

## STRATEGIC GOALS: FEBRUARY 2008

<b>Regulatory and Reimbursement Committee</b>		<b>Leader: Nicole Walker</b>
<b>2007 Goals</b>	<b>2008 Goals</b>	
1. GOTA will partner with AOTA to participate in federal issues that impact our profession. Outcome: Continue to focus on practice and regulatory issues that impact practice in Georgia.	<b>A. GOTA will track and monitor federal and state issues that impact the profession and will alert members in order to take action during this calendar year.</b>	
2. GOTA will track state issues that impact our profession. Outcome: Continue to focus on practice and regulatory issues that impact practice in Georgia.		
3. GOTA will educate state insurance payers to the role and cost savings value of OT services. Outcome: Addressing issues related to Medicaid reimbursement.		
4. GOTA will sit on insurance committees / boards to assert influence on reimbursement of OT services. Outcome: No activity due to lack of leadership and manpower to address goal.	<b>B. GOTA will work with the GOTA lobbyist to advocate for our profession and to provide information and testimony to legislative committees, when appropriate.</b>	
5. GOTA will communicate reimbursement activity and issues to members. Outcome: Using the website, list serve and email blasts to inform members of issues.		
6. GOTA will monitor and respond to legislation in order to protect direct access of OT services. Outcome: Continue to focus on practice and regulatory issues that impact practice in Georgia.		

<b>Membership Committee</b>		<b>Leader: Erin Brennan</b>
<b>2007 Goals</b>	<b>2008 Goals</b>	
7. GOTA will increase membership from 17% of licensed therapists to 50% of licensed therapists in two years. Outcome: Shifted membership enrollment back to an annual calendar.	<b>C. GOTA will increase membership by 100 new members over the next 12 months (March '08 – Feb '09).</b>	
8. GOTA will partner with universities to recruit students into active membership. Outcome: Limited activity due to limited volunteers and focus on 2007 membership enrollment process.	<b>D. GOTA will re-capture 200 expired memberships from 2007, by the close of calendar 2008</b>	
9. GOTA will communicate to students opportunities to participate in GOTA Activities. Outcome: Limited activity due to limited volunteers and focus on 2007 membership enrollment and process.	<b>E. GOTA members serving on local, regional and state committees will provide a written report to the BOD in March, June, Sept, and Dec. on their activities and efforts on these committees.</b>	
10. GOTA will identify five community / consumer groups to enhance OT image among these groups. Outcome: Involvement in Georgia's Older Drivers Initiative and Universal Design Alliance.	<b>F. GOTA will make an annual GOTA membership promotion presentation to state OT / OTA schools in Georgia through the calendar year.</b>	

<b>Clinical Research Partnerships Committee</b>		<b>Leader: Irma Alvarado</b>
<b>2007 Goals</b>	<b>2008 Goals</b>	
11. GOTA will present opportunities to educate clinicians in methods of doing research. Outcome: Hosted first annual Research Forum during Annual Conference.	<b>G. GOTA to provide a resource list of OT professionals to participate in research projects to be posted on the website.</b>	
12. GOTA will partner with companies that produce manuals and field testing. Outcome: No Activity.	<b>H. GOTA to provide a resource list of current research projects / activities to be posted on the website.</b>	
13. GOTA will increase communications with clinicians, students and researchers via multiple venues. Outcome: Hosted first annual Research Forum during Annual Conference.		

<b>Mentoring Committee</b>		<b>Leader: Pending</b>
<b>2007 Goals</b>	<b>2008 Goals</b>	
14. GOTA will facilitate a mentor program. Outcome: No activity due to lack of leadership and manpower.	<b>I. GOTA to offer 2 leadership development sessions by a current board member to any interested OT practitioners / students.</b>	
	<b>J. GOTA to provide an orientation program to new GOTA leaders during the 1<sup>st</sup> quarter of each year beginning calendar year 2009.</b>	
	<b>K. GOTA to develop training tools (SOP, Job Description, etc.) for leadership positions within GOTA this calendar year.</b>	
	<b>L. Each GOTA leadership and committee position will review and revise their individual SOP's by 12/31/08.</b>	

<b>Website and Newsletter Committee</b>		<b>Leader: Stacey Cowart</b>
<b>2007 Goals</b>	<b>2008 Goals</b>	
15. GOTA website will list resources / links that impact practice. Outcome: Enhancing website and providing regular updates.	<b>M. GOTA's committees will provide monthly updates on events and issues to members utilizing the website.</b>	
16. Establish a monthly e-newsletter. Outcome: No leadership and manpower to produce a monthly e-newsletter.		

<b>Conference and Continuing Education Committee</b>		<b>Leader: Sharon Hennigan</b>
<b>2007 Goals</b>	<b>2008 Goals</b>	
17. OTA will secure financial resources to invest in the association's ability to respond to professional and organizational needs.	<b>N. GOTA will streamline budget and re-prioritize in accordance with Strategic Plan (This goal is to be "TABLED" pending further fiscal discussion).</b>	

