

STRATEGIC PLAN 2019 - 2021

VISION: “Therapeutic Recreation for All.”

MISSION: “Leading the TR profession through growth, advocacy and innovation.”



GOALS & OBJECTIVES

TECHNOLOGY	ENGAGEMENT	ADVOCACY	SUSTAINABLE GROWTH
<p>TRO to determine by survey and document each member’s preferred communication method(s)/channel(s)</p>	<p>Recruit and Support the Volunteer Coordinator role Succession planning Streamline volunteer support</p>	<p>Participate in Ministry of AESD’s Curriculum Review Committee and ensure there is a high-level standard</p>	<p>TRO Board to develop and approve a plan to centrally lead the 2020 TRO (and subsequent) conference(s) – <i>Pause</i> until a response is received by Mohawk or SMTRA. TRO Board to develop a plan for 2021 and beyond.</p>
<p>The Communications Committee will present to the Board the feasibility and logistics of a ‘read and reward’ program to confirm members are aware of current trends, issues, and TRO information</p>	<p>Provide/create membership accessible resources on the website to support members and advancement of the profession, e.g., Presentations, proposals, Webinars, Shared material Collect testimonies (participant and families)</p>	<p>Recommend to the TRO Board the government issues to advance and key government messaging/strategies based on research evidence (e.g., participant ratio, minimum hiring standard, cost per setting, best practice examples) (Engage students to assist in evidence research)</p>	<p>Establish a Legacy [discounted] membership for individuals who have retired or moved into non-TR positions.</p>
<p>TRO will identify and communicate a strong identity and ensure consistency across all channels</p>	<p>Create a Legacy Committee to engage and retain experienced resources within TRO</p>	<p>Speak to the government ‘of the day’ Meeting with the Ministry of Health regarding long-term care beds Meeting with Ministry of Seniors regarding new retirement home communities (NORCS – naturally occurring retirement communities) Approach Denise Cole on follow-up to new regulation model (Regulation 2.0 options)</p>	<p>Conduct a cost-analysis of past conferences to understand expenses</p>

TECHNOLOGY	ENGAGEMENT	ADVOCACY	SUSTAINABLE GROWTH
<p>Develop a new, intuitive, user-friendly website and TRO App that contains concise and relevant content. Collaborate with Seneca 360. Research and present the feasibility of utilizing a phone App (i.e., Remind) as a mass communications tool for members</p>	<p>Develop an Education Strategy to provide valued education experiences and support sustainable growth</p> <ul style="list-style-type: none"> - Implement a Student Education Day - Provide Education Days to/in two new regions <p>Webinar content</p>	<p>Build on existing work and continue to pursue advocacy opportunities with BSO (Behaviour Support Ontario) initiative</p>	<p>Establish a cost to educational institutions to submit their ECF - Pause</p>
<p>Research and then create the plan to develop online professional networking forums/special interest groups. (Implementation date TBD)</p>	<p>Develop and use creative, strategic approaches to generate interest in membership, committee involvement, and board recruitment</p> <ul style="list-style-type: none"> - Create and upload four (4) YouTube videos through various visual media (e.g., whiteboards, clip art) - Generate 'hot topic' discussion threads related to social-cultural trends enabled via social media (e.g., Facebook), aligned with Therapeutic Recreation Awareness month <p>Two updates from each Ambassador in e-TRO (define frequency)</p>	<p>Prioritize and support opportunities for advocacy amongst Communities of Practice (e.g. private practice)</p> <p>Investigate Passport funding and a plan to advocate for TR to work with individuals with developmental disabilities</p> <p>Advocate to insurance companies on TR coverage</p>	<p>Research and collaborate with private practice members and experts to develop 'how-to' resources for private practice (e.g., workshop, templates, sample business plans) to support recruitment of private practice members</p>
	<p>Electronic voting is available to all voting members</p>	<p>Develop a strategy to build on existing advocacy initiatives with key stakeholders. Develop a strategy to follow-up to determine impact. (e.g., revisit LHINs, BSO, school boards, etc.).</p>	<p>Introduce one special event (e.g., golf tournaments)</p>
	<p>Review the TRO Ambassador program</p>		