



Ontario Society of
Occupational Therapists

2023-2027 Strategic Plan



Ontario Society of
Occupational Therapists

Mission

Providing voice, visibility and leadership for occupational therapists.

Vision

Occupational therapy services are easily accessed across the continuum of care.



Invest in OSOT's administration and governance



Focus OSOT's lobbying efforts



Invest in OSOT's programs and services



Communicate the value of OSOT membership



Expand OSOT to include OTAs



A

Invest in OSOT's administration and governance

- Expand OSOT's member service offerings
- Create staff positions to enhance member communications, programs and services
- Increase membership
- Develop Board expertise on emerging issues including trends in social media, technology and artificial intelligence
- Implement changes as a result of OSOT's bylaw changes to comply with Ontario Not-for-Profit Corporations Act
- Enhance Board competencies focused on finance and strategy
- Create, apply and measure an equity, diversity and inclusion policy



B

Focus OSOT's lobbying efforts

- Continue to present OSOT's position that each Ontario Health Team should include an OT
- Work to increase the number of OTs per capita in Ontario
- Lobby government and long-term care facilities to increase access to OTs
- Invest in research on the economic impact of occupational therapy services
- Consolidate existing outcome reporting on the impact of occupational therapy services
- Continue to actively take part in conversations with external stakeholders to represent the occupational therapy perspective and its importance in the continuum of care



Invest in OSOT's programs and services

- Create volunteer recruitment, reward, and retention strategy
- Redirect resources from annual conference into other professional development/networking events
- Create resources for OTs on business planning and self-employment
- Conduct environmental scan to understand OTs use of technology and artificial intelligence
- Support members to comply with the new National Competencies, including those related to equity, diversity and inclusion



Communicate the value of OSOT membership

- Create a communications staff position
- Revamp look, feel and sitemap of current website
- Move towards a community of practice approach to OSOT's website



Expand OSOT to include OTAs

- Create business plan, marketing plan and governance strategy to welcome OTAs
- Create professional development resources, member services and practice resources for OTAs
- Expand networking, resources, and professional development for OTs and OTAs to work collaboratively