

MIAPT 3-Year Strategic Plan - Proposed

2018-2021

Professional Development

1. Increase quality and availability of play therapy professional development within the State of Michigan.
 - a. Hold annual conference.
 - b. Provide members with information on supervision and other professional development opportunities (programs, community presentations, newsletters, networking groups, Facebook and website).
 - c. Provide information and promote becoming a Registered Play Therapist and Registered Play Therapist-Supervisor (programs, community presentations, newsletters, networking groups, Facebook and website).
 - d. Provide a minimum of two regional workshops each year.
 - e. Provide a minimum of two (2) hours of group supervision toward RPT status and two (2) hours of supervision training for RPT-S credential/maintenance.
 - f. Promote and maintain RPT-S members as potential supervisors and mentors
2. Establish mechanisms to promote professional interactions.
 - a. Collaborate with other play therapy and child treatment organizations and training institutes.
 - b. Recruit and develop regional leadership to feed into Networking, Standing Committee, and Conference/Regional Committees as well as MIAPT Board positions.
 - c. Create, review and maintain support services available to/from MIAPT Board members.
 - d. Encourage participation in the APT Leadership Training Institute.

Communication

1. Increase opportunities for formal and informal communications among MIAPT members.
 - a. Encourage participation in MIAPT through increased communication of volunteer opportunities (networking, newsletter and website).
 - b. Continue “Getting to Know You” spotlights for committee chairpersons, new MIAPT Board members, and Outstanding Play Therapist of the Year in the MIAPT newsletter.
 - c. Display play therapy networking opportunities at regional workshops, the annual conference and in the MIAPT newsletter.
 - d. Identify and welcome new MIAPT/APT members.
 - e. Recognize newly credentialed RPT and RPT-S members.
 - f. Highlight member achievements in play therapy in the MIAPT newsletter.

2. Maintain the professional quality of the newsletter.
 - a. Include at least one professional article/intervention in each newsletter.
 - b. Annually publish a list of Registered Play Therapists/Supervisors.
 - c. Include book reviews/recommendations
 - d. Highlight play therapy conference events for MIAPT/APT conferences.
3. Transition website to new platform & maintain professional website.
4. Increase public and professional awareness of the therapeutic value of play therapy.
 - a. Review and/or revise criteria for the MIAPT Outstanding Play Therapist Award.
 - b. When finances permit consider funding grants to Michigan non-profit organizations to develop and promote play therapy.
 - c. Identify and utilize opportunities to use media to promote play therapy (newsletter, networking, MIAPT website and APT website links).
 - d. Continue marketing MIAPT conferences and workshops.
 - e. Promote play therapy at related mental health conferences and organizations.
 - f. Promote play therapy to Michigan colleges and universities.
5. Increase the visibility of MIAPT and continue to develop collaborative efforts with other professional organizations, universities and colleges in Michigan to promote play therapy and advocate for children and families.
 - a. Consider exchanging conference/workshop mailing and email lists reciprocally with other professional organizations, colleges and universities, agencies, and organizations in mutual promotion of conferences and workshops.

Maintain and Build Organizational Strength

1. Ensure maximum participation of the MIAPT membership in the organization through actively seeking members to be active on MIAPT committees and board positions.
2. Provide leadership and mentoring opportunities to all members.
3. Ensure the efficient and professional operation of the organization.
 - a. Review and update the Operations Manual by the MIAPT Board and create timelines for positions for ease of communication of roles and successful transitions.
 - b. Review and update the By-Laws as needed by the membership and MIAPT Board.
4. Continue to evaluate all expenses and revenues in order to keep MIAPT fiscally responsible and solvent and provide a written budget (current and proposed) to the members at the annual meeting held as a part of the MIAPT annual play therapy conference.
 - a. Maintain a financial record-keeping system to meet all legal accounting requirements (state and federal).
 - b. Contact alternate venue options to determine best financial options for Annual Conference by 2020.