

**American Horticultural Therapy Association
Strategic Plan March 2019-March 2022**

The organizational mission of AHTA is to promote and advance the profession of horticultural therapy as a therapeutic intervention and rehabilitative medium through:

- The dissemination of information relating to the principles and practices of horticultural therapy as a treatment modality.
- The encouragement of professional growth of horticultural therapy practitioners.
- The establishment of professional standards and a credentialing process for horticultural therapy practitioners.
- The promotion of research related to the impact of horticultural therapy as a treatment modality.
- The advocacy of horticultural therapy as a treatment modality to the public, the healthcare industry, the academic community, and the allied professions.
- The promotion of horticultural therapy educational opportunities.

AHTA Vision Statement: To establish organizational sustainability through standardized procedures and practices that lead to credentialing.

AHTA Strategic Core Value: **Credentialing**

AHTA Strategic Goals:

1. Diversify income and promote visibility through marketing and fundraising.
2. Focus on establishing relationships between recreational, horticultural, and related allied health professionals.
3. Connect and solidify meaningful relationships with present and future members.
4. Expand collaboration between the AHTA accredited certified programs and U.S. institutions of higher education.

AHTA STRATEGIC DIRECTIVES

| Division 1: Capacity Building | Division 2: Information and Education | Division 3: Membership | Division 4: Professional Standards |
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| <p>The American Horticultural Therapy Association will diversify income sources and promote visibility of the Association through marketing and fundraising.</p> | <p>The American Horticultural Therapy Association will focus on establishing relationships between recreational, horticultural, and related allied health professional organizations.</p> | <p>The American Horticultural Therapy Association will connect and solidify meaningful relationships with present and future members of the Association.</p> | <p>The American Horticultural Therapy Association will expand collaboration between the AHTA accredited certified programs and U.S. institutions of higher education.</p> |
| Year 1 | Year 1 | Year 1 | Year 1 |
| <p>Craft plan for possible subscription options to include investigating the cost of paper option for Magazine and Journal as an additional benefit and price to membership. If determined possible, develop plan-of-action to implement option.</p> | <p>Update the Horticulture College/University list of information and existing data. Update/gather names and contact information of Recreation Therapy programs and other allied health organization (AMTA, ATRA, AATA, AOTA) Create short survey to those from list above to learn how and/ if HT info would be useful in their programs.</p> | <p>Graced and Current Members: Create short evaluation survey to gather information about how they engage with HT and what barriers, if any, they encounter in connecting people with plants.</p> <p>Future Members: Plan a strategy to increase student involvement in AHTA such as, offer membership discount code to those enrolled in AHTA accredited programs, connect online, etc.</p> | <p>To compile the certificate program syllabi already existing and identify the core descriptions for each HT course</p> |
| Year 2 | Year 2 | Year 2 | Year 2 |
| <p>Reconsideration of annual event and possible plan for further conference schedules. Identify cost-saving solutions and strategies to include sponsorships and fundraising.</p> | <p>Using data from Year 1, develop a plan to approach the American Therapeutic Recreation Association (ATRA) with the idea to offer professional registration to their members as an additional credential. Explore opportunities to contribute articles to allied professional organizations publications.</p> | <p>Graced and Current Members: Implement survey and compile results.</p> <p>Future Members: Implement plan to increase student involvement. With SBI, implement membership discounts to students enrolled in AHTA accredited programs. Target outreach to students via social media.</p> | <p>Prepare marketing packet for communication with university horticulture programs to promote AHTA coursework/certificate programs</p> |
| Year 3 | Year 3 | Year 3 | Year 3 |
| <p>Review the AHTA investment policy to build up AHTA investment income.</p> | <p>Using data from Year 1, target chairs of related horticulture, health, and allied groups to attend our conference or encourage presenting at conference.</p> | <p>Current Members: Share results of evaluation with AHTA members and identify ways to reduce barriers, etc.</p> <p>Future Members: Recruit students to become involved in work teams & task forces. Continue to offer student discounts and promote opportunity.</p> | <p>To develop a plan to support independent study and/or degree option in HT by transferring credits from HT certificate programs.</p> |