

American Horticultural Therapy Association
Strategic Focus March 2023-March 2024

AHTA Mission

AHTA is a non-profit membership-driven organization whose mission is to promote and advance the profession of Horticultural Therapy as a therapeutic intervention and rehabilitative modality 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 Work Teams and Review Boards:

Work Teams and review boards are the main vehicles of AHTA's operation. Work teams and review boards designed to consider, investigate, or act on specific matters or subjects as per the policies and procedures. Work teams and review boards may collaborate to help in their responsibilities. This strategic focus for 2023-2024 is to be inclusive of the objectives for the coming year in attaining goals.

CAPACITY BUILDING:

Marketing WT:

2023 Strategic Focus: Create a sustainable presence on social media.

Action1: Connect to allied professionals and therapeutic horticultural professionals via social media.

Action2: Connecting to students via social media.

Action3: Continuing to market the conference, webinars, items from Newsletter, etc.

Nominations and Elections RB:

2023 Strategic Focus: Increasing number of nominations for Board membership.

Action1: Invite new HTRs to serve on Work Teams, Review Boards, Board of Directors.

Action2: Free community meeting about how to serve on Work Teams, and the Board of Directors.

Action3: Ask each Board of Directors member to ask a member to serve on the Board of Directors.

Action4: Put a checkbox on any survey to ask if the respondent is interested in working on a Work Team(s) or Board of Directors and have a checklist for them to choose from. Appropriate Work Team/RB or Board member will follow up.

INFORMATION AND EDUCATION:

Magazine WT:

2023 Strategic Focus: Continue to publish the AHTA Magazine to provide members with relevant articles on the practice of horticultural therapy.

Action 1: Connect with new members via email and ask them about topics they would want to see in the Magazine.

Action 2: Editor will highlight the Journal in the Magazine with a “Scholar Spotlight” and links to the Journal.

Action 3: Include a list of new members in the Magazine. List name and location.

Journal of Therapeutic Horticulture RB:

2023 Strategic Focus: Implement open access publication for the Journal.

Action 1: AHTA needs to pay Scholastica for Open Access service.

Action 2: AHTA Board needs to determine the pricing schedule. This means deciding if there is one price and same access time for all or different prices for members and/or different access (right away for members and a time delay for non-members). This also includes decisions about the article processing charges (APC).

Action 3: Set up Open Access billing information.

Action 4: Journal Editor will learn further steps from Scholastica after the first three steps are completed.

Professional Education WT:

2023 Strategic Focus 1: Continue relationships with current horticultural therapy educators and develop relationships with new horticultural therapy educators.

Action 1: Launch the pre-approval for HTR coursework process.

Action 2: Increase awareness of the changes to internships and credentialing programs.

Action 3: Invite new HTRs to participate in the Work Team.

Action 4: Work with Work Team members to identify any new issues related to horticultural therapy and education. Survey education program leaders and ask about issues.

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

Action 1: Work on looking for ways to promote and encourage research related to horticultural therapy.

MEMBERSHIP:

Membership WT:

2023 Strategic Focus: Increase membership by: 1) increasing diversity, equity & inclusion; 2) increasing membership recruitment, and retention.

Action 1: Updated the wording in new strategic focus to clearly define targeting individuals, developing a plan to reach out to them by March 31, 2023.

Action 2: Creating a list of two organizations per targeted group by March 31, 2023.

Action 3: Implementing an outreach plan and begin with emails to those organizations by April 30, 2023.

Action 4: Follow up with an invite to an info session. Targeted recruitment groups: young people, BIPOC, persons with a disability, and LGBTQIA+.

2023 Strategic Focus 2: Increasing membership recruitment, and retention.

Action 1: Reach out to lapsed and graced members.

Action 2: Update and resume using Student Packet and distribute to directors of education programs by August 31, 2023.

Action 3: Identify programs that serve BIPOC students and invite those students to an information session.

Conference WT:

2023 Strategic Focus: Continue to grow attendance at the annual conference.

Action 1: Focus on attracting student attendance.

Action 2: Increase inclusivity and accessibility.

Action 3: Attracting keynote speakers by increasing the honorarium.

Charles A. Lewis Research Award Committee:

Strategic Focus 2023: Determine the future of this award.

PROFESSIONAL STANDARDS:**Professional Registration RB:**

2023 Strategic Focus: Continue to review and encourage the HTR process

Action 1: Shorten the review timeline.

Action 2: Train the reviewers on guidelines in our P&P such as the Grandfathering Clause.

Credentialing WT

2023 Strategic Focus: Continue investigating the feasibility of the Horticultural Therapist – Board Certified credential, while creating stackable credentials for the HTR.

Action 1: Developing pathway four for the HT-BC specific to those in a horticultural profession.

Action 2: Create stackable credentials for the HTR.

Action 3: Investigate creating a 501c6.

HT Certificate Accreditation RB:

2023 Strategic Focus: Recruitment and connection

Action 1: contact high schools where dual enrollment with institutions that have our Accreditation so we can recruit students early so we can get more people into AHTA but also to use this as another incentive for other institutions to see a need to build a program especially dual enrollment institutions

Action 2: Build a data base with contacts for institutions for sending information and building relationships. They may not want to start a program but if we periodically send statistics and other info maybe someday, they will see the value. These contacts would not just be in plant science but the medical and psychology depts.