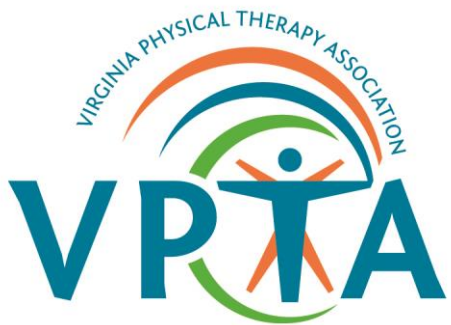


VPFTA's 2019-2021 Strategic Plan

April 2019

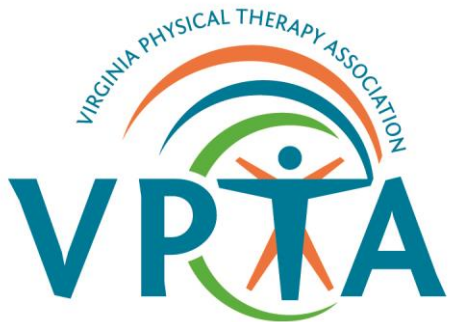


Membership

In the spring of 2018, the VPTA Board of Directors created the Diversity and Inclusion Subcommittee (DIS) which is a part of the Membership Committee. To support the efforts of the DIS, VPTA leadership will increase representation and awareness throughout the Commonwealth by:

- Creating a mentorship program
- Attend job fairs, and visit school and church events to promote the profession
- Recruit the assistance of District Directors as they have regional contacts
- Utilize the Communications Committee to promote efforts and needs

[Victor Washington, PT, DPT](#) is the lead contact on these efforts.
If you are interested in getting involved, please reach out to him.



Continuing Education

In 2018, VPTA launched its first ever fall Summit. This one day event offered continuing education, membership meeting, and a PT Pint Night; it was a success! The VPTA will continue to augment educational events by:

- Partnering with other chapters starting in 2020 for Spring Conference or begin moving Spring Conference to different locations throughout the state going forward.
- Focus on clinical education during Spring Conference and professional development at the Fall Summit.
- Creating educational experiences at the Summit so that clinicians and students can network and share in their learning together as opposed to separate events.

[Brandon Smith, PT, DPT](#) is the lead contact on these efforts.

If you are interested in getting involved or learning more, please reach out to him.



Communications

Over the last 3 years, VPTA's communications efforts have increased exponentially with robust social media outlets and thoughtfully timed emails. The VPTA recognizes that communications are ever evolving and there is more we need to do. In 2019-2020, efforts will be to focus on events and membership through:

- Utilizing video blogging
- Working with the SRC and District Directors to connect with 3rd year students on VPTA/APTA early career member benefits
- Increased paid advertising efforts on Facebook
- Bringing more awareness to our educational events through targeted media campaigns.
- Increasing knowledge and awareness of Diversity and Inclusions initiatives.

[Jessica To-Alemanji, PT, DPT, PhD](#), is the lead contact on these efforts.

If you are interested in getting involved, please reach out to her.



Legislative

The PAC is how VPTA can help move or stop legislation that affects the interests of the physical therapy profession. The PAC receives no funding from VPTA due to laws that prohibit the transfer of money between the entities. The PAC vitality and productivity relies wholly on the generosity of the VPTA members. The PAC will bolster the awareness of upcoming legislation and the need for funding by:

- Creating a campaign to gain 2 year donor commitments in order to create a reserve of funds that allows the VPTA PAC to respond to legislative issues immediately without having the delay of urgent fundraising.
- Gaining members throughout the Commonwealth who will serve as (Chapter) District liaisons for the PAC
- Developing a telephone campaign to target specific legislators at the beginning of the legislative season

[Tom Bohanon, PT, DPT](#), is the lead contact. If you are interested in getting involved or learning more, please contact him.

