

Strategic Area 1: Serve the Membership

How	What	Goal	Results/Update
Educate & Empower	We provide professional development activities and awards and recognition programs .	<p>1. <i>Educate and empower the membership through events, professional relationships, social media, awards, and recognition in the following ways:</i></p>	
		<p>a. <i>By the June Board Meeting, at least four professional developmental events will be scheduled. The Development Chair will report on the status of events in October.</i></p>	
		<p>b. <i>Each district chair will organize and execute at least one annual event geared toward students.</i></p>	
		<p>c. <i>The Mentorship Committee will develop and implement at least three activities for program participants in 2025, to enhance career growth, leadership skills, and clinical expertise across various practice areas.</i></p>	
		<p>d. <i>Each TOTA district membership chair will ensure that at least one nomination is submitted for annual awards to be recognized at the conference.</i></p>	

Educate and Empower	Provide continuing education through conferences, webinars, meetings, and lectures both live and through our learning management system.	1. <i>Educate and empower the membership through continuing education events in the following ways:</i>	
		a. <i>The DEI Committee will deliver a minimum of two (2) continuing education opportunities for members in 2025.</i>	
		b. <i>The DEI committee will conduct at least one (1) targeted training for the TOTA Board in 2025 to enhance leadership awareness and alignment with the organization.</i>	
		c. <i>District Chairs will coordinate a minimum of two (2) continuing education opportunities for members in 2025.</i>	
Educate and Empower	3. We provide transparency in communication through business meetings, bi-weekly and quarterly newsletters, and social media.	1. <i>Enhance member engagement and organizational visibility by leveraging feedback-driven strategies, increasing contributions to TOTA's Revista publication, and expanding social media content creation to effectively address member needs, promote professional development, and strengthen TOTA's presence within</i>	

		<i>the occupational therapy community.</i>	
		<i>a. The Membership Committee will develop and distribute a biannual member and practitioner feedback survey, accessible through the TOTA website, to gather insights on member needs and preferences. The committee will analyze survey results, make recommendations, and implement targeted marketing changes to attract new members and enhance member engagement by the end of Q1 2026.</i>	
		<i>b. TOTA Board members will increase the number of Revista submissions to 1 per district and committee chair or delegated person per issue for consideration for publication.</i>	

<p><u>Create Leaders</u></p>	<p>1. We provide professional development activities and awards and recognition programs.</p>	<p>1. <i>Foster leadership development and engagement within TOTA in collaboration with the Membership Chair and Student Representative, to promote leadership opportunities and encourage participation from members, students, and early practitioners during the election nomination period.</i></p>	
		<p>a. <i>Create an informational recording on leadership opportunities within TOTA for 2026.</i></p>	
<p>Network</p>	<p>We connect with our members through networking at local and state events, mentorship programs, and community events.</p>	<p>1. <i>Enhance member engagement and professional collaboration by supporting students and practitioners through district-led events and establishing standardized processes for Communities of Practice to foster connection, knowledge sharing, and sustained professional growth within the TOTA community.</i></p>	
		<p>a. <i>Each district chair will organize and execute at least one annual networking event specifically designed to connect and support students and practitioners.</i></p>	

		<p><i>b. By the end of Q4 2025, the Development Chair will finalize and implement a standardized process for establishing and supporting Communities of Practice, including guidelines for formation, operation, and sustainability to foster collaboration and professional growth among members.</i></p>	
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Strategic Area 2: Serve the Profession and the Consumer it serves			
How	What	Goal	Results/Update
Network	We connect our members through networking at local and state events, mentorship programs, and community events.	<p><i>1. Each district will host or coordinate participation in at least one community event (e.g., Relay for Life, Special Olympics, or local health fairs), in 2025, aligned with a population served by occupational therapy to promote awareness, provide education, and demonstrate the impact of occupational therapy services.</i></p>	
		<p><i>2. By the end of Q4 2025, TOTA will interact with 50% of OT/OTA academic programs to exchange information and develop professional connections.</i></p>	
		<p><i>3. TOTA will sponsor an event to increase knowledge and awareness</i></p>	

		<i>about the OT profession/services among the community and potential stakeholders.</i>	
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Strategic Area 3: Maintain a viable organization which supports its purpose, objectives, and functions, through improved processes and use of a diverse pool of volunteers.			
How	What	Goal	Results/Update
Create Leaders	We provide transparency in communication through business meetings, bi-weekly and quarterly newsletters, and social media	1. Strengthen organizational infrastructure, transparency, and engagement by standardizing processes, enhancing communication strategies, and implementing efficient systems. This includes refining SOPs for social media and district operations, completing a centralized folder system, streamlining vacancy advertising and recruitment, and launching a targeted marketing and membership campaign to ensure consistent and effective outreach across all levels of TOTA.	
		<i>a. By the end of Q2 2025, the Social Media Ad Hoc Committee Chair will expand and implement standardized operating procedures (SOPs) for social media management, ensuring consistent district involvement, and provide recommendations for updates to policies and procedures to enhance</i>	

		<i>organizational outreach and engagement.</i>	
		<i>b. By the end of Q4 2025, District and Committee chairs will create (2) district processes, including the expansion of tasks outlined in job descriptions that are currently undefined in existing SOPs. This will ensure clarity, consistency, and accessibility for current and future organizational leaders.</i>	
		<i>c. By the end of Q3 2025, complete implementation of the centralized folder system owned and managed by TOTA, ensuring all state and district processes, documents, and resources are systematically stored and easily accessible to organizational leaders and committees.</i>	
		<i>d. State, district, and committee chairs will advertise vacancies for open positions within 14 days of becoming aware of the vacancy for unfilled positions to ensure transparency and timely recruitment.</i>	

		e. <i>TOTA will develop and implement a social media membership campaign in association with OT month by the end of April 2025.</i>	
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Strategic Area 4: TOTA will be proactive to internal and external influences and changes			
How	What	Goal	Results/Update
Advocate	We coordinate and engage in advocacy and provide legislative updates and action alerts for anything that impacts our profession.	1. Advance advocacy efforts and member engagement by hosting impactful events like "Day at the Capitol" to raise awareness of legislative priorities and publishing regular legislative updates to keep members informed and actively involved in supporting the occupational therapy profession.	
		a. <i>TOTA will host a "Day at the Capitol" event in 2025, engaging at least 150 attendees, to promote advocacy, raise awareness of legislative priorities, and strengthen member involvement in supporting the occupational therapy profession.</i>	
		b. <i>By the end of Q2 2025, TOTA will publish at least three legislative updates to keep members informed about policy developments, advocacy opportunities, and actions</i>	

		<i>impacting the occupational therapy profession.</i>	
		2. Collaborate with the statewide behavioral coordinating council and HHSC:	
		a. To be recognized as providers of mental and behavioral health services in Texas to ensure comprehensive care for all Texans.	
		b. For OT to be included in legislation referencing school, community, and inpatient mental health services.	
		c. Modify the language in the Texas Medicaid Therapy Provider Procedures Manual to align with the language in the Texas OT Practice Act and include psychological and social dysfunction	
		d. To be included as providers of mental and behavioral health services in the Texas Behavioral Health Case Management Handbook.	
		3. Communicate with key stakeholders regarding therapy Medicaid reimbursement rates.	