



# 2020-21 Strategic Plan

Student Assembly Board of Directors

**Engage our diverse student community through memorable experiences to build a lasting connection to the profession.**

1	<b>Leverage new and existing digital resources to improve social media impact. (10%)</b>
2	<b>Promote awareness of national student election process and increase voting and application engagement. (10%)</b>
3	<b>Celebrate the history of APTA to lay the foundation for the next 100 years.</b>

**Empower and inspire our diverse student community to use their voices to lead and advance the profession.**

1	<b>Strengthen student connections by increasing use of APTA Engage. (10%)</b>
2	<b>Highlight student stories and contributions to the profession.</b>
3	<b>Increase student engagement in and awareness of professional policy within APTA. (5%)</b>

**Expand and evolve an inclusive student community to promote a thriving leadership for the next 100 years.**

1	<b>Foster diversity, equity, and inclusion among student members.</b>
2	<b>Streamline communication methods to improve ease of access to APTA initiatives.</b>
3	<b>Identify and develop leaders capable of adapting to the challenges of the PT/PTA profession.</b>