



GAMFT Strategic Plan- Final Ratified 11-20-21

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.

MISSION¹

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

VISION FOR 2026

- Over 800¹ members, students and clinicians of diverse backgrounds and life situations: racial, ethnic, sexual, gender, physically challenged, etc. 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. And 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

¹ 0% growth in 2022, 10%in 2023, 2024 & 15% in 2025, 2026 for membership and

- **Member services Program and 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; 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 that effective communication to the membership 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: Better supported Chapter structure to focus more on member connections; systems and technology in place for better membership management and communication, and 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, spring conference and in fall 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 Affiliates with more web resources, including FAQs, and Licensure packet filled out with things on the side; also quarterly live meetings/training on the licensing process.
- Sponsoring students by chapter and initially expand support for associates, 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 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 the Annual conference 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, possibly SAM www.sam-firm.com.

INITIAL PRIORITIES FOR IMPLEMENTATION

- Talking point member communication (*responsible persons: SMC and then Andrea and Kara to send out*)
- Chapter revision and better support chapter, so they can focus more on connection and engaging membership (*responsible persons: Andrew, David, Ashley, Jennifer and invite all Chapter Chairs*).
 - Deliverable: Make recommendations to change chapter structure, charter, etc.; how Chapters plan to connect and engage members better; and what the Chapters need from GAMFT to help out – possibly including centralizing finances/accounting.

- Recruit members to help on Committees and short-term projects (*responsible persons: Ronda Shirley and Andrea Meyer*)
- Create a resource library on the web of best practices, including FAQs for chapters and affiliates (*responsible persons Abby Culin for membership resources with Ashley for chapter resources and Meg McLeroy*).
 - Initially accessible to non-members that make only available via member portal. Also, reach out to past Chapter Chairs to send in their templates, best practices, etc.
- Revise and more often update the website - initially do an assessment of needed changes, then look to create a membership portal (*responsible persons: Abby Culin*)
- Digitalize CE application process then other materials (*responsible persons: Andrea Meyer and Jeff Bicker*)
- Membership campaign w/AAMFT for licensed by not members, initially targeting AAMFT approved supervisors (*responsible persons: Elizabeth Bizzell, Melissa Forschler*)
 - All board members to submit list of nonmembers they know for a membership campaign
- Develop communication protocol & communicate more frequently (*responsible persons: Anni Skurja and Michael Williamson*)
- Learn to say no – make easier to respond to questions with FAQs, then promote membership to get access to consultancy – also improve the relationship with Composite Board (*responsible persons: TBD*)
- Work with SBDC for CEUs on how to start & maintain a practice (*responsible persons: Erik Speakman to start then Ashley Quamme*)
- Enhance mentoring program (*responsible persons: Shirley Shani Ben-Zvi and Jennifer Jane Lambert-Shute*)
- Expand use of Google calendar for all state and Chapter events – coordinate with the Events and Training (*responsible persons: Anni Skurja and Michael Williamson*)
- Expand earned income – charge nonmembers for town halls and CEU approval (*responsible persons: TBD*)
- Educate GAMFT members and non-members about the value roles for legislative advocacy to statewide membership (*responsible persons: Dave Blanchard and Dan Upshaw*)
- Raise \$10,000 specifically designated for continued advocacy and protection of the profession (*responsible persons: Dave Blanchard and Dan Upshaw*).
- 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 (*responsible persons: Dave Blanchard and Dan Upshaw*).
- Recruiting key relevant stakeholders that have strong relationships with key agency positions (*responsible persons: Dave Blanchard and Dan Upshaw*).

GOALS FOR YEARS 2 OR 3

- Conduct a student-focused annual conference.
- Sponsor a student membership drive – a competition between universities before the student conference with the chapter that recruits the most members get an award.

- Develop the LMS- possibly via MemberClicks.
- Work with professional service providers (lawyers then accountants, etc) to provide lower-cost fees for members, initially lawyers experienced with licensure.
- Develop Support groups that meet once/quarter for clinicians – for mentoring, supporting and networking.
- Expand support for Affiliates including FAQs and video tutoring for completing the licensing packet
- Create more regular events for Associates.
- Conduct outreach to better educate clergy and other medical professionals on what MFTs and GAMFT does.

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