

Strategic Plan

SoWH 2013 -2014

The SoWH Board of Directors met on Saturday, July 14, 2013 in McLean, VA to confirm current organization priorities or craft new ones consistent with more recent experience and learning. Those participating in the Summer planning and priority-setting meeting included:

<u>Board of Directors:</u> Wendy Featherstone Patricia Wolfe Susan Clinton Sara Reardon Darla Cathcart Jennifer Hungate Sarah Haag Secili DeStefano Sandra Hilton Amber Anderson		<u>Staff</u> Denise Jackson Bruce Wardle, CAE
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PLANNING STEP #1 - Revise the VISSION and MISSION STATEMENT

The Planning Committee affirmed some segments of the mission statement and re-crafted other segments. The Committee agreed on the following mission statement elements:

- 1.1 **Duration.** The SoWH was founded in the mid 1970s
- 1.2 **Scope.** The planning group confirmed SoWH's scope of interest is global.
- 1.3 **Structure.** The SoWH is a non-profit 501(c)6
- 1.4 **Beneficiaries.** The intended beneficiaries of SoWH are PT's who work in Men's and women's health and trickle down beneficiaries are patients and clients..
- 1.5 **Benefits:** After discussion and debate, the Planning Group crafted a menu of benefits or SoWH Goals the group believed the SoWH should offer to its beneficiaries (members of the section) in the years ahead.

Vision

Transforming society by optimizing movement to maximize health for life without limits.

SoWH's Mission Statement

To advance excellence in the physical therapist profession in women's and men's health globally, through innovative education, research and advocacy.



Goal One – Provide excellent, relevant and diverse education

Objective #	Specific Objective	Activities	Approval	Responsible	Consulted	Informed	When	Budget
1.1	One (1) online course on “How to write and review” a case reflection	1. Work with Rehab Essential to determine payment/product delivery procedures 2. Market to relevant segments in PT community	1. Director of Education 2. Director of Communication	1. Cathy Konkler - Chair of Educational Review committee 2. Director of Financial Dev & AMG Staff	BOD	Membership		
1.2	Release two (2) new live courses in 2014	1. Education committee to identify course authors 2. Draft and sign contracts 3. Determine location, instructors, and dates	Director of Education,	1. Education Committee 2. Director of Education, Executive Director 3. Director of Education,	Secretary 3. AMG	BOD		
1.3	Create webinars utilizing “learning management software”	1. Enlist the subject matter expertise of engaged members on various relevant topics 2. Research webinar software and pricing models 3. Determine location, instructors, and dates	Director of Education	1. Educational Review Committee 2. AMG Staff 3. AMG Staff and Amber	1. Membership-what do you want to see? 2. Treasurer, Secretary	BOD		
1.4	Increase the number of advanced clinical courses for members	1. Add one Ed program supporting the DSP each year 1. Remove barriers to increase courses and instructors	Director of Education	CAPP Committee, Director of Education, Director of Programming TBD				

Objective #	Specific Objective	Activities	Approval	Responsible	Consulted	Informed	When	Budget
		2. Develop 3-5 year course roll-out plan		TBD				
1.5	Ensure courses are profitable	1. Revise minimum instructor/participant ratios 2. Develop marketing strategy (18-month plan) 3. Determine marketing responsibilities between Board and Staff	1. Treasurer 2. Director of Financial Dev 3. Director of Comm	1. Director of Education, 2. Director of Financial Dev, Director of Comm, AMG 3. Director of Financial Dev, AMG, Director of Comm, Committees underneath	Director of Education, Secretary Director of Education	Instructors, BOD		
1.6	Convert CAPP to Hybrid models.	1. Research pricing quotes on technology and filming fees 2. Finalize live vs. virtual content	Director of Education,	1. AMG, 2. CAPP Comm.	Director of Comm	BOD		2014
1.7	Develop a study guide for WCS.	1. Create task force to develop content for WCS study guide	Director of Research	Task force (already created)	Secretary	BOD, CAPP Committees, Instructors		
1.8	Explore and implement CEU credit for CAPP case reviewers	1. Work with APTA and State Boards of PT to determine CEU accreditation process 2. Research price of certification	1. Director of Education 2. Treasurer	AMG	APTA and State Boards of PT, Director of Research	BOD, CAPP Comm, Instructors		

Goal Two - Effective, timely and clear communication

Objective #	Specific Objective	Activities	Approval	Responsible	Consulted	Informed	When	Cost
2.1	Rebuild platform to	1. Define community	Director		BOD &	BOD,		

	allow for greater interaction with the community	<ul style="list-style-type: none"> 2. engagement goals 2. Research platforms to match and meet goals 3. Clinical questions list serve/forum and/or Knowledge Center on website. 	<p>of Comm Staff</p> <p>3. Director of Comm</p>	3. AMG	subcommittees, SSIG, etc	membership		
2.2	Create collaborative blogs on different topics with relevant content and timely postings	<ul style="list-style-type: none"> 1. Identify platform to host blog 2. Dissolve newsletter editor and name/appoint blog editor/committee 3. Create content calendar 	Director of Comm	Social Media Team, AMG		BOD	Have first blog post up by December 2013	
2.3	Focus on pro-active communications with an e-blast schedule and policy (develop a calendar for SoWH communication)	<ul style="list-style-type: none"> 1. Educate SoWH leaders on policy and e-blast procedures 2. Create and update content calendar 3. Schedule social media and e-blast announcements regarding the Journal of WHPT (and promote digital accessibility in variety of formats) 	Director of Comm, Staff,	Social Media, Committee, AMG	Content experts, membership	Director of Comm, AMG		
2.4	Confirm criteria and site architecture for the new website for ease of member access and use.	<ul style="list-style-type: none"> 1. Appoint new web design company/CMS software 2. Grant access to staff for easy content management 3. Empower all Directors to be responsible for the essential components for their section. 	Director of Comm, staff	DONE				

Goal Three – Professional and social networking

Objective #	Specific Objectives	Activities	Approval	Responsible	consulted	Informed	When	Cost
3.1	Provide multiple opportunities each year for members to meet face-to-face	<ol style="list-style-type: none"> 1. Promote/advertise of these opportunities and ensure there is a board presence. 2. Use state and regional reps to organize local events 3. Plan new or innovative social events/opportunities as add-ons to current SoWH offerings. 4. Enhance student SIG networking events (with food) and ensure "senior PTs" are a part of student events 	Vice President	Membership Comm, SSIG, AMG	BOD, APTA membership	membership & APTA		
3.2	Empower student SIG members	<ol style="list-style-type: none"> 1. Confirm student liaison to various directors 2. Confirm "tool kit" for students promo and fundraising 	Vice President	SSIG				
3.3	Continue to increase social media followers (Twitter, LinkedIn, Facebook)	<ol style="list-style-type: none"> 1. Create "tweet-up" opportunities for networking 2. Develop official social media policy for Governance manual 	Director of Comm, Staff	<ol style="list-style-type: none"> 1. Local reps/event sponsors, AMG, VP & Director of Comm 2. DONE 	BOD sometimes	membership		
3.4	Ensure networking opportunities are "affordable" for those	<ol style="list-style-type: none"> 1. Plan future budgets to support activities 	Treasurer, Vice President	All BOD, Committees, AMG				

Objective #	Specific Objectives	Activities	Approval	Responsible	consulted	Informed	When	Cost
	we serve.							
3.5	Engage in international networking and professional development	<ol style="list-style-type: none"> Promote Partners Program Develop strategies for marketing Engaging in future international courses Develop standard procedures for hosting international courses 	<ol style="list-style-type: none"> Director of Financial Dev Director of Financial Dev Director of Education Director of Education 	<ol style="list-style-type: none"> All BOD, membership International task force 	BOD	membership & international community,		

Goal Four – Promote Best Practices

Objective #	Specific Objective	Activities	Approval	Responsible	Consulted	Informed	When	Cost
4.1	1. Create a committee and develop clinical practice guidelines.	<ol style="list-style-type: none"> Define scope of the committee Recruit committee members 	Director of Practice	Committee, Journal editor, Director of Research	BOD, APTA, , appropriate sections sections (right now = ortho) , Director of Comm & AMG	Membership,		
4.2	2. Continue to collaborate with APTA through our functional outcomes measure task force.	<ol style="list-style-type: none"> Provide ongoing going functional measures updates 	Secilii	Jen	membership, Director of Comm & AMG	membership, APTA		
4.3	3. Gather data on professional practices and members	<ol style="list-style-type: none"> Utilize survey tools Share data with leadership and members 	Director of Practice	Committee with content experts, membership committee	Director of Research	APTA, membership		

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4.4.	4. Deliver payment policy updates and guidelines in a user friendly format.	1. Provide monthly updates to website	Director of Practice	Kelly Huestis (Reimbursement chair), AMG	APTA, HPA, PPS, appropriate sections			
4.5	5. Publish evidence based Journal articles	<ol style="list-style-type: none"> 1. Send quarterly requests for Journal authors to submit 2. Implement annual reviewer training/virtual call 	Director of Research	Journal Editors	LWW & Reviewers	membership		
4.6	6. Support CAPP Pelvic and OB committee retreats to ensure best practices are taught in courses	1. Ensure increased interventional focused educational content.	Treasurer	CAPP Chairs	Director of Education & CAPP Committee	CAPP commmembers, BOD		
4.7	7. Ensure the Journal is listed with Pub Med and other online databases by 2015.	<ol style="list-style-type: none"> 1. Enforce advertising policy to stay in compliance 2. Create plan of action with deadlines for Pub Med application process 3. Explore mechanisms to access the literature. 	<ol style="list-style-type: none"> 1. Director of Financial Dev 2. Director of Research 	<ol style="list-style-type: none"> 1. Editors 2. Editors & LWW 	<ol style="list-style-type: none"> 1. Director of Financial Dev, Editors, LWW 2.VP &, Director of Comm 3. BOD 	membership & BOD		
4.8	8. Continue to develop, provide and enhance a resource directory for women's and men's health services/products.	<ol style="list-style-type: none"> 1. Market to potential advertisers 2. Ask for recommendations from members 3. Work with LWW 	Director of Financial Dev	1. DoFD's Committee		BOD		

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		advertising sales rep for referrals						

Goal Five - Support and promote research

Objective #	Specific Objective	Activities	Approval	Responsible	Consulted	Informed	When	Cost
5.1	Mentor therapists who aspire to do research but do not have the training.	<ol style="list-style-type: none"> 1. Create webinar 2. Share current literature and articles via website and social media 	Director of Research, VP	Editors, Bridging the Gap team (Sarah) 2. Education & Research, Director of Comm & AMG	<ol style="list-style-type: none"> 1. AMG--LMS system 2. BOD 	Membership		
5.2	Continue with grant funding.	1.	Director of Research	Committee	BOD, CPG Committee	membership & awardees/authors		
5.3	Complete current Foundation donation and explore new ways to fund the Foundation to a greater level.	1.	Director of Research	Treasurer	BOD, Foundation	membership & awardees (Foundation handles)		
5.4	Explore and implement CEU credit for journal reviewers (add in to CAPP CEU research)	<ol style="list-style-type: none"> 1. Work with APTA and State Boards of PT to determine CEU accreditation process 2. Research price of certification 	Director of Research, Director of Education					
5.5	Explore and implement international affiliates for Journal	1. Work with LWW to identify potential alliances	Director of Research	LWW	IOPTWH, international task force, BOD	BOD & membership		

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5.6	Explore expansion and marketing of iPad/Android app	Promote annually via website, social media outlets, and eblasts	Director of Research	LWW	Editors, BOD, Director of Communication	membership		

