

**ART THERAPY CREDENTIALS BOARD, INC.
2009 – 2011 Strategic Plan**

GOAL	SUGGESTED ACTION(S)	RESPONSIBLE PARTIES	TIMELINE
I. Improve awareness of ATCB credentials			
a. Develop PR strategies	1) Identify 2-3 key strategies/targets and develop PR materials to promote credentials to these targets/markets	Executive Committee, BOD, National Office	Within one year: by December 31, 2009
b. Representation in other professional entities	1) Continue representation/involvement in AASCB	President, President-Elect, BOD	Ongoing
	2) Establish and maintain relationship in NOCA	President, President-Elect, BOD, National Office	Ongoing
	3) Identify, evaluate and develop key list of entities to target for representation	National Office, BOD	Ongoing, Evaluate annually at Fall BOD meeting
	4) Develop key outreach possibilities (conferences, conventions, other meetings/events)	National Office, BOD	Ongoing, Evaluate annually at Fall BOD meeting

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c. Coordinate with AATA to promote ATCB credentialing through AATA venues	1) Coordinate dissemination of information about ATCB credentials	President, National Office	Ongoing
d. Communicate with Educational programs:	1) Update Web site with credential information	National Office, BOD, Web Liaison, Board Liaison to the AATA Education Committee	Ongoing
	2) Redesign/update brochures and marketing materials (e.g. ribbons, tabletop display, etc)	Executive Committee, National Office, Board Liaison to the AATA Education Committee	Ongoing
	3) Bi-annual direct (written) correspondence after each BOD meeting.	President, Executive Committee, National Office, Board Liaison to the AATA Education Committee	Twice annually- Fall & Spring-following BOD meetings and as needed
	4. Create and maintain a column in the Newsletter and the Website for educator discussion.	Web Liaison, BOD, National Office, Board Liaison to the AATA Education Committee,	Ongoing – Spring 2009
e. Maintain liaison relationship with AATA chapters	1) Direct contact, written communication	President-Elect, National Office	Twice annually – Fall & Spring – after BOD meetings and as needed
f. Determine effectiveness of PR	1) Ongoing tracking and monitoring inquiries and website hits	National Office, BOD	Ongoing, Evaluate annually at fall BOD meeting
	2) Evaluate cost effectiveness of PR efforts	Finance Committee, BOD, National Office	Ongoing, Evaluate annually at Fall BOD meeting
II. Use ATCB financial resources to support the			

GOAL	SUGGESTED ACTION(S)	RESPONSIBLE PARTIES	TIMELINE
ATCB mission			
a) Fund the ATCB Strategic Plan	1) Create and approve budgets and line items as needed and necessary to support the strategic plan	Finance Committee, National Office, BOD	Annually: December 1
b. Explore the feasibility of making contributions to AATA efforts	1) Review and evaluate funding requests from AATA on a project by project basis	Finance Committee, Executive Committee	As needed
	2) Make recommendations for funding of AATA projects to ATCB BOD	Finance Committee, Executive Committee	As needed
	3) Approve funding of AATA projects	BOD	As needed
c. Continue to be fiscally responsible with ATCB's resources	1) Evaluate priorities and ATCB budget	Finance Committee, BOD	Annually
	2) Evaluate investment opportunities and make recommendations to BOD	Investment Committee	Fall and Spring BOD meetings
d. Develop new revenue streams	1) Supervisor Credential	BOD, National Office	Implement One Year
	2) Approved Provider CE a) Research	Ad Hoc CE Committee, BOD, National Office	1 year - Report at Fall 2009 BOD meeting
	b) Implementation	Ad Hoc CE Committee, BOD, National Office	To be determined
	3) International Credentialing	Executive Committee, BOD, National Office	1 year - Report at Fall 2009 BOD Meeting

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	a) Research b) Implementation		To be determined
III. ATCB will improve external and internal communication			
a. ATCB will enhance communication with credentialed art therapists	1) Website design & maintenance	Red Noodle, National Office, Web Liaison	Immediate and ongoing
b. ATCB will enhance communication with non-credentialed art therapists	1) Approach AATA about having a regular ATCB column in the AATA Newsletter	President, Newsletter Editor	Immediate - Spring 2009 Ongoing
	2) Disseminate information about ATCB credentials to AATA Chapters, art therapy graduate programs	President, President-Elect, BOD, National Office	Annually
	3) Staff annual booth at AATA Conference	National Office, BOD	Annually
c. ATCB will continue to develop effective means for internal communication	1) ATCB Board & Committees will continue to make use of conference calls when necessary	BOD, Committees, National Office	As needed
	2) ATCB will make use of electronic communication to disseminate information, discuss issues, and reach decisions	President, Executive, BOD, Committees, National Office	As needed
d. ATCB will continue to collaborate with AATA on ways to improve	1) Communication between ATCB and AATA Presidents, Education Committee	President, ATCB liaisons to AATA Education Committee	As needed

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communication	representatives		
	2) Establish joint task forces when issues/events warrant	BOD	Ongoing, as needed
IV. Continue to evaluate and update the ATCB credentials in order to fulfill the ATCB mission and vision			
a. Supervisor Credential	1) Develop timeline for credential and for implementation a) Applications created b) Mailing info to ATR-BCs	BOD, National Office	1 year, by fall BOD meeting 2009
b. Utilize Job Analysis Data	1) Update/revise application forms	National Office, Ad Hoc Committee	By fall 2009 (for implementation January 1, 2010)
c. Computer-Based Testing	1) Review and research proposals for Computer Based Testing	BOD; National Office	Establish timeframe
	2) Award contract to establish Computer-Based Testing	BOD	Establish timeframe
d. Determine need for change to qualifications for existing credentials	1) Evaluate existing qualification requirements for BC credential and make recommendations for change to BOD	BOD	
	2) Evaluate need to maintain and/or change ATR	ATR Ad Hoc Committee	Spring 2009
e.. I-ATR or ATR-I	1) Seek legal consultation 2) Review renaming of credential	ATR Ad Hoc Committee	Spring 2009
f. Establish International Credentialing	1) Research feasibility	Executive Committee, BOD, National Office	1 year – Report at Fall 2009 BOD Meeting

GOAL	SUGGESTED ACTION(S)	RESPONSIBLE PARTIES	TIMELINE
	2) Consult with NBCC		
V. Seek NCCA accreditation			
a. Establish Ad Hoc Committee on NCCA Accreditation to review and strategize associated tasks	1) Investigate relationship with membership organization and determine if restructuring is needed for accreditation purposes 2. Seek legal consultation 3. Evaluate financial impact	Executive Committee, BOD, National Office Finance Committee	Immediate
VI. Engage in partnerships to develop other credentials	1) Investigate International credentialing opportunities 2) Obtain financial information/consultation 3) Seek legal consultation	BOD, National Office	Immediate, Ongoing
VII. Engage in partnerships to develop CECs	1) Seek technical assistance in developing online CEC program	BOD, National Office	Immediate, Ongoing