

**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
<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>Explore possible subscription options for the AHTA Magazine and Journal. If determined possible, develop plan-of-action to implement option.</p> <p><b>The AHTA Board determined offering subscriptions was not cost effective for the Association. The Board is focusing on generating advertising income from the AHTA Magazine.</b></p>	<p>Identify and survey academic Horticulture programs to determine interest in horticultural therapy. Identify Recreation Therapy programs and allied health organizations for collaboration.</p> <p><b>The AHTA Board sent out a survey to over 30 horticulture academic programs and received 12 positive responses expressing interest in horticultural therapy coursework.</b></p>	<p>Strategize outreach efforts to increase student involvement in AHTA.</p> <p><b>The AHTA Board updated several of the Association's education and outreach materials. The efforts toward student outreach were postponed in 2020 secondary to the pandemic.</b></p>	<p>Review the AHTA Accredited certificate programs to identify and standardize the content descriptions of each horticultural therapy topic area.</p> <p><b>The AHTA Board completed the review of all AHTA certificate programs. The Board reviewed recommendations to further standardize the core content areas in horticultural therapy education.</b></p>
Year 2	Year 2	Year 2	Year 2
<p>Explore options for the AHTA annual conference and possible plans for further conference schedules. Strategize ways to increase sponsorships and fundraising.</p> <p><b>The AHTA Board refocused attention during the pandemic to support an online conference and is focused on sponsorship efforts. The Board is finalizing plans to produce an AHTA YouTube video for marketing purposes.</b></p>	<p>Strategize outreach to the American Therapeutic Recreation Association (ATRA) to increase awareness of professional registration. Explore opportunities to contribute articles to allied professional organizations publications.</p> <p><b>The AHTA Board outreach efforts were postponed in 2020 secondary to the pandemic and have resumed in 2021. The Board is finalizing the policy and procedures to accredit individual horticultural therapy coursework for college and university programs.</b></p>	<p>Implement a plan to increase student involvement.</p> <p><b>The AHTA Board efforts toward student outreach were postponed in 2020 secondary to the pandemic and have resumed in 2021. The Board is finalizing a student information packet. The Board has also developed outreach efforts to present horticultural therapy to student groups.</b></p>	<p>Prepare curriculum guides for communication with university horticulture programs to promote AHTA coursework/certificate programs.</p> <p><b>The AHTA Board researched curriculum guide models and is working to develop a horticultural therapy curriculum guide for Introduction to Horticultural Therapy.</b></p>
Year 3	Year 3	Year 3	Year 3
<p>Develop an outreach plan for sponsorship and/or advertising in the Magazine.</p>	<p>Continue outreach to horticulture, health, and allied groups to develop horticultural therapy education programs.</p>	<p>Educate and recruit students to become members of AHTA.</p>	<p>Finalize curriculum guides for distribution to interested academic programs.</p>

