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)*