

PTAG Strategic Plan 2018-2019

Vision Statement: Transforming society by optimizing movement to improve the human experience

Mission Statement: The mission of the Physical Therapy Association of Georgia is to promote the profession of physical therapy with excellence, integrity, and collaboration to serve and advocate for the health and wellness of the people of Georgia.

Long-term Goals:

1. PTAG will contribute at least \$10,000 to the PTAG reserve account on an annual basis
2. In two years, PTAG will have an executive office that is actively engaged in achieving the goals specified by the current strategic plan.
3. In ten years, PTAG will establish an organization headquarters that will serve to meet the PTAG mission.

Transform Society

The quality of life of all Georgians will be enhanced through physical therapist practice as recognized experts in the movement system.

Objectives:

MBFBLB- President

1. The MBFBLB campaign shall serve PTAG as an ongoing community outreach campaign.
2. PTAG shall host and/or participate in at least three community outreach events (one in each LAN) under the MBFBLB campaign.
3. The MBFBLB campaign, in conjunction with Duffey Communications, will generate a detailed plan and budget for the aforementioned community outreach events to presented at the BOD Retreat.
4. Public relations and campaign exposure shall continue through current social media avenues.

Duffey Communications President

1. Duffey Communications will provide an annual report to the Board at the Annual Meeting that will specify results of current and ongoing public relations and legislative campaigns.

GA PT PAC Treasurer

1. PTAG will support the GA PT PAC in their fundraising campaigns which support PTAG's legislative initiatives

Transform the Profession

Physical therapists and physical therapist assistants will be accountable for the provision of excellent care accessible to all Georgians.

Objectives:

Annual Meeting- **VP**

1. The approximate location of the annual meeting will be discussed at the August BOD meeting.
2. Post-meeting survey data will be presented to the board at the August BOD meeting immediately following the Annual Meeting.
3. The annual meeting will continue to serve as a conduit for potential collaboration between PTAG and neighboring state chapters.

Leadership Academy- **President**

1. The Chair of the Leadership Academy will be responsible for establishing objectives for the Leadership Academy and reporting these objectives to the Board.
2. The Board will support the development of future leaders of the organization through the coursework within the RM Barney Poole Leadership Academy.

FINs- **Chief Delegate**

1. The Board will establish written policies and procedures for current and future FINs to be discussed at the Annual Meeting.

Payment- **President**

1. The board will investigate the feasibility of hiring a consultant for members' reimbursement concerns and provide a report at the Board Retreat.

Legislative- **President**

1. The lobbyist will monitor for potential threats against the scope of practice of physical therapists in the state of Georgia.
2. The legislative chair and committee will serve as content experts for the membership and provide recommendations to the lobbyist
3. The legislative chair and lobbyist will report to the President who will then disseminate information to the membership

Minority Mentoring FIN- **Secretary**

1. Minority Mentoring programming and general information will be made available to all members via the PTAG website.
2. The Minority Mentoring FIN will collaborate with the nominating committee chair in order to foster a more culturally diverse Board and Leadership Team.
3. The Minority Mentoring FIN will participate in at least one community event annually.
4. The Minority Mentoring FIN will identify potential nominees for the annual APTA minority scholarship awards, to be discussed and approved by the Board at the July BOD meeting.

Foundation- **Treasurer**

1. By January 1, 2018, the Executive Office, Board Treasurer, and Foundation Treasurer will investigate the feasibility of disbursing earmarked Foundation funds (in whole or in part) to the Foundation to support funding for research grants.
2. The Board will distribute all earmarked Foundation funds on or before December 2019.

Transform the Association

PTAG will be a dynamic organization that empowers stakeholders to excel in collaborative health delivery models.

Objectives:

LANs-

1. The LAN director will enhance the membership experience by selecting a professional development facilitator, holding 2 events per year, and identifying future leaders of the organization.

Chief Delegate and Delegates-

1. The Chief Delegate will facilitate membership outreach initiatives to be carried out by delegates and LAN directors prior to the PTAG Annual Meeting and the House of Delegate meeting.

Executive Office- **President**

1. The board will develop and implement a RFP for the executive office that will accurately reflect the current and future needs of the organization.
2. The Executive Office will perform an audit of all current forms of communication (including, but not limited to social media, email, and the PTAG website) and users and provide a report to the board by the 2018 Annual Meeting.

Board Retreat- **President**

1. The Board will meet every fall to develop a budget and to analyze the current strategic plan and annual executive office review.
2. The Board will gather frontline feedback from all stakeholders prior to the board retreat.
3. The Board will investigate the financial implications of service as a board member to be discussed at the annual board retreat.

Nominating Committee- **Chief Delegate**

1. The nominating committee will develop a database of potential leaders of the organization and a process by which these members are vetted for the position that are to be maintained by the organization.

Awards workgroup- **LAN Director**

1. The Awards Workgroup, to be lead by a LAN Director, will identify relevant awards to be given to appropriate candidates at the Annual Meeting.
2. The location of the Annual Meeting will dictate the LAN Director that leads the Awards workgroup.
3. All LAN Directors are to be members of the Awards Workgroup.

Mentorship- **Secretary**

1. The board will identify opportunities for mentorship within the organization and establish a workgroup to implement mentorship programs for members.
2. The workgroup will consist of the Secretary and a member of the student FIN board, at a minimum.
3. The Secretary will serve as a liaison between the board and the mentorship workgroup.

Communication- **President**

1. The Board will utilize the information gained from the audit performed by the Executive Office to establish a standardized form of communication between the Board and members of the organization.
2. The Board will implement creative means of visual communication with members.

Approved 10/28-29/17 - PTAG Board Retreat
Revised 05/02/18 – PTAG monthly Board Meeting