

2016-2017 SABoD Strategic Plan

Adopted January 19, 2017

Goal 1: Empower students as future early career professionals to find VALUE in their APTA membership.

Objective A: Increase understanding of student membership within the Student Assembly.

- **Strategy 1:** Educate students on the value of APTA membership.
- **Strategy 2:** Educate students on the composition of the APTASA.

Objective B: Enhance knowledge and engagement within the Student Assembly.

- **Strategy 1:** Increase student involvement within all components of APTA.
- **Strategy 2:** Utilize transparent communication to improve engagement within the Student Assembly.
- **Strategy 3:** Actively seek feedback from the Student Assembly.

Objective C: Encourage student transition to early career professional membership within APTA.

- **Strategy 1:** Investigate needs of students as they transition into new professionals.
- **Strategy 2:** Promote continued membership within APTA.
- **Strategy 3:** Early Career Team education.

Goal 2: Promote the advancement of the physical therapy PROFESSION to better serve the needs of society.

Objective A: Increase awareness of APTA's Vision.

- **Strategy 1:** Promote the APTA Vision to students.

Objective B: Facilitate student involvement in advocacy efforts.

- **Strategy 1:** Promote engagement in legislative advocacy at the state level.
- **Strategy 2:** Promote engagement in legislative advocacy at the national level.

Objective C: Facilitate student involvement in the APTA House of Delegates.

- **Strategy 1:** Increase awareness of the APTA House of Delegates.
- **Strategy 2:** Increase understanding of the APTA House of Delegates.
- **Strategy 3:** Increase participation in the APTA House of Delegates.

Objective D: Encourage professionalism as a student of physical therapy.

- **Strategy 1:** Promote and continue to develop cultural competency within the Student Assembly.

- **Strategy 2:** Promote interprofessional collaboration and improved interprofessional relations.

Goal 3: Improve COMMUNICATION across the spectrum of all students and professionals.

Objective A: Implement effective communication strategies from SABoD to Student Assembly.

- **Strategy 1:** Develop and distribute material to communicate with new and prospective members.
- **Strategy 2:** Develop and distribute material to communicate with current members.
- **Strategy 3:** Develop and distribute material to communicate with transitioning student members.
- **Strategy 4:** Develop innovative social and interactive media to complement existing avenues.

Objective B: Implement effective communication strategies to connect Student Assembly members to each other.

- **Strategy 1:** Facilitate communication between all students.
- **Strategy 2:** Facilitate networking opportunities for students and professionals.
- **Strategy 3:** Maintain and explore new opportunities to obtain student feedback.
- **Strategy 4:** Promote examples of current student involvement in existing APTA opportunities via social media.

Objective C: Implement effective communication strategies between Student Assembly and external stakeholders.

- **Strategy 1:** Improve communication between Student Assembly and APTA sections.
- **Strategy 2:** Maintain communication with past SABoD members.
- **Strategy 3:** Promote APTA initiatives to consumers and other health care professionals.
- **Strategy 4:** Identify external stakeholders who would benefit from collaboration with APTASA.