020	Retain student members up to 10%.
2.5	Increase the variety and value of social media platforms, including Instagram and Pinterest in addition to Facebook, and engage 5% of members in social interaction using the online platforms.	DOC, Social Media coordinator	September 2018	5% of members will be engaged in one or more social media platforms.
2.6	Develop resources to increase the value of the Website that	DOC, Website	September	Double the hits and downloads on

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	include FAQ's and opportunities to network through SIS's.	coordinator	2020	the website.
2.7	Develop and present a minimum of one CE that transcends practice and crosses all areas of practice – related to occupation based practice, leadership development, etc.	DOF, ED, DOM, President, Professional Development	September 2018	Successfully (minimum 25 attendees) complete one course each year.
2.8	Complete and graduate the first class of emerging leaders from the ILOTA emerging leaders program.	President, Professional Development	September 2019	Engage and graduate first class
2.9	Create one topic of interest to members quarterly for minimum 4 quarters, that intentionally connects ILOTA social media platforms, to the website and the communicate.	DOC, Communique Editor	September 2019	Monitor the communicate, website and social media for items that connect and bring people across communication platforms.
2.10	Award the first Scholarship to an Illinois Student through the AOTF Endowed Scholarship program.	DOF, President, ED, DOM	September 2020	Recognize the first scholarship awardee through the website and other publications and social media.
2.11	Identify and launch an intentional marketing campaign such as an annual member - to- colleague bonus membership drive, to increase membership to target goal.	DOM, ED, Website coordinator	September 2019	Increase membership by 5% as a result of program
2.12	SIS to implement one article for the “What’s Trending” (the news you can use) email blast (CEs to be issued to those who contribute). Emphasis on increasing membership participation.	DOM, Networking coordinator, SIS chairs	September 2020	One full year of articles for each platform.
2.13	Develop and run a Student conclave for Illinois Students to increase student engagement by 5%	DOF, ED, Conference Chairs	September 2020	Develop and run a conclave with minimum 100 students participating
2.14	Institute an evidence-based search engine on the website as a member benefit.	DOF, DOC, ED	September 2020	Explore, compare and implement a program through the website or other options.
2.15	Install promotional booth at minimum of one healthcare conference/fair per year.	DOM, DOF, ED, Executive Board.	September 2020	Identify and establish presence at one fair for two consecutive years

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2.16	Identify two additional member benefits to increase value of membership (i.e. variety of course offerings, member vendor event)	Executive Board	September 2020	Implement and advertise new member benefits.
2.17	Implement an online program for tracking and recognizing volunteers for ILOTA throughout the year.	Secretary, ED, DOM	September 2019	Online data base of volunteers
2.18	Restructure the member awards program, increase award options streamline the process to nominate and develop the Honorary Membership program as a recognition process.	Retention coordinator, DOM	September 2020	Provide full program of awards at Conference.

Focus Are 3: Increase Engagement in Advocacy by engaging members in 3-4 advocacy activities a year through software, networking, education and conference programming

	Objective	Responsibility	Timeline	Evaluation Measures
3.1	ILOTA and the ILOTPAC will work together to create a 2 networking events: How to advocate and dinner and discussion with a legislator.	DOA, ED, DOM ILOTPAC	September 2018	Monitor with regular meetings between DOA and PAC leader
3.2	Identify a list of 10-15 legislators who are friendly to occupational therapy concerns and provide information on distinct value and evidence for OT services.	DOA	September 2017	Work with Maureen
3.3	Create an education training program for area OT Schools on how to monitor legislation of concern and advocate for OT services, and present to each school a minimum of one time.	DOA in conjunction with PAC	September 2017	Creation of Advocacy Educaiton program
3.4	Develop a sheet of talking points on OT services in Illinois, the distinct value of occupational therapy and the evidence to support inclusion of services.	DOA with SIS CoP group	September 2016	Available on Website
3.5	Develop a packet of downloadable handouts for members to take to legislatives on visits, to include the talking points, articles supporting the effectiveness of OT services, where	DOA, Networking coordinator, ED	September 2019	Complete and accessible on website

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	OT's are and FAQ's on OT services.			
3.6	Create a downloadable information sheet on our practice act, what is regulation, IDFPR, regulatory boards and the value of licensure for our members.	DOA	September 2017	Available on website

Focus Area 4: Apply fiscally responsible investment in ILOTA for stability and growth through further diversification of funds, investing in advocacy and membership and increasing membership revenue.

	Objective	Responsibility	Timeline	Evaluation Measures
4.1	Explore options for funds management, including potential investment funds or capital investment, to secure the financial stability of ILOTA into the future.	DOF, President	September 2019	5% revenue growth through investments.
4.2	Complete capital campaign for scholarship and launch program.	Executive board	September 2018	Launch of scholarship program with target of 2019 for first scholarship.
4.3	Invest in and implement software to support conference and CE management.	DOF, DOC and ED	September 2018	Improve conference and CE outcomes through use of software program
4.4	Create 3 SIS conferences/workshops specific to areas of interest that appeal across a minimum of three practice areas.	DOF, Professional Development, ED	September 2020	Complete conference/workshops with successful attendance (minimum 40-60).
4.5	Implement web technology to allow access to ILOTA full and executive board meetings for people from all areas of the state.	President, ED, DOF	September 2019	Include two people from another part of the state on the full board.
4.6	Create a proposal to add a position for office manager for ILOTA to manage daily office activities such as filing, etc.	ED, President, DOF	September 2019	Presentation of proposal to the Executive board and full board for review.

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Focus Area 5: Align with AOTA to meet the 2025 Vision for the Profession (“Occupational Therapy maximizes health, well-being, and quality of life for all people, populations, and communities through effective solutions that facilitate participation in everyday living”).

	Objective	Responsibility	Timeline	Evaluation Measures
5.1	Create and provide 3 CE events that support OT practitioners to provide services that reach populations and communities – events around leadership, entrepreneurial activities, and nontraditional practice.	Executive Board	September 2019	Complete three events with minimal 40 attendees.
5.2	Implement a Community and potential student page on the website.	DOC, Board members, SIS counsel and Student liaison	September 2020	Successful launch with hits to each page. ILOTA in google search feed for the topics included on the pages.
5.3	Outreach to the Illinois community through social media. Website and Communique platforms will be an integral part of member/community/student resources.	DOC, social media, website and communique editor	September 2020	10% greater use of communication platforms due to crossover and connections between them.