

PATH INTL. STRATEGIC PLAN at a glance

GOALS

Community & Connectivity

To embody a member-centric culture that increases value and engagement across the PATH Intl. community

Center & Career Sustainability

To provide tools, education and resources that are essential to maintaining safe, effective and successful EAAT services

Awareness, Outreach & Impact

To validate and communicate the benefits of EAAT and PATH Intl. designations to increase recognition and credibility of the profession and the industry

OBJECTIVES

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| <p>1.1 Align PATH Intl. member benefits with member needs and expectations.</p> <p>1.2 Align PATH Intl. member communications approaches with member needs and expectations.</p> <p>1.3 Expand technology capabilities and digital platforms to improve the accessibility of PATH Intl. content and community.</p> <p>1.4 Prioritize deeper regional engagement and alignment throughout the broader PATH Intl. community to connect members.</p> | <p>2.1 Advance and grow the PATH Intl. accredited credentialing program to continue professionalizing the EAAT industry.</p> <p>2.2 Deliver best practices resources, tools and expert consultation to support centers in achieving sustainability.</p> <p>2.3 Research and endorse relevant education offerings to connect the EAAT community to a wealth of resources.</p> <p>2.4 Research and connect the EAAT community to career resources.</p> | <p>3.1 Communicate and reinforce the value of PATH Intl. designations and brand to enhance the professional image and credibility of credentialed professionals and accredited centers by reimagining delivery strategies.</p> <p>3.2 Engage in collaborative efforts with aligned organizations to promote EAAT impacts and awareness, with a focus on supporting evidence-based research quantifying the benefits of EAAT.</p> <p>3.3 Increase public awareness to improve understanding of EAAT and its benefits.</p> <p>3.4 Develop a strategy and process for collecting and measuring outcomes data from PATH Intl. centers to promote the impact of EAAT services.</p> |
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ONGOING WORK

Critical functions that will continue to command significant staff time, resources, and budget:

Business operations (HR, IT, etc.)	Capacity building and operational excellence efforts	Communications (website, social media, email marketing, publications, etc.)	Credentialing and accreditation	Education
Meetings and events	Member services	Ongoing advocacy and outreach efforts for EAAT	Quality assurance	Grants

INDICATORS OF SUCCESS

Increase in Individual and Center Membership Satisfaction and Perceived Value	Increase in Membership Engagement and Retention	Increase in PATH Intl. Brand Awareness	Increase in Center Sustainability	Increase in EAAT Awareness	PATH Intl. Organizational Sustainability
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PATH
INTERNATIONAL

2020-2022 STRATEGIC PLAN



New

PATH INTL.
MISSION
what we do

We lead the advancement of professional equine-assisted activities and therapies by supporting our members and stakeholders through rigorously developed standards, credentialing and education.



New

PATH INTL.
VISION
our impact

To ensure universal recognition of professional equine-assisted activities and therapies and their transformative impacts that enrich lives.





2020-2022 STRATEGIC PLAN

Goals & Objectives

GOAL 1: COMMUNITY AND CONNECTIVITY

To embody a member-centric culture that increases value and engagement across the PATH Intl. community

- Objective 1** Align PATH Intl. member benefits with member needs and expectations.
- Objective 2** Align PATH Intl. communications approaches with member needs and expectations.
- Objective 3** Expand technology capabilities and digital platforms to improve the accessibility of PATH Intl. content and community.
- Objective 4** Prioritize deeper regional engagement and alignment throughout the broader PATH Intl. community to connect members.

GOAL 2: CENTER AND CAREER SUSTAINABILITY

To provide tools, education and resources essential to maintaining safe, effective and successful EAAT services

- Objective 1** Advance and grow the PATH Intl. accredited credentialing program to continue professionalizing the EAAT industry.
- Objective 2** Deliver best practices resources, tools and expert consultation to support centers in achieving sustainability.
- Objective 3** Research and endorse relevant education offerings to connect the EAAT community to a wealth of resources.
- Objective 4** Research and connect the EAAT community to career resources.

GOAL 3: AWARENESS, OUTREACH AND IMPACT

To validate and communicate the benefits of EAAT and PATH Intl. designations to increase recognition and credibility of the profession and the industry

- Objective 1** Communicate and reinforce the value of PATH Intl. designations and brand to enhance the professional image and credibility of credentialed professionals and accredited centers by reimagining delivery strategies.
- Objective 2** Engage in collaborative efforts with aligned organizations to promote EAAT impacts and awareness, with a focus on supporting evidence-based research quantifying the benefits of EAAT.
- Objective 3** Increase public awareness to improve understanding of EAAT and its benefits.
- Objective 4** Develop a strategy and process for collecting and measuring outcomes data from PATH Intl. centers to promote the impact of EAAT services.

Dear PATH Intl. members, friends and stakeholders,

On behalf of the PATH Intl. Board of Trustees and Staff, we are pleased to present the 2020-2022 PATH Intl. Strategic Plan that includes an updated association mission and vision. We are grateful to the strategic planning committee comprised of PATH Intl. Board of Trustees Past President and Committee Chair Julie Broadway, PATH Intl. CEO Kathy Alm, and PATH Intl. Board of Trustees Members KC Henry, Michael Kaufmann, Lili Kellogg, Kim Berggren and Moira Corcoran. We are also very appreciative of McKinley Advisors for their guidance and professionalism as they steered the process from research and development through data gathering and advancement of the plan, mission and vision.

Thank you to the extraordinary contribution of members and stakeholders who took the time to participate in survey and interview work. Their input and in-the-field expertise influenced every decision made throughout the process.

The following pages detail the outcomes of this multi-year effort as the culmination of this work will guide the direction of the association's resources for the near future.

Sincerely,

Julie Broadway, Chair & Kathy Alm, Chief Executive Officer

