

SSO Strategic Priorities-2024-2029

Strategic Priority	Goals	Tasks	Timeline	Person(s) Responsible
1. Support and Enhance Occupational Science Education				Education Chair and Committee, Research Committee, Communications Chair
	Identify OS Education needs of our membership			
		Present “teaching OS” at OT conferences		
		Gather and share exemplar courses and curricula		
		Develop education materials tying occupation to client needs		
	Create Forums/webinars that promote occupation			
		Continue with the pre-conference education forum and spring webinars		
	Create space on our website for OS education resources			
		Add the RZLOS videos to our website (members only)		
2. Student Engagement				Membership Committee, New DEI Committee

and diversify membership				
	Increase faculty and Institutional engagement in SSO:USA			
		Collect data on students and members decide to join or not renew their membership		
	Increase Student participation			
		Increase social media presence		
		Promotional videos on You tube highlighting membership benefits		
	Increase value of SSO membership			
		Develop more member only content/events		
		Create high quality OS teaching materials		
		Conference Committee to continue with inclusive activities/events at conference.		
3. Enhance relations with other organizations				Membership Committee, Education Chair, Communications, Board Chair
	Strategic reach out to and support of other organizations.			
		Invite and support key leadership		

		from AOTA, ACOTE, and AOTF to attend and participate at our conference.		
		Identify other organizations that would be mutually beneficial to collaborate with.		
		Clarify what SSO hopes to gain from these relations		
	Host SSO meetups/tabling at external conferences			
		Build these activities into our annual budget.		
4. Increase recognition through branding and marketing				Communications Director, Membership Chair and Committee
	Develop a clear marketing plan with a consultant			
		SSO swag available at conferences		
		Sponsorship of other organizations/ conferences		
		Social media contributions		
5. Implement a fundraising plan to create				Board Chair, Treasurer, Secretary, Legal

an endowment				Chair and Committee, Communications Director-Create an ad hoc working group
	Develop a culture of giving			
		Make donating easy		
		Highlight how funds have benefitted members, students, etc		
		Identify key persons for major gifts		
		Identify gift levels		
		Continue meetings with financial advisor		
		100% of Board members give		
		Create an infographic on our website highlighting a member and why they gave.		
6. Launch a new OS journal				SSO Board
	Identify a champion to lead this effort			
		Create a budget		
		Develop author guidelines and copyright policies		
		Recruit reviewers/editorial board		
		Identify a publisher		