



Strategic Plan 2016 - 2020

Vision

“To be a valued health and wellness resource for Manitobans”

Mission

“To support the professional interests of occupational therapists”

Values

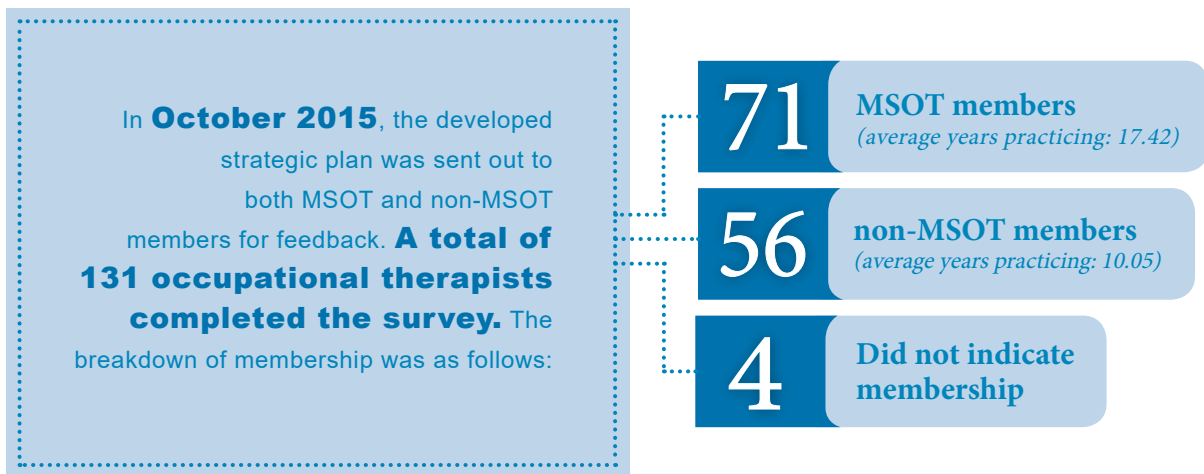
Connect

Enable

Grow



In March 2015, the MSOT Board of Directors met for a visioning day to develop a strategic plan for the next five years. A SWAT (Strengths, Weaknesses, Opportunities, and Threats) Analysis was used to inform the strategic plan and guide discussion. MSOT's core values of Connect, Enable, and Grow were used to organize the strategic plan.



The goal of the survey was to inform the strategic plan and determine priorities for occupational therapists over the next five years. Anonymous feedback was collected over a two-week period using Fluid Survey. A quantitative and qualitative analysis was then completed and feedback was incorporated into the final strategic plan.



Continued Development of a Communication and Marketing Strategy to Engage Membership

- MSOT recognizes the importance of continuing to advance its communication strategy with members. Members rely on MSOT for information regarding continuing professional development activities, employment opportunities, and to engage with other occupational therapists in Manitoba. A future goal of our communication strategy is to engage members through special interest groups and communities of practice.
- MSOT is a recognized leader in social media across Canadian professional associations, and will continue to strive to be the voice of occupational therapy in Manitoba. We currently engage with the occupational therapy community through Facebook, Twitter, and Linked In. A future goal of our social media engagement is to further our reach and engagement through Linked In.
- The MSOT Update, our bi-monthly newsletter will continue to provide occupational therapists with a means of sharing accomplishments, research, and professional development opportunities. The “Spotlight Series” in the MSOT Update will be a renewed focus in providing a medium for occupational therapists to share their roles and connect with each other.
- MSOT recognizes the significance of the “Team OT” community initiatives in raising public awareness about occupational therapy and our engagement in our communities. Increasing occupational therapists’ involvement in these events and creating a consistent strategy to share and promote these events will be a focus in the coming years.
- MSOT will continue to enhance the features of the website. MSOT is committed to ensuring that members have access to up-to- date professional development opportunities and employment opportunities. The Members Only section of the website will continue to evolve in the coming years and will provide therapists will access to exclusive resources.

Building Links & Advancing Advocacy Efforts

- MSOT recognizes the importance of advocacy efforts to further the profession of occupational therapy, and have listened to membership in their desire to gain further resources and knowledge to advocate in their personal practices.
- Through the development of MSOT Advocacy Toolkit (now available in the Members Only section of the website), we hope to provide members with valuable, tangible resources to further engage in their own advocacy efforts.
- Further connections with the Private Practice Group will also aid in the advancement of advocacy efforts within Manitoba. MSOT is currently liaising with members of the Private Practice Group to further support and cultivate relationships with private practice clinicians.
- A public awareness campaign to clients, funding agencies, health care professionals, and government about occupational therapy will be implemented through various mediums (e.g. brochures, social media, conferences, etc.)
- MSOT is dedicated to hiring an Executive Officer in 2016 to assist with building links to policy makers and government officials, and to further inform advocacy targets in the future.

Rural and Northern OT Strategy

- Advocating for the unique needs of occupational therapists working remotely is a priority for MSOT. In order to better connect with rural and northern occupational therapists, the MSOT Board of Directions has created a new corresponding member position - a Rural and Northern Connector member. This member will participate in Board of Directors meetings via phone and will present any issues affecting rural and northern occupational therapists to the board for discussion. The Board of Directors will support this member by ensuring that they have the resources needed to connect and develop opportunities for occupational therapists practicing outside of the city of Winnipeg.
- In the short- term, a needs assessment will be conducted to better determine the needs of occupational therapists practicing outside of Winnipeg. The results of this needs assessment will further inform MSOT's future course of action.
- A public awareness campaign to clients, funding agencies, health care professionals, and government about the role of occupational therapists in rural and northern areas will also be explored.
- Increased access to interest groups and communities of practice will be facilitated virtually through the use of the MSOT website, allowing occupational therapists from across the province to connect, network, and share resources.

“New OT” Strategy

- MSOT recognizes the need to provide mentorship opportunities for students, new graduates, and those new to Manitoba or Canada, or those who are changing fields of practice within the profession.
- MSOT plans on providing mentorship resources in collaboration with the University of Manitoba, University of Winnipeg, and Canadian Association of Occupational Therapists.
- MSOT is dedicated to providing members with job postings in a timely manner through email correspondence and the Members Only section of the website.
- In order to help new occupational therapists better connect, MSOT will work to provide up-to-date information on interest groups and communities of practice for members to join and network with each other.

GROW

“Success Through Continued Learning”

Furthering Evidence-Informed Practice in the Province

- To increase evidence-informed practice in the province, MSOT recognizes the importance of funding opportunities to enable members to attend continuing professional education events.

- MSOT is currently working on increasing the number of professional development opportunities available for members at a reduced rate.
- MSOT will continue to post upcoming events on the website.
- The creation of the new Professional Development Award is also a way for members to apply for funding through MSOT.
- Updates and changes to the MSOT Research Fund awards will also provide members with more opportunities to apply for funding in the future.

Manitoba Society of Occupational Therapists is dedicated to advancing the profession of occupational therapy in Manitoba. As an organization, we are excited to implement our strategic plan in the coming years and look forward connecting with our membership to achieve these outcomes.

If you have any questions or feedback about MSOT's strategic plan, please contact us at

msot@msot.mb.ca

