



2016 Strategic Plan Update

The staff continues to move forward the strategic plan goals and objectives as outlined by the current plan. An abbreviated list of accomplishment highlights are as follows:

GOAL 1: CREDENTIALING

PATH Intl. is recognized by the EAAT industry, health and wellness and education communities and the public for our excellent and rigorous credentialing and standards that enhance the professional credibility of individuals and centers.

- After the 2016 bylaws vote to include a credentialing council arm of the association organizational chart, staff was realigned to meet NCCA standards and serve the goals of accrediting the PATH Intl. Certified Therapeutic Riding Certification. These changes included the election of the first PATH Intl. Credentialing Council. The council held its first conference call meeting in September 2017 and will have a face-to-face meeting with the professional testing company at the 2017 PATH Intl. Conference in San Antonio.
- PATH Intl. Credentialing Council: Bill Lavin: PATH Intl. Lead Site Visitor representative; Regan Mays: PATH Intl. Therapeutic Riding Instructor, Registered-level representative; Patricia McCowan: representative at large; John Murdoch: PATH Intl. Certified Driving Instructor, Level I representative; Stephanie Roeter: PATH Intl. Equine Specialist in Mental Health and Learning representative; and Steven J. Arnold, MD: public member.
- For more information, please visit <https://www.pathintl.org/quick-links/accrediting-tri-certification>.

Goal 2: CONTINUING EDUCATION AND KNOWLEDGE MANAGEMENT

In order to promote professionalism and support sustainability of EAAT, PATH Intl. connects members and provides access to resources, information and networks.

- Changes were initiated to reduce the cost of registration for the 2017 PATH Intl. Conference and Annual Meeting. As a result, the 2017 member registration price is \$100 less than recent past years and the lowest it's been in a decade. The cost reduction was driven by the desire to make the conference, and the education delivered there, accessible to more members.
- Recognizing that a huge number of members might never have the ability to travel to a face-to-face PATH Intl. conference, the inaugural PATH Intl. Virtual Conference was held May 17-18, 2017 with more than 200 registrants. Center members could make the conference available with multiple staff members in need of continuing education and desiring progressive content. There was great live interaction with the speakers both during the presentations and in the live Q&A. The association expects even larger attendance at this year's virtual conference. The date is April 24-25, 2018. For more information, watch upcoming issues of the *PATH Intl. eNews* and *Education eNews*.
- New online course curriculum has been redesigned to accommodate a variety of learning styles while supporting and engaging busy adult learners, so participants are able to link new knowledge into their daily routines and practices.
- We have increased accessibility to education by creating and launching well-attended, concentrated, on-demand courses that allow flexibility to match a professional's busy schedule.

Goal 3: QUALITY ASSURANCE

The PATH Intl. quality assurance program enhances instructors' and centers' ability to deliver safe, superior services and programs.

- A quality assurance task force was assembled to create a grievance review process and panel after which the task force went on hiatus. The group is now being reassembled to achieve its next set of goals.
- The grievance review committee has been active and an increase in grievances submitted has been observed, so the process is working.

Goal 4: CAPACITY BUILDING

Our financial model enables us to meet our strategic goals.

- Financial reserves have been increased to protect against membership loss with the separation of certification and membership.
- Different financial models are being researched and reviewed to ensure financial viability.
- A new database has been selected; the transition is in process with a projected launch of spring 2018.
- We have added the staff positions of credentialing supervisor and accreditation and education supervisor to ensure a focused approach to credentialing and education.

Goal 5: BRAND AWARENESS AND PARTNERSHIPS

PATH Intl. advances awareness of our brand with communication efforts, partnerships, alliances and relationships.

- PATH Intl. embarked on a successful outreach campaign to special education teachers that included exhibiting at the Council for Exceptional Children Convention, gaining face-to-face exposure to 6,000 special educators, developing free webinars geared toward special educators as well as centers on how to connect to teachers, students and schools.
- The association continues to build partnerships all around the world including the International Association of Animal Human Interaction Organizations, Riding for the Disabled, UK and American Hippotherapy Association to name a few.

Goal 6: CENTER SUSTAINABILITY

Every PATH Intl. Member Center has access to the tools, education and resources available to be a sustainable business.

- Data was collected from center closing reports, a discussion with 40 PATH Intl. volunteer leader members, a discussion with the board of trustees, a literature review of nonprofit sustainability and a survey to 899 centers with a 35.7% response rate.
- The findings are being reviewed by a center sustainability work group comprised of Margo Dewkett, KC Henry, Sarah Armentrout, Joanne Hart and Nancey Krenek, who are working on determining applicable educational programs, an assessment and response program and a resource list.