

I. ORGANIZATIONAL SYSTEMS

- DETAILED DESCRIPTION OF ROLES & RESPONSIBILITY
- ACCESSIBILITY TO ORGANIZATIONAL DOCUMENTS
- TRANSPARENCY OF PROCESSES AND FUNCTION

IV. EFFECTIVE COMMUNICATION

- PURPOSEFUL & TARGET COMMUNICATION CREATED
- STRATEGICALLY DISPERSED TO MEMBERSHIP REGARDING CONTENT AND MODE
- USE DATA & RESEARCH TO STEER DECISIONS ON COMMUNICATION EFFECTIVENESS

III. MEMBER ENGAGEMENT

- EARLY PROFESSIONAL AND STUDENT INVOLVEMENT PRIORITIZED
- EVENTS TO BRING MEMBERS TOGETHER
- COMMUNICATION CREATED TO EDUCATE MEMBERS ON THE BENEFITS OF THEIR MEMBERSHIP

II. EVOLVING EDUCATION

- EVOLVING THE EDUCATIONAL DELIVERY FOR MEMBERS.
- UPDATED RESOURCES FOR MEMBERS TO GAIN KNOWLEDGE.
- TOPICS THAT NOT ONLY HIGHLIGHT PROFESSIONAL INSIGHT BUT ALSO CLINICAL PRACTICE.

THE MISSION

To serve the membership and the public with excellence and integrity by advancing and promoting the practice of physical therapy through the coordination of advocacy, education and resources.