

**American Horticultural Therapy Association
Strategic Focus March 2022-March 2023**

AHTA Work Teams

Work Teams are one of the main ways AHTA operates. Work teams are designed to consider, investigate, or take action on specific matters or subjects. They are a way for members to be involved in AHTA. Each Work Team over the course of the next year will focus on how to advance and promote the profession.

Membership WT

Strategic focus: Increase membership by: 1) increasing diversity, equity & inclusion; 2) increasing membership recruitment, and retention.

Action: Information gathering: 1) outline a plan to reach out to diverse populations and discover how to recruit them for membership and active involvement within AHTA and the Board of Directors; 2) outline a plan for engaging current members.

Marketing WT

Strategic Focus: To create alliances and collaboration with allied professions, colleges & universities, like-minded individuals, regional and networking groups, as well as healthcare professionals.

Action 1: Research and develop a list of potential collaborators. Research and develop an active social media engagement plan for AHTA.

Action 2: Complete AHTA marketing video and premier at AHTA Annual Conference in September 2022. (in progress)

Credentialing WT

Strategic Focus: Continue investigating the feasibility of the Horticultural Therapist – Board Certified credential.

Action: This includes completing the 2022 AHTA Job Analysis, initiating certification exam development, exploring the creation of a separate 501c(6) organization, survey members, exploring additional processes to advance professional certification. (Job Analysis in progress to have final report July 2022)

Professional Education WT

Strategic Focus 1: Continue relationships with current horticultural therapy educators and develop relationships with new horticultural therapy educators.

Action 1: Host one community meeting for horticultural therapy educators. Gather information related to developing webinars and community meetings.

Action 2: Launch individual HT course accreditation process. (in progress goal to complete by May 22)

Strategic Focus 2: Increase research of horticultural therapy to advance the profession and explore creation of a Research Consortium.

Action 1 – Work with Professional Education WT to develop a research agenda focusing on horticultural therapy as a treatment and the practice of horticultural therapy as a profession.

Magazine WT

Strategic Focus: Continue to publish the AHTA Magazine to provide members with relevant articles on the practice of horticultural therapy.

Action 1: Recruiting a co-work team leader from the board to be mentored and learn about the conference planning process.

Conference WT

Strategic Focus: Continue to host AHTA's annual conference and grow conference attendance.

Action 1: Recruiting a co-work team leader from the board to be mentored and learn about the magazine production process. (completed)