

**American Horticultural Therapy Strategic Plan  
Association March 2015-March 2018  
1, 2, and 3 year plan**

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: In 2013, after conducting two years of in-depth vision exercises and analysis of the organization, the AHTA Board of Directors developed a vision statement that identified five areas of focus for organizational planning:

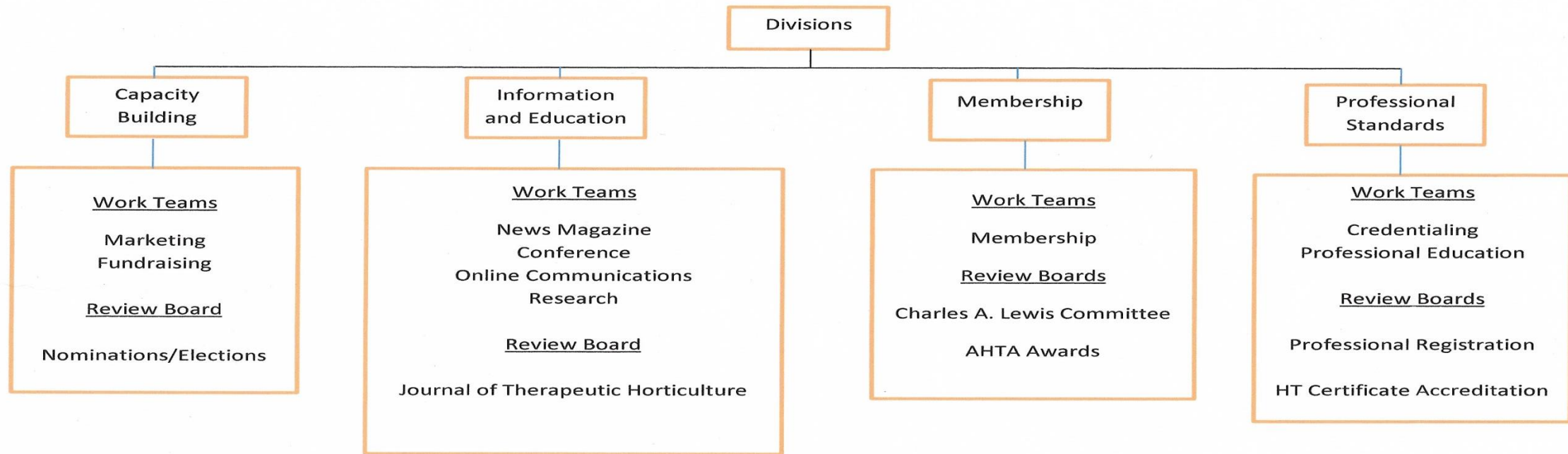
*The AHTA is a membership driven association of professionals delivering effective programs to various populations through evidence –based practices. We promote partnerships in health care, educational, and rehabilitative settings to further the opportunities to help and support those who can benefit from them. AHTA is recognized as a leading source of knowledge and information in the field of Horticultural Therapy. Education, advocacy, and support will be provided to evaluate the practice, practitioners, and cultivate the HT profession.*

AHTA Strategic Core Value: In 2013, the AHTA Board of Directors identified the core value of *Credentialing* under which the organization would work towards to sustain the future of the profession.

AHTA Strategic Goals: In 2014, the AHTA Board of Directors finalized the organizational strategic goals identified from the AHTA Vision Statement and the AHTA Core Value:

1. Develop evidence-based research protocols to assist members in conducting research.
2. Promote partnerships in health care, rehabilitative, and educational settings.
3. Become a nationally recognized resource center for knowledge and information.
4. Further educational opportunities in the academic setting.
5. Advocate on behalf of the profession to promote national recognition.
6. Develop certification competencies and requirements for professional members.

## The Organizational Structure of the American Horticultural Therapy Association



The AHTA Strategic Plan is organized in sections aligned with the organizational structure of AHTA. Work teams are tasked with supporting the strategic goals within the context of the mission of the work team. Review Boards serve the function of reviewing submissions to AHTA in their respective areas and support the AHTA Strategic Plan goals in designated divisions.

## Capacity Building Division

**Marketing Work Team - The Marketing work team serves to expand the awareness, knowledge, and understanding of the Association. The work team promotes the Association through outreach, advertising, networking, and developing fundraising endeavors.**

<b>Goal - Promote partnerships in health care, rehabilitative, and educational settings.</b>	<b>Goal - Become a nationally recognized resource center for knowledge and information.</b>	<b>Goal - Advocate on behalf of the profession to promote national recognition.</b>
<p style="text-align: center;"><b>2015-2016</b></p> <p>Engage in proactive strategic relationships with select organizations for knowledge sharing and collaboration to increase awareness of horticultural therapy as a professional practice.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Build and expand content in the Marketing Tool Kit on <a href="http://www.ahata.org">www.ahata.org</a>. Develop Media &amp; Member Talking Points for members to use in promoting AHTA and HT.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Develop campaigns to increase public awareness of HT. Establish an AHTA Speakers' Bureau and seek speaking opportunities for HTRs at related organizations' events.</p>
<p style="text-align: center;"><b>2016-2017</b></p> <p>Launch an outreach campaign targeting extension service agents at the national level, through email campaigns, and at the regional and local levels through speaking opportunities and networking. Identify individuals on the local level for speaking and networking.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Develop and produce a library of AHTA Webinars on key topics to offer for sale to members (discounted) and non-members.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Establish a routine cycle for Identifying potential speaking opportunities at the conferences of allied professionals; solicit placements for AHTA speakers.</p>
<p style="text-align: center;"><b>2017-2018</b></p> <p>Identify related horticultural therapy events and produce a calendar of events. Identify membership belonging to allied organizations. Encourage HT members who belong to organizations in allied fields to promote awareness of AHTA at relevant events. Assist in coordination of supplying member with AHTA materials.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Continue to develop AHTA webinar library.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Launch a campaign to prepare and engage HTRs to disseminate positive HT messages within their respective communities by encouraging them to pursue speaking opportunities at related regional events such as health fairs and school job fairs, as well as through contact with local media.</p>

**Fundraising Work Team – The mission of the Fundraising Work Team is to raise funds for AHTA through soliciting direct donations, developing and/or organizing events, or through applying for financial support through grants.**

Goal - Develop evidence-based research protocols to assist members in conducting research.	Goal - Promote partnerships in health care, rehabilitative, and educational settings.	Goal - Develop certification competencies and requirements for professional members
<p style="text-align: center;"><b>2015-2016</b></p> <p>Explore, apply for, and develop funding opportunities for research. Identify grant giving organizations that would be open to HT research.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Identify potential partnerships for collaboration and develop collaboration plans for future events.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Explore funding opportunities to support job analysis and certification exam development. Work with Credentialing WT to determine cost of psychometric services.</p>
<p style="text-align: center;"><b>2016-2017</b></p> <p>Apply for identified grant funding.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Identify logistics in hosting fundraising event. Implement collaboration plans with identified partners. Host fundraising events.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Identify funding resources, i.e., grants, loans, sponsors.</p>
<p style="text-align: center;">2017-2018</p> <p>Partner with grant giving organizations that would identify/set aside grant monies for HT research.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Continue to identify partnerships, develop plans, and hosting fundraising events.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Apply for funding.</p>

## Information and Education Division

**Conference Work Team - The American Horticultural Therapy Association holds an annual membership conference which serves as the primary fundraising event and membership benefit. The Conference Work Team is involved in all aspects of developing and planning the annual conference.**

<p><b>Goal - Promote partnerships in health care, rehabilitative, and educational settings.</b></p>	<p><b>Goal - Become a nationally recognized resource center for knowledge and information.</b></p>
<p><b>2015-2016</b></p>	<p><b>2015-2016</b></p>
<p>Promote and expand conference among allied professions and academic programs. Develop reciprocal relationships with allied organizations to promote the conference. Develop promotion plan specific to students and related academic programs.</p>	<p>Identify new areas of interest for conference sessions. Survey membership for ideas. Survey allied organization about topics that would appeal to that organization's membership.</p>
<p><b>2016-2017</b></p>	<p><b>2016-2017</b></p>
<p>Develop and offer CEUs/PDUs for HTRs and allied professionals. Identify the allied professions and obtain information about the requirements for approval of CEUs and/or PDUs.</p>	<p>Develop plans for new areas of interest and new strategies to incorporate into 2018 conference.</p>
<p><b>2017-2018</b></p>	<p><b>2017-2018</b></p>
<p>Establish a permanent CEU and/or PDU process with allied organizations.</p>	<p>Implement new programs into the 2018 conference.</p>

**Online Communications Work Team - The On-line Communications work team serves to provide multiple forums to facilitate the ability of AHTA members to connect and exchange information and ideas. On-line communications also serve as an introduction to the AHTA community to the boarder general public.**

<p><b>Goal - Become a nationally recognized resource center for knowledge and information.</b></p>	<p><b>Goal - Advocate on behalf of the profession to promote national recognition.</b></p>
<p style="text-align: center;"><b>2015-2016</b></p> <p>Expand AHTA’s social media program by attracting more members to participate in the Online Communications work team.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Launch a ‘press room’ on www.ahta.org to post media resources such as press releases, fact sheets, case studies, board bios, etc.</p>
<p style="text-align: center;"><b>2016-2017</b></p> <p>Develop ideas for enriching program content and reach to appeal to new audiences.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Establish a sub-committee to develop a comprehensive email list of media outlets and journalists to which press releases, case studies and other AHTA relevant materials can be distributed on a regular basis.</p>
<p style="text-align: center;"><b>2017-2018</b></p> <p>Develop a comprehensive editorial calendar to drive consistency and balance content ‘themes’ across all AHTA posts.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Ongoing identification and distribution of materials.</p>

**Research Work Team - The Research work team serves to provide assistance to students, practitioners, and researchers through sharing knowledge by means of professional experience, and by disseminating empirical research findings in matters concerning human issues in horticulture, health and wellness. This is meant to facilitate exploration of Horticultural Therapy related topics, to share beneficial outcomes of HT work, help in developing programs, aid in conducting research, and advise in the publication process.**

<b>Goal - Develop tools and resources to assist members in conducting research.</b>	<b>Goal - Promote partnerships in health care, rehabilitative, and educational settings.</b>	<b>Goal - Become a nationally recognized resource center for knowledge and information</b>
<p style="text-align: center;"><b>2015-2016</b></p> <p>Develop a primer on evidence-based research for horticultural therapists. Publish the primer on the AHTA website and email it as a pdf to the membership.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Promote research related to the impact of horticultural therapy as a treatment modality. Develop an AHTA Research powerpoint for members to use in their outreach efforts. Develop and submit reviews of horticultural therapy outcomes to peer-reviewed healthcare journals. Update AHTA Research Bibliography and maintain it as a “living” document on the AHTA website with monthly updates</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Develop an AHTA research resource center to include AHTA Research powerpoint and proceedings of AHTA Research workshop at annual meeting, the Research Contacts database, and the evidence-based research primer for HTs.</p>
<p style="text-align: center;"><b>2016-2017</b></p> <p>Hold a Research Workshop at the annual AHTA conference.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Form an external advisory committee to help AHTA build relationships and promote partnerships in healthcare.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Work with Journal Liaison to expand access to Journal.</p>
<p style="text-align: center;"><b>2017-2018</b></p> <p>Explore the feasibility of developing a “Research Forum” column as a regular or semi-regular feature in the Journal of Therapeutic Horticulture. Develop a database of contacts for providing expert advice and for collaborating with HTs on research projects (e.g., statisticians, research psychologists).</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Work with advisory committee to promote partnerships in health care, rehabilitative, and educational settings.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Continue work to expand access to Journal access. Strengthen Journal profile for application to be indexed on Medline or other appropriate database</p>

## Membership Division

**Membership Work Team - The purpose of the Membership work team is to initiate and develop ideas and events to increase membership in AHTA. This work team serves to meet the needs of the AHTA membership through monitoring and enhancing those aspects of AHTA specific to membership.**

<p><b>Goal - Promote partnerships in health care, rehabilitative, and educational settings.</b></p>	<p><b>Goal - Advocate on behalf of the profession to promote national recognition.</b></p>
<p style="text-align: center;"><b>2015-2016</b></p> <p>Identify appropriate partners/contacts in healthcare, rehabilitative and educational settings and contact with information about AHTA and the professional of horticultural therapy.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Create a national Speakers' Bureau of practicing HTRs.</p>
<p style="text-align: center;"><b>2016-2017</b></p> <p>Revise and update existing contacts with college departments, career advising centers and including Gerontology Departments and work with identified sources to develop horticultural therapy education and training opportunities.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Promote Speakers' Bureau and schedule minimum of 3 presentations nationally.</p>
<p style="text-align: center;"><b>2017-2018</b></p> <p>To identify AHTA members nationally who could participate in local college career fairs and job information programs. Work with members to support outreach endeavors with AHTA materials.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Maintain and expand outreach of Speakers' Bureau.</p>



## Professional Standards Division

Credentialing Work Team – The AHTA Credentialing work team was developed to explore the possibility of the AHTA achieving accreditation as a certification program. The work team shall use as a guideline the standards established by the National Commission for Certifying Agencies (NCCA).

<b>Goal - Develop certification competencies and requirements for professional members.</b>
<b>2015-2016</b> Examine process of establishing a 501(c)(6) for certification. Develop a plan-of-action to achieve the establishment of a 501(c)6.
<b>2016-2017</b> Develop Continuing Education Renewal system for maintaining professional registration. Develop plan to implement continuing education requirement for professional registration.
<b>2017-2018</b> Identify resources and organization to work with AHTA to conduct job analysis. Identify funding source. Work with organization on development and completion of a full job analysis.

**Professional Education Work Team - The Professional Education Work Team communicates with the AHTA Board, horticultural therapy educators, the membership at large, and potential student populations regarding educational best practices and opportunities for professional development.**

<b>Goal - Promote partnerships in health care, rehabilitative, and educational settings.</b>	<b>Goal - Become a nationally recognized resource center for knowledge and information.</b>	<b>Goal - Further educational opportunities in the academic setting.</b>
<p style="text-align: center;"><b>2015-2016</b></p> <p>Connect with potential partners in educational settings to expand awareness of horticultural therapy. Survey current and/or potential educators to determine interest in profession.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Research options and opportunities for developing a Horticultural Therapy textbook.</p>	<p style="text-align: center;"><b>2015-2016</b></p> <p>Develop relationships between colleges and universities and HT programs. Conduct outreach and identify AHTA members to participate in outreach.</p>
<p style="text-align: center;"><b>2016-2017</b></p> <p>Identify representatives willing to present at conferences of allied professions. Assist representatives through providing materials.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Identify authors and determine interest. Identify an editor or co-editors and publisher. Identify a funding source.</p>	<p style="text-align: center;"><b>2016-2017</b></p> <p>Develop guidelines for horticultural therapy course content to start the process of alignment of the various courses taught.</p>
<p style="text-align: center;"><b>2017-2018</b></p> <p>Identify employers who would advocate for greater opportunities in education in the field of HT. Develop advocacy plans with these employers based on survey information.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Develop timeline and begin project. Notify all academic programs offering horticulture and horticultural therapy coursework.</p>	<p style="text-align: center;"><b>2017-2018</b></p> <p>Develop ways in which to support educational partnerships in their pursuit to offer horticultural therapy programming. Provide guidelines and supporting materials. Develop and provide a process for updates to be communicated with program heads.</p>