

Academy of Aquatic Physical Therapy
Strategic Plan 2016-2018

Tracking Document

Mission: Our mission is to champion the aquatic physical therapy profession to optimize lifelong movement, function, and wellness.

Vision: Elevate aquatic physical therapy through knowledge advancement, practice excellence, policy influence, and global health partnerships.

Section Values

Academy of Aquatic Physical Therapy members and staff working on behalf of the Academy:

- are committed to excellence in practice, education, research and advocacy;
- respect the dignity and diversity of all individuals and commit to being a culturally competent and socially responsible academy;
- lead with professionalism, integrity, and honesty; and make decisions that reflect visionary thinking, innovation, collaboration, and accountability.

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
1. Knowledge Advancement Goal: The Academy of Aquatic Physical Therapy leads knowledge advancement in aquatic physical therapy.	1.1. Advance educational opportunities with the aquatic therapy profession.	Provide a variety of interactive educational opportunities. a. Host 4 webinars. b. Host 2 burst (short format) interactive webinars (i.e. MAHC information). c. Host 2 podcasts annually.	Primary: VP Education Secondary: Education Committee	Report to BOD Dec. 10, 2016 on plan: Webinars: January, March, June, and September Bursts: February (post CSM) & August Podcasts: October & December
	1.2. Promote and disseminate research in the field of aquatic therapy.	a. Publish Journal of Aquatic Physical Therapy twice per year. b. Provide 8 research poster and/or platform presentation at CSM annually.	Primary: JAPT Co-Editors Primary: Director of Research	Report to the BOD annually – February meeting for the year before Report to the BOD at the CSM meeting

Board Approved 12.10.16

	1.3. Provide professional development opportunities for members.	a. Explore a research mentorship program for aspiring researchers in next 2 years.	Primary: Director of Research	By December 2018, a report will be presented to the Board.
--	--	--	-------------------------------	--

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>b. Promote aquatic leadership opportunities utilizing the burst format, Waterlines newsletter and website (interview format) information to increase awareness 2 times per year.</p>	<p>Primary: Communications Committee</p> <p>Secondary: BOD, Director of Membership, Membership Committee,</p>	<p>Semi-annually, the membership committee will report to the communication committee with any opportunities they've identified.</p> <p>January & June the information will be communicated via the outlets: waterlines, bursts, website, etc.</p>
	<p>1.4. Disseminate knowledge in aquatic physical therapy through social media outlets and technology.</p>	<p>a. Develop social media guidelines and action plan.</p> <hr/> <p>b. Highlight research/trending information utilizing social media to inform our aquatic members at minimum 2 times per year; executive director to help promote current programming and releases.</p>	<p>Primary: Communications Committee</p> <hr/> <p>Primary: Communications</p> <p>Secondary: Education, and Director of Research</p>	<p>The Communications Committee will report to the Spring Board meeting 2017.</p> <hr/> <p>This will be met bi-annually (May and December) by the Communications Committee.</p> <p>Education Committee will report quarterly to the Communications Committee regarding upcoming programming.</p> <p>Director of Research will report quarterly to the Communications Committee summarizing important studies/findings</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>c. Implement social media identifiers to actively promote Section activities during APTA meetings, conferences, and courses.</p> <p>d. Promote Section activity/achievement at least twice a month using multiple social media outlets, with the executive director utilizing a quarterly schedule with varied content/photos prepared by communication committee.</p>	<p>Primary: Communications</p> <p>Secondary: Membership Committees</p> <p>Primary: Communications Committee</p> <p>Secondary: Membership Committee</p>	<p>8 weeks ahead of each event, publicity will begin by the Communication Committee</p> <p>Membership Committee will provide ideas to the Communications Committee.</p> <p>Communications Committee will post two times a month; and details will be outlined in a communication schedule later.</p> <p>Membership Committee will provide ideas to the Communications Committee.</p>
<p>2. Practice Excellence Goal: The Academy of Aquatic Physical Therapy promotes practice excellence within aquatic physical therapy.</p>	<p>2.1. Increase member engagement to elevate aquatic PT practice.</p>	<p>a. Increase hits on website by 10% every year.</p>	<p>Primary: Communications Committee</p>	<p>Communications will put together a plan and report it to the Board in December 2017.</p> <p>Communications will report the annual stats at each December Board Meeting.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>b. Increase annual webinar attendance by 10% every year.</p>	<p>Primary: Education Committee</p> <p>Secondary: Membership and Communications Committees</p>	<p>On a quarterly basis the Education Committee will review numbers and discuss strategies to increase participation.</p> <p>Education will communicate on a quarterly basis to the Communications and Membership Committees of upcoming webinars</p> <p>Regional Reps will promote upcoming webinars to new members.</p> <p>Membership Committee will work with the Education Committee in creating a “price point” member benefit for attending the webinar.</p> <p>Membership & Communications Committees will provide support as need to meet the goal.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>c. Increase CAPTCC numbers by 10% every year. (Market section member discount better.)</p>	<p>Primary: CAPTCC</p> <p>Secondary: Membership and Communications Committees</p>	<p>Each December CAPTCC will report the trend for that year to the Board.</p> <p>CAPTCC will have a general marketing plan put together by January 2017.</p> <p>A comprehensive marketing plan will be put in place by January 2018.</p> <p>Membership and Communication Committees will provide support as need to meet the goal.</p> <p>Regional Reps will promote upcoming CAPTCC program to new members.</p> <p>Membership Committee will work with the CAPTCC in creating a "price point" member benefit for attending the CAPTCC program.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		d. Increase the number of new individuals who are volunteering in committees, liaisons, and task force by a minimum of 2 per year.	Primary: Nominating Committees Secondary: EC and Membership	Nominating Committee will aim to accomplish in the Fall of 2017 with a report to the Board in December 2017 Regional Reps and Executive Committee can serve as consultants to the Nominating Committee
		e. Slate a minimum of 2 qualified candidates for each elected position on annual ballot.	Primary: Nominating Committee Secondary: BOD	Nominating Committee will slate to candidates each year for each position open. Each BOD member will actively mentor at least one potential replacement for their respective seat and nominate this person(s).
		f. Increase section member participation in CSM programming by 10% every year.	Primary: Education Committee Secondary: Membership & Communication Committees	Education Committee will report bi-monthly to the Communications Committee regarding upcoming programming. Education Committee will report to BOD via program chair at Spring meeting Regional Reps will promote CSM at appropriate times to new members

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>g. Increase attendance in CSM pre-conference programming by 10% every year.</p>	<p>Primary: Education Committee</p> <p>Secondary: Membership & Communication Committees</p>	<p>Communications & Membership Committees will provide support to the education committee as needed.</p> <p>Education Committee will report bi-monthly to the Communications Committee regarding upcoming pre-con programming.</p> <p>Education Committee will report to BOD via program chair at Spring meeting</p> <p>Regional Reps will promote pre-con programming for CSM at appropriate times to new members</p> <p>Communications & Membership Committees will provide support to the education committee as needed.</p>
	<p>2.2 Disseminate current evidence-based education.</p>	<p>a. Increase CAPTCC online registration by 10% per year.</p>	<p>Primary: CAPTCC</p> <p>Secondary: Education Committee</p>	<p>For each Board Meeting at CSM, CAPTCC will report what the trend was for the previous year.</p> <p>A comprehensive marketing plan will be put in place by January 2018.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>b. Increase CAPTCC pool registration by 10% per year. - Improve marketing – logo, use pictures/savvy. - Inform about academy member discount.</p> <hr/> <p>c. Host minimum of 4 webinars each year.</p> <hr/> <p>d. Increase recorded webinars sales by 10% each year.</p>	<p>Primary: CAPTCC</p> <p>Secondary: Education and Communication Committees</p> <hr/> <p>Primary: Education Committee</p> <hr/> <p>Primary: Education Committee</p> <p>Secondary: Communication Committee</p>	<p>For each Board Meeting at CSM, CAPTCC will report what the trend was for the previous year.</p> <p>A comprehensive marketing plan will be put in place by January 2018.</p> <hr/> <p>Report to BOD Dec. 10, 2016 on plan: Webinars: January, March, June, and September Bursts: February (post CSM) & August Podcasts: October & December</p> <hr/> <p>On a quarterly basis the Education Committee will review numbers and discuss strategies to increase participation.</p> <p>Each December, the Education Committee will report what the trend was for that year.</p> <p>Communications Committee will support the Education Committee as needed.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>e. Offer free educational offerings (15 minutes) to members at least 2x/year. – webinars, tweets, infographics - Ideas of topics (MAHC, risk management, policy changes, chemicals, creative equipment).</p> <p>f. Increase CSM program submission proposals by 10% every year.</p> <p>g. PT Now will have inclusion of aquatic PT minimum of 1x/year.</p>	<p>Primary: Education</p> <p>Secondary: Communication Committees</p> <p>Primary: Section Program Chair</p> <p>Secondary: Education, Research, & Communication Committees</p> <p>Primary: Communications Committee</p> <p>Secondary: Research and CPG Committees</p>	<p>Bursts: February (post CSM) & August</p> <p>Communications Committee will support the Education Committee as needed.</p> <p>Education Committee will report to the Spring BOD meeting.</p> <p>Communications, Research and Education Committee will support the Academy Program Chair as needed.</p> <p>Communications Committee will submit an article once a year.</p> <p>Research, and CPG Committee will provide ideas on a quarterly basis to the Communications Committee.</p>
	<p>2.3 Enhance Academy member understanding of the power of building multidisciplinary relationships/networking.</p>	<p>a. Investigate how to implement a mentoring program by end of 2017.</p> <p>b. Increase attendance of CAPTCC participants by 4 a year. (completing the whole program)</p>	<p>Primary: All Committee Chairs and BOD</p> <p>Primary: CAPTCC</p> <p>Secondary: Membership and Communication Committees</p>	<p>By 2017, a plan will be investigated.</p> <p>CAPTCC will report to the Board at each CSM.</p> <p>Regional Reps will promote CAPTCC at appropriate times to new members</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>c. Increase participation in Social Media by 10%.</p> <p>d. Initiate contact with certificate holders a minimum of 4 times per year.</p>	<p>Primary: Communications Committee</p> <p>Secondary: Membership Committee</p> <p>Primary: CAPTCC</p> <p>Secondary: Communication and Membership Committees</p>	<p>Communications and Membership Committees will support the education committee as needed</p> <p>Strategy clarification: benchmark followers and content activity.</p> <p>As of January 1, 2017, social media will have a baseline number of users and content activity established and report back on status in December.</p> <p>Regional Reps will provide info/pics to Communication Committee as it arises.</p> <p>Also, Regional Reps will inform members that we have social media.</p> <p>Membership Committee can promote to non-members.</p> <p>On a quarterly basis, the CAPTCC will reach out to the certificate holders.</p> <p>Communications and Membership Committees will support the CAPTCC committee as needed.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>e. Investigate the ability to have other disciplines access CATPCC material.</p> <p>f. Implement Market place on website for equipment – jobs – education by end 2017.</p>	<p>Primary: CAPTCC</p> <p>Secondary: Education Committees and BOD</p> <p>Primary: Communication</p> <p>Secondary: Director of Practice, BOD</p>	<p>A report of CAPTCC's activities will be provided to the BOD in December.</p> <p>Education Committee will provide knowledge generation to support CAPTCC's efforts</p> <p>In progress.</p>
	<p>2.4. Publish and disseminate quality research to promote practice excellence to a global audience in the Aquatic Physical Therapy Journal.</p>	<p>Publish a minimum of 2 publications per year.</p>	<p>Primary: Director of Research</p> <p>Secondary: JAPT Co-Editors</p>	<p>Director of Research will report to the BOD annually at the February meeting regarding the activity of the year before.</p>
	<p>2.5. Recognize aquatic physical therapy in upcoming CPGs.</p>	<p>a. Monitor when other sections are developing CPGs and report involvement on it 1x/yr.</p>	<p>Primary: CPG</p> <p>Secondary: Research Committee and BOD</p>	<p>October and May with a report to CPG core committee by 31 of each of these months. Short report--1/2 page 1x a year to the BOD</p> <p>Board and Research Committee will support the CPG as needed.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		b. Contact other sections and offer expertise if aquatic PT is appropriate for their development of CPG.	Primary: CPG Secondary: Research Committee and BOD	CPG will offer aquatic expertise as they reach out to accomplish 2.5 a. Board and Research Committee will support the CPG as needed.
	2.6. Investigate options for offering specialized credentials to recognize advanced aquatic physical therapy clinical practice.	Report plan for implementing credential track. – ProCert – CEEAA (ask them) by CSM 2018.	Primary: CAPTCC Secondary: Education Committee and BOD	CAPTCC will report a plan to the Board via the Director of Practice by December 2017 Education Committee and Board will support CAPTCC as needed.
	2.7. Promote use of current research in evidence-based practice to members.	a. Incorporate current research at least annually in CAPTCC pool program and every 3 years for online programs.	Primary: CAPTCC Secondary: Research & Education Committees	By December each year the CAPTCC pool program will be revised. By December 2018, the plan for revision for online courses will be revised. Research and Education Committees will support CAPTCC as needed. Education committee will offer consultation to the CAPTCC.

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>b. Survey membership for use of current evidence-based practice. (ask members when is last time they looked up research) bi-annually.</p> <p>c. Increase poster or platform submissions for CSM by 10% every year.</p>	<p>Primary: Director of Research</p> <p>Secondary: Section Program Chair</p> <p>Primary: Director of Research</p> <p>Secondary: Section Program Chair</p>	<p>Director of Research will survey the membership twice a year and offer the findings to the Academy Program Chair.</p> <p>Academy Program Chair will support the Director of Research as needed.</p> <p>Director of Research will report to the BOD annually at the February meeting.</p>
<p>3. Policy Influence Goal: The Academy of Aquatic Physical Therapy augments the influence of policies and procedures affecting aquatic therapy and its patients.</p>	<p>3.1. Communicate relevant information from the House of Delegates (HOD) pertaining to aquatic physical therapy issues.</p>	<p>VP of Governance will include a story in Waterlines after the HOD informing members of motions/decisions made.</p>	<p>Primary: VP of Governance</p> <p>Secondary: Communication Committee</p>	<p>VP of Governance to write an article to be published in July Waterlines</p>
	<p>3.2 Engage the membership with policies to be discussed prior to the HOD for feedback.</p>	<p>VP of Governance will send an electronic survey of the RC's relevant for aquatic physical therapy for the upcoming HOD 3-4 weeks prior to the HOD (as available).</p>	<p>Primary: VP of Governance</p> <p>Secondary: Communication Committee</p>	<p>VP of Governance will distribute the survey by May 29 each year.</p>
	<p>3.3. Provide resources on current health care policy issues and questions to ask candidates for election.</p>	<p>Include a link in Waterlines to the APTA Advocacy website and post on the Academy website regarding PT issues and candidate's stances on these issues (at least 2-4 weeks prior) to major national elections.</p>	<p>Primary: Communication Committee</p>	<p>Communications Committee will add a section to the waterlines called "Advocacy Splash" to highlight PT issues explained on the Advocacy website.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
	<p>3.4. Educate members about new policy opportunities pertaining to aquatic wellness programs that promote lifelong skills and exercise.</p>	<p>Contact APTA and other sections regarding implementation of wellness components of the Affordable Care Act and how it might be used to promote aquatic exercise.</p>	<p>Primary: VP Governance</p> <p>Secondary: CPG and Communication Committees</p>	<p>Research Deadline: Jan 2018 w/report to BOD in Feb 2018</p> <p>Consider a motion to the HOD June 2019</p> <p>Communications committee & CPG will support the education committee as needed</p>
	<p>3.5. Recognize aquatic physical therapy in upcoming CPGs.</p>	<p>The Academy of Aquatic Physical Therapy CPG handbook will be developed and posted to the website by January 2017.</p> <hr/> <p>a. Establish handbook on CPG logistics by 2017 for the section.</p> <hr/> <p>b. Publish findings on first CPG attempt by 2018.</p>	<p>Primary: CPG</p> <p>Secondary: Communication Committees and BOD</p> <hr/> <p>Primary: CPG</p> <p>Secondary: Communication Committees and BOD</p> <hr/> <p>Primary: CPG</p> <p>Secondary: Communication Committees and BOD</p>	<p>CPG will post in January 2017.</p> <p>Communications committee will support the CPG as needed and post to the website in January 2017.</p> <hr/> <p>CPG will post in 2017.</p> <p>Communications committee will support the CPG as needed and post to the website in January 2017.</p> <hr/> <p>Actual publishing of CPG--may be difficult by 2018--Hip OA document complete and submitted to international CPG Committee for review by March 2018.</p>

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		c. Disseminate the results of the first CPG attempt to legislatures/policy makers and third party payers, 2018-2019.	Primary: CPG Secondary: Communication Committees and BOD	Communications committee will support the CPG by publicizing via different communication venues
	3.6. Disseminate information to members and other target audiences about current aquatic physical therapy reimbursement issues.	a. Distribute APTA information regarding evaluation code changes coming in January as soon as they are made available by the APTA by posting on the website and sending the link through the newsletter. b. Include a story in the newsletter if there are any updates or changes to policy and reimbursement influencing aquatic therapy (minimum of 2 times a year).	Primary: Reimbursement Chair and Communication Committee Secondary: Education Committees, Director of Research, & Regional Representatives Primary: Education Committees and Reimbursement Chair Secondary: Director of Research, Regional Reps, and Communication Committees	Completed October 2016 Waterlines Posted on Website Dec. 4, 2016 Education Committee spearheads this in consultation with the reimbursement chair. Spring and fall 2017. Reimbursement Chair can contribute after State Affairs Forum. Communications committee will support the education committee as needed

Goals	Objectives	Strategies	Liaison/Committee	Key Dates/Notes
		<p>c. Distribute relevant aquatic evidence to policy and reimbursement officials.</p> <p>d. Partner with universities as mentors to students with research projects that can be used to inform policy.</p>	<p>Primary: MAHC/ Regulatory Committee,</p> <p>Secondary: Director of Practice, Reimbursement Chair</p> <p>Primary: Director of Research</p> <p>Secondary: BOD</p>	<p>As information arises, MAHC will provide information to the Reimbursement & Director of Practice</p> <p>The Research Committee will have a plan in place with a report to the Board by December 2018</p> <p>Michael Murray Working with duke students Capstone to be published in AJAPT.</p>
	<p>3.7. Consider policy ramifications when investigating credentialing opportunities.</p>	<p>a. Investigate this area and report back to the executive committee in 6-9 months.</p> <p>b. Establish credentialing to justify care delivery by the licensed professionals.</p>	<p>Primary: CAPTCC</p> <p>Secondary: BOD</p> <p>Primary: CAPTCC</p> <p>Secondary: BOD</p>	<p>CAPTCC will report a plan to the Board through the Director of Practice by December 2017</p> <p>CAPTCC will report a plan to the Board through the Director of Practice by December 2017</p>

	<p>3.8. Educate members and increase awareness of the Model Aquatic Health Code (MAHC) and implications for aquatic physical therapy practitioners.</p>	<p>Charlotte or Diane to write an editorial or entry for the newsletter to describe the MAHC, discuss their involvement through the process, and their personal thoughts of the future influence on aquatic physical therapy no later than June 2017.</p>	<p>Primary: MAHC/Regulatory Committees and Education</p> <p>Secondary: Communication</p>	<p>Article submitted to Marie by April 7, 2017 in order to be published in April 28 Waterlines.</p> <p>Communications committee will post it in waterlines in April 2017..</p>
<p>4. Global Health Partnerships Goal: The Academy of Aquatic Physical Therapy develops partnerships within APTA, aquatic organizations and aquatic professionals.</p>	<p>4.1. Increased membership and the development of future leaders.</p>	<p>a. Increase Academy membership by 5% each year in 2017, 2018 and 2019.</p> <hr/> <p>b. Establish an aquatic physical therapy student SIG by December 2017.</p>	<p>Primary: Membership Committee</p> <p>Secondary: BOD and Communication Committees</p> <hr/> <p>Primary: Membership Committee</p> <p>Secondary: BOD and Communication Committees</p>	<p>Membership Committee will report on their efforts in December each year.</p> <p>Communications committee post on the website as a global health update.i.e development of subgroup with in WCPT</p> <hr/> <p>Michael Murray has a list of names</p> <p>Communications committee will help promote engagement.</p>

		<p>c. Membership Committee will develop member retention strategies using regional representatives to increase member retention and decrease number of dropped memberships monitored by monthly reports.</p>	<p>Primary: Membership Committee</p> <p>Secondary: BOD and Communication Committees</p>	<p>Membership Committee will provide a plan to the Board in the Spring 2017</p> <p>Membership Committee will orient the Regional Reps to plan in Spring 2017.</p> <p>Communications committee could welcome new members via social media.</p> <p>Communications can help develop the one page welcome letter and we want you back letter.</p>
	<p>4.2. Participate in the development of a WCPT sub-group focusing on aquatic physical therapy.</p>	<p>The President will serve as the liaison for the WCPT subgroup development and report to the Board of Directors on a quarterly basis.</p>	<p>Primary: President</p> <p>Secondary: BOD</p>	<p>President reports to the BOD on a quarterly basis.</p>

	<p>4.3. Increase the number of volunteers to expand leadership pool.</p>	<p>Develop an on-line volunteer interest form that members can complete by December 2016.</p>	<p>Primary: NC</p> <p>Secondary: Membership & Communication Committees, BOD,</p>	<p>December 2016 (Not realistic) By CSM 2017, Nominating Committee will develop an online interest form.</p> <p>Communications, membership and BOD will be consulted</p>
	<p>4.4. Identify and prioritize organizations to partner with and to promote aquatic physical therapy and global health.</p>	<p>The Board of Directors will identify 10 external organizations to partner with by the end of 2016.</p>	<p>BOD</p>	<p>December 2016</p>
	<p>4.5. Collaborate with APTA components to increase visibility and educate members about aquatic physical therapy.</p>	<p>a. The Director of Practice will coordinate the creation of fact sheets showing the benefits of aquatic physical therapy for Pediatrics, Orthopedics, Neurology and Geriatrics and share with appropriate components by December 2017.</p>	<p>Primary: Director of Practice</p> <p>Secondary: Director of Research, Education, Communication, Membership Committees</p>	<p>Director of Practice will share document by December 2017.</p> <p>Membership Committee and Director of Research can provide ideas to the Director of Practice.</p> <p>Communications committee will support the director of practice as needed</p>

Board Approved 12.10.16

		b. Identify one state annual meeting for an aquatic physical therapy presentation in 2017.	Primary: Education Committee and BOD	First quarter 2017, Education committee will identify components for the Board to approach. Could be completed in this year by Michael Murray in NC.