



Memorandum

TO: GAMFT Members
FROM: Andrea Meyer Stinson, Board President
Kara McDaniel, Board President-Elect
RE: GAMFT Draft Strategic Plan - Members Confidential Feedback
DATE: November 2, 2021

Based on the feedback of our stakeholders, especially membership, the Strategic Planning Team (SPT) and GAMFT Board of Directors drafted a strategic plan for GAMFT (Executive Summary attached). Before finalizing the plan, we would like to get your feedback and thoughts.

This plan focuses on creating the sustainable membership, capacity and infrastructure to provide members more of what you stated you valued at GAMFT, including providing more opportunities for connection and education, making it easier to get CEUs, creating more in-person and virtual events, developing a comprehensive resource library and enhancing support for students, new professionals, and licensees who are opening their own practice. The plan also focuses on building better awareness of GAMFT and MFTs across Georgia and advocacy to best protect member's license and address key issues of the patients and families our membership serves.

If you desire to provide your confidential feedback, please take a few minutes to complete this online survey https://www.surveymonkey.com/r/GAMFT_DraftPlan_MemberSurvey by November 15th. Or if you desire, call Erik directly at 404-936-1211.

At the planning retreat, in addition to looking long-term, the board agreed to initial priorities for implementation and began implementing goals to make immediate improvement. This includes: improving member communication, better supporting chapters so they focus more on member connection, updating the website, starting the resource library, enhancing the mentoring program, digitalizing the CE application process, conducting a membership campaign to licensed MFTs that are not members, continuing advocacy to protect member's license and more.

A key to implementing this plan in creating greater member value is engaging members in implementing key priorities, so please volunteer a small amount of time to continue this implementation progress and success. If interested in helping more forward any of the efforts above, or an interesting project you have in mind, please email one of us.

The Strategic Planning Team and GAMFT Board will include key stakeholders' feedback, especially from Membership, in finalizing and implementing the plan.

Thank you for your continued leadership and feedback in this valuable process!



GAMFT Strategic Plan- Draft - 10-13-21

VISION

- GAMFT envisions a world where the promotion of health, progress, and well-being is sustained by relationships that make a difference.

Vision Objectives:

1. Raising awareness when systemic changes impact family sustainability.
2. Infusing diversity and inclusion into all aspects of GAMFT and the profession.
3. Advocating for family health in our local communities.
4. Fostering relational practices among families, communities, and other professionals that highlight interconnectedness.
5. Cooperating with local representatives and organizations for the furtherance of marriage and family therapy as a mental health profession.

MISSION

- To promote, advance and support Marriage and Family Therapists in Georgia

VISION FOR 2026

- Over 800ⁱ members, students and clinicians of diverse backgrounds and life situations: racial, ethnic, sexual orientation, gender identity, physical ability, licensure status, and other aspects of diversity with more active and functional chapters
- More cohesive, connected and vibrant sense of community and collegiality within our profession – all with access to better ongoing training and education.
- GAMFT and MFTs are more well-known and respected from advocacy, work in the community, and improved communication.
- Sustainable model and finances for existing in the ever-evolving complex society we serve.

PROGRAMS- HOW TO MEET THE MISSION

- **Connections:** Advancing a clinical community for members to interact and form networks of support. Connecting and supporting pre-licensed professionals, seasoned therapists, and clinicians relocating to the state, with information and resources needed for successful career development.
- **Advocacy:** Establishing and maintaining professional standards in marriage and family therapy. Representing marriage and family therapy as a core mental health profession to the public and before government bodies in Georgia
- **Education:** Hosting educational opportunities throughout the state, which provides access to research in the field, explore innovations in clinical practice, and nurture professional growth.

3 YEAR STRATEGIC OBJECTIVES

- **Member services:** 1. Over 600 diverse members from a culture of valuing and serving members, including regularly seeking their feedback. 2. Provide more opportunities for connecting and educating membership, by expanding Town Halls (monthly) and CEU opportunities and making it easier to get CEUs, creating more in-person and virtual events, and developing a comprehensive resource library for members only. 3. Enhance support for students and licensees, including strong mentorship and sponsorship, assistance in filing for and getting licensed and support to open own practice or work for another organization.
- **Resource Development and Finance:** Nearly \$100,000 annual budget with a diverse mix of expanded membership dues, increased earned income from conferences that generate a profit, CEU courses and approval, and charging nonmembers a higher premium to access programs and services.
- **Human Resource Development:** 1. Part-time staff or subcontract work in membership and finance. 2. 27-30 diverse member board more active and accountable via effective committees with board and non-board members for each key Committee Chair; and 3. More overall involvement of volunteers throughout the state that are better supported and recognized.
- **Communications, Marketing and Advocacy:** 1. MFTs understand that GAMFT is here to serve and protect their career/license along with better public knowledge of what an MFT does and its value. 2. GAMFT will see effective communication to the membership that encourages strong advocacy leading to parity of Marriage and Family Therapists in Georgia and services more covered by insurance and Medicaid/Medicare.
- **Infrastructure and Operations:** 1. Better supported Chapter structure to focus more on member connections; 2. Systems and technology in place for better membership management and communication, and 3. Online access to needed resources and support; along with streamlined processes for delivery of all programs, integrated databases and an online Learning Management System making it easier in delivery of and management of CEU workshops and trainings.

INITIAL ANNUAL GOALS FOR 2022 – PRIORITY GOALS IN ITALICS

Member Services

- Conduct more Town Halls, including one focusing on increasing legislative grassroots advocacy, fundraising, and communication.
- Conduct a survey for non-members, at the spring/fall conferences, to determine why they are not members, and support each local chapter to reach out to people to find out why not members of GAMFT
- Focus on providing more support to students/new professionals with more web resources, including FAQs, and Licensure packet filled out with things on the side also quarterly live meeting/training on the licensing process.
- Sponsoring students by chapter and initially expand support for new professionals, including more regular events.
- Begin development of an Online Resource library – including assessments, 1013 and 2013 new law, and a CE library of previous recording trainings (and charge for CE credits).
- Automatically assign students onto a committee every year for their networking and further build future leadership.

- Develop a plan to conduct an online-only student conference, subjects: update on licensure process- provide a Q&A for students; how do you go about finding theoretical orientation; self-care for school, internship site, etc., bridging the Gap - things not covered in programs, how do you earn a living right out of school, and insurance 101
- Partner more with APA, LPCAGA, a NASW Georgia Chapter and other similar membership organizations, and mental health organizations, including social workers and school counselors
- Partner with SBDC to provide training on starting/running a business and CHRIS 180 on trauma-informed care.
- Develop a plan to create a 'Starting my MFT Practice' support group.

Resource Development and Finance:

- Demonstrate financial transparency by posting financial information on the website.
- Conduct a campaign to raise funds for continued work by a paid Lobbyist.
- Charge 50% more for CEUs for nonmembers, videotaped online continuing education, and supervision roundtables.
- Proactively recruit new MFTs and MFTs recently moved into the state into membership via personal contact by Chapters, via a template in Google drive.
- Increase earned income from the CEU Approval process and fees from approved providers of training.
- Increase revenue from trainings and conferences by reducing expenses, putting sessions online and selling them to nonmembers.
- Earn earned income from Consultancy, including consulting for those starting their private practice.

HR Development

- Recruit members to help on Committees and short-term projects
- Enhance pipeline for leadership and Committee effectiveness by recruiting non-board and non-members to each Committee, and each
- Committee establishes annual goals.
- Develop a plan for future paid staff for membership and finance/accounting and/or outsourcing to a firm.
- Re-organize student role, including supporting student involvement in Advocacy with defined volunteer responsibilities for students through liaison at the University level for membership on committees. Also, invite students to board meetings
- Enhance overall accountability of Board and Committee members with a signed board member agreement and enforce the agreement asking those that do not meet expectations to resign.
- Provide multi-cultural opportunities to ensure members and board members best represent the diversity of the communities served, including providing DEI training.
- Evaluate bylaws and verify alignment with committees and goals.
- Rethink board roles, including advocating and promoting GAMFT and duties including a Committee for each Chair.
- Continue to build trust in the board with membership through transparency and inclusivity.

Communications, Marketing and Advocacy

- Better market the value of membership to members and non-members to better engage members and expand those that can implement the plan, including educating GAMFT members and non-members about the value of legislative advocacy.
- More consistent and 'talking point' member communication, including always promoting the value of GAMFT and board, more frequent and condensed into smaller chunks, spaced out and cross-posted to other platforms, blog, etc.
- Expand and make social media posting more regular and consistent.
- Raise \$10,000 specifically designated for continued advocacy and protection of the profession.
- Ongoing recruitment of GAMFT members to legislative efforts to increase the capacity of the legislative mission and for the development of effective grassroots involvement and mobilization of members, particularly of chapter leadership and Board member involvement
- Recruiting key relevant stakeholders that have strong relationships with key agency positions.
- Support Chapter development by offering defined volunteer responsibilities focused on grassroots advocacy and communication.
- Continued communication to membership by legislative districts to improve the effectiveness of member and chapter involvement to advocacy alerts.
- Advocacy across states to allow license portability and telemedicine across state lines.
- Coordinate with AAMFT staff to effectively communicate to Georgia's membership through Chapters regarding AAMFT legislative priorities and needs for supporting.
- Advocate more for issues that help families be more resilient and have access to the resources they need for their mental health.

Infrastructure and Operations:

- Chapter revision and better chapter support, so they can focus more on connection and engaging membership
- Fully update the website
- Develop a plan for an LMS (learning management system) that can market, conduct and track all CEUs.
- Consider subcontracting member services and accounting to a specialty firm

PROGRAM AND OPERATIONAL OUTPUTS & OUTCOMES

Outputs

- Number of members
- Number of chapters
- Number of events
- Number of event participants
- Number of trainings
- Number of training participants

Outcomes – Short-Term

- Member satisfaction via annual surveys
- More qualified MFTs and more MFTs
- Youth Remain in the Home
- Improved Family Functioning
- Reduced Delinquent Behavior
- Improved Mental Health
- Higher Treatment Completion

Outcomes - Long-term

- Improved mental health
- Reduction in Criminal Recidivism
- Reduced Substance Use
- Better handling emotions with coping mechanics to deal with challenges
- Decreased youth violence
- Decreased # of young people reporting seriously considering suicide
- Help prevention of suicide- less serious intervention
- Individuals are more "resilient" adaptable, able to cope with stress
- Quality of life of individuals improves

Operational Outcomes

- Completion of annual priorities
- Program ratio (percentage of annual funds spent on programs/services)
- Total annual funds raised
- Annual membership due revenue
- Number of volunteers and volunteer hours
- Number of social media mentions and followers, website hits and media mentions
- Number of board members and committee members
- Board attendance
- Better engagement of board members – meeting board agreement

ⁱⁱ 0% growth in 2022, 10%in 2023, 2024 & 15% in 2025, 2026 for membership and revenue