Operational Objective (*position responsible)*

Goal #1- Membership (2021)

Increase membership of KOTA to 23% of OT and OTA active licensees (*approx. 715) and increase student membership

Objective 1a (2021)

KOTA membership will have 23% of all licensees (*2135 licensees in KY, 23%= 491)

(Membership, district chairs, president, and nomination chair)

Objective 1b (2021)

KOTA membership will have 23% of all OTA licensees. (839 licensed in KY, 23%= 193)

(Membership, district chairs, president and occupational therapy assistant representative)

Objective 1c (2021)

KOTA membership will increase student membership. (212 current student members)

(*Membership, district chairs, nominations, president and education chair, ways and means)*

Method: individual mailing, email, continuing education opportunities, annual renewal date reminder, other financial arrangements, direct debit, annual meetings with educational institutions, district meetings, communication with Kentucky Board of Licensing for Occupational Therapy.

Goal #2- Sustain a Collaborative Relationship with the OT/OTA Educational Community (2021) to Ensure a professional community.

Objective 2a (2021)

KOTA will support OT and OTA Educational Programs in KY.

Method: Speaking engagements at educational programs, facilitate SOTA meetings, workshops, organization services, explore opportunities to inform students of the benefits of KOTA membership, create collaborative relationships with academic facilities, survey, explore utilization of on-line courses/web cams, specialty programs and certificates.

(District chairs, legislative affairs, practice, education, AOTA representative, occupational therapy assistant representative, vice president and president)

Objective 2b (2021)

KOTA will develop a planning process and calendar between KOTA, KY educational programs and AOTA.

Method: directory, newsletter, district meetings, website, email list, AOTA,

Advertising of conference, updates on website/KOTA Communicator, Brochures.

(AOTA representative, education, office manager, public relations, ways and means, and membership)

Objective 2c (2021)

KOTA will support education of members regarding practice issues (KBLOT regulations-supervision, evidence and DPAM's).

Method: continuing education, district meetings.

(Practice, public relations, legislative chair, OTA representative, office manager, AOTA representative, education, vice president and president)

Goal #3- Improve public awareness of Occupational Therapy throughout the state (2021).

Objective 3a (2021)

Increase public awareness throughout the state on the role of Occupational Therapy.

Method: presentations to consumers, employees and organization, district meetings, conference, calendar, state fair, brochures, commercials, billboards, backpack programs, OT month support kits, Social Media, support KOTA PAC, meetings with key legislators and state officials.

(District chairs, legislative affairs, public relations, education, nominations, occupational therapy assistant representative, vice president and president, KOTA PAC, website).

Objective 3b (2021)

KOTA will promote and develop strategic alliances with other organizations

Method: Lobbyist, conference, KBLOT meetings, KOTF liaison, information exchange meetings, optometrist, KPTA, KSHA, ATC.

(Practice, public relations, AOTA representative, membership, education, vice president and president)

Italics signifies committees that have chosen this goal.

KOTA BOARD MEMBER ROLE

- **Promote the integrity of the mission, strategic plan and profession.**
- **Have a Succession Plan in your role.**
- **Build a solid committee to support your role**

KOTA Vision

*** Develop KOTA as a strong professional association.**

***numbers taken from KBLOT report as of 3/19/19**