



AACPD STRATEGIC PLAN

Established 2022

CONNECTED, MULTI-DISCIPLINARY COMMUNITY

Promote a welcoming, engaging and diverse network of multiple-disciplinary professionals and stakeholders with lived experience

Promote interorganizational collaborations that are aligned with our vision and mission

RESEARCH AND INNOVATION

Foster high quality research and innovation that will create new knowledge to drive service delivery and evidence-based care

Increase capacity to generate and apply knowledge in the area of childhood onset disability by supporting a diverse group of investigators

EDUCATION

Implement and promote the exchange and dissemination of information to improve the lives of all people with childhood onset disabilities

AWARENESS, SUPPORT AND ADVOCACY

Promote the well-being of our members and the voices of the people they serve in diverse environments

Communicate with the public, policymakers, and other stakeholders to recognize and support the rights and needs of people with childhood onset disabilities and their families

MISSION

Empowering and supporting a collaborative multidisciplinary community that

- provides accessible and robust scientific education for health professionals and researchers
- fosters innovative research as well as its dissemination and implementation
- advocates for equitable access to evidence-based and patient-centered care

VISION

To advance the health and well-being of all individuals with cerebral palsy and other childhood-onset disabilities.

Diversity, Equity, and Inclusion

Organizational Excellence

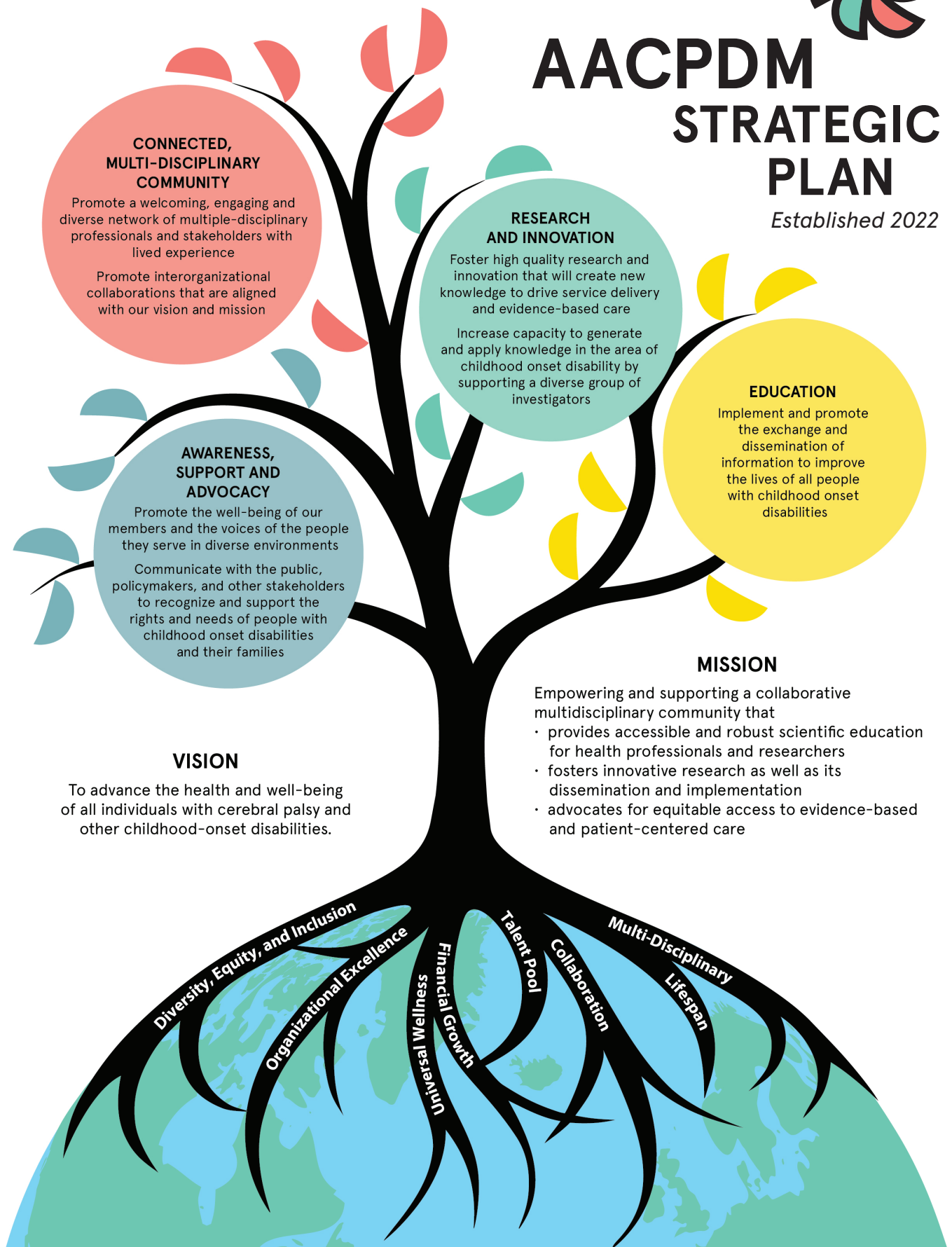
Financial Growth

Universal Wellness

Talent Pool

Collaboration

Multi-Disciplinary Lifespan



Mission & Vision

AACPDM Mission Statement:

Empowering and supporting a collaborative multidisciplinary community that:

- provides accessible and robust scientific education for health professionals and researchers;
- fosters innovative research as well as its dissemination and implementation; and
- advocates for equitable access to evidence based and patient centered care.

AACPDM Vision Statement:

To advance the health and well-being of all individuals with cerebral palsy and other childhood-onset disabilities.

The AACPD M – Branching Out to Promote Health and Wellness for Those with Childhood On-set Disability

Why a tree? As professionals of the AACPD M, we promote the growth and development of children to become their fullest selves. There are many analogies associated with the growth and development of trees that reflect AACPD M. We branch out. Our ideas blossom and bear fruit. Though our momentum may be zapped, our resolve remains deep rooted.

If you reflect on the tree image, the trunk is our Vision and Mission. The overarching strategic priority areas are on the arching branches of the tree. All goals and objectives created during efforts to operationalize the strategic plan will be designed and evaluated with these themes in mind. The resonating themes are the guiding principles and values in our roots- they define who we are as an organization, and they remind us that our resolve remains deep-rooted.

Strategic Priority Areas

The AACPD M leadership identified four overarching areas of focus for the organization and crafted goals for each of these areas. Additionally, activities were outlined that could be accomplished in Year 1, 2, and 3, as well as identified indicators of success, and recommended metrics that could be used to track success. Resonating themes are listed by which all goals should be measured.

Conclusion

The American Academy for Cerebral Palsy and Developmental Medicine (AACPD M) is an Academy of over 1,100 health professionals dedicated to advancing the health and well-being of all individuals with cerebral palsy and other childhood-onset disabilities. AACPD M is like no other professional society! The “teamwork” mindset of our members solidifies a worldwide network that provides the most effective outcomes for patients. We are pediatricians, neurologists, surgeons, rehabilitators, therapists, nurses, special educators, engineers, and scientists.

The themes and concepts on this tree help AACPD M know how our resolve remains deep rooted. The work of the Academy goes on. The Board liaisons, Committee leadership, and all of you as members can work together to create operational plans for the coming year based on the strategic plan.

Appendix: 1

Strategic Goal Areas, Statements of Desired Goal Achievement, Indicators of Success, Strategies and Tactics

As leadership considers any changes to the strategic plan or mission and vision of the AACPD, the following definitions should guide the review and revision of the chart below:

Statement of Desired Goal Achievement:	What are we trying to accomplish?
Indicators of Success:	In three years, how will we know if we accomplished our goal?
Strategies:	What actions will we take over time that correlate to success in achieving our goal?
Tactics:	How to achieve the strategies in a short-time frame?

Strategic Goal Area	Education
Statement of Desired Goal Achievement	<ul style="list-style-type: none"> - Implement and promote the exchange and dissemination of information to improve the lives of all people with childhood disabilities
Indicators of Success	<ul style="list-style-type: none"> - Increase utilization of and engagement with social media platforms - Improved recognition and understanding of medical and life issues of people with childhood onset disabilities
Strategies	<ul style="list-style-type: none"> - Understanding and sharing of knowledge between organizations - Creating accessible information for all stakeholders - Increase awareness of adult care - Utilization of novel dissemination approaches - Increased opportunities for collaborative education engagement
Tactics	

Strategic Goal Area	Research & Innovation
Statement of Desired Goal Achievement	<ul style="list-style-type: none"> - Foster high quality research and innovation that will create new knowledge to drive service delivery and evidence-based care - Increase capacity to generate and apply knowledge in childhood onset disability by supporting a diverse group of investigators
Indicators of Success	<ul style="list-style-type: none"> - A greater number of clinical and non-clinical researchers join AACPD and collaborate, sharing powerful narratives related to calling AACPD home - Increased external funding opportunities in AACPD priority research areas - Recognized as the experts in childhood onset disability research across the lifespan
Strategies	<ul style="list-style-type: none"> - Develop collaborations with funding organizations to advocate for strengthening funding opportunities in childhood onset disability - Identify research priority areas related to childhood onset disability - Promote use of differing research methodologies, standardized tools, measures and common data elements in research to address meaningful research questions - Provide resources and tools to support membership in effective knowledge dissemination and implementation of research
Tactics	<ul style="list-style-type: none"> - Support DMCN as the premiere journal for research in childhood onset disability

Strategic Goal Area	Awareness, Support and Advocacy
Statement of Desired Goal Achievement	<ul style="list-style-type: none"> - Promoting the well-being of our members and voices of the people they serve in diverse environments - Communicate with the public, policymakers, and other stakeholders to recognize and support the rights and needs of people with childhood onset disabilities and their families
Indicators of Success	<ul style="list-style-type: none"> - Improved member wellness - Members have the tools needed to advocate for people with childhood onset disabilities and their families in all settings - Reduced barriers towards progress to full participation for people with childhood onset disabilities and their families
Strategies	<ul style="list-style-type: none"> - Increased delivery of wellness strategies to members - Create distinct community and educational opportunities for members interested in Advocacy efforts - Develop a thoughtful and intentional messaging strategy to improve awareness and inclusion - Focused external collaborations provide value to our members and the people they serve
Tactics	

Strategic Goal Area	Connected Multi-Disciplinary Community
Statement of Desired Goal Achievement	<ul style="list-style-type: none"> - Promote a welcoming and engaging diverse network of professionals from multiple disciplines and stakeholders with lived experience - Promote inter-organization collaboration with other organizations that are aligned with our vision
Indicators of Success	<ul style="list-style-type: none"> - Increased participation and engagement within the organization - Increased membership of professionals/practitioners who care for people with childhood onset disabilities - Increased representation and participation of individuals with lived experience
Strategies	<ul style="list-style-type: none"> - AACPDM is a home for professionals who are seeking a multidisciplinary expanded experience - Engage all members to actively participate at all levels of the organization - Offer differentiated opportunities for engagement - Develop opportunities to recognize multidisciplinary activities of members - Increase diversity of members at levels of the organization
Tactics	

Appendix: 2

Strategic Goal Tools for Future Success

During the Strategic Retreat, the AACPD leaders produced several tools to guide the future success of the organization in the next three years. While the Board accepts these changes and refinements, the following are still opportunities for future exploration:

- Build a parallel operations plan that aligns to the priority areas;
- Establish a regular system of measuring impact or programmatic impact against mission and finances;
- Design a strategic communication roll out for the new strategy elements, sharing them with the membership, legislators, and allied organizations; and
- Incorporate the summary vision points, the final Vision and Mission, and the Strategic Plan as ongoing pieces of Board functions and agendas.

Appendix: 3

Strategic Planning History

Understanding our Past and Focusing on Our Future Through Strategic Planning

By Dr. Tom F. Novacheck, MD, AACPDM 2021-22 President

Historically, Strategic Planning has been an important component of the AACPDM's forward thinking and focused approach. AACPDM Historian, Bill Oppenheim, remembers drafting the first plan in the 1990's on a word processor and sharing it with the board at that time. In reviewing past strategic planning records, the board's suggestions for the 2005 strategic plan included:

- Membership needs to refocus to bring in new members
- Membership outreach regarding benefits
- Update membership brochure
- Collaboration with other organizations
- Annual meeting focus

In 2013, the six pillars of our Strategic Plan were developed. The current plan was completed in 2018. It was co-facilitated by our very own Maureen O'Donnell and Darcy Fehlings. They were selected as the co-facilitators after discussions with the Board and Past Presidents. As Past Presidents of the AACPDM, both Maureen and Darcy are committed to the longevity of the organization and are passionate about the work of Academy members. They volunteered their time to guide the board through updates. Their leadership helped AACPDM review and define our needs. At that time, the six pillars remained relevant and were therefore retained. The objectives and strategies under each were expanded and developed further. The existing plan has worked effectively for our organization for the past two cycles. It was time to update the strategic plan again in 2021, but the AACPDM board voted to postpone the work on the plan as in person meetings, so critical to an effective process, were not possible last year.

To kick off the 2022 planning, the AACPDM held two town hall meetings focusing on the challenges and opportunities that are coming our way, both as professionals and an Academy. We appreciated the member input during those town halls.

Diversity, Equity and Inclusion (DEI) issues are very important to the AACPDM. If one peruses the academy's records, you can see it through the years. The Academy developed a DEI statement in 2019, posting it publicly on our website in 2020. The Academy works toward using the DEI principles to continue to fulfill our mission to promote excellence in research and services for the benefit of people with and at risk for cerebral palsy and other childhood onset disabilities. These areas were important for member feedback and also important to consider as we proceed with updating our Strategic Plan.

The AACPDM Board is excited to work with national experts and consultants from Vista Cova as we create the next strategic plan. The new plan will not necessarily have the same pillars and approaches as the last two plans, but let's take a look at what we have accomplished in these pillars over the years (click on each goal to see the details):

GOAL #1: TALENT POOL

GOAL #2: RESEARCH

GOAL #3: LEARNING INNOVATION

GOAL #4: PARTNERSHIP & COLLABORATION

GOAL #5: SERVICE DELIVERY AND QUALITY IMPROVEMENT

GOAL #6: ORGANIZATIONAL EXCELLENCE

On March 10-11, 2022, the American Academy for Cerebral Palsy and Developmental Medicine (AACPDM) gathered leaders to engage in a 1.5 day-long Strategic Planning Retreat to capture their vision for the organization, identify strategic goal areas, and set statements of desired goal achievement and strategies for the coming years. The results of the sessions are summarized in this document to provide a resource to guide the work of the AACPDM Board and Committee leaders.

Appendix 4

3-Year Vision List From Retreat

The participants began the retreat by sharing their individual visions of AACPDM as a thriving and successful organization three years from now. The key identified areas of alignment included:

- Professional home for advocates of disability rights, services, and research;
- Exceptional education content and research for policy and other developmental areas;
- Thought leader in innovative, collaborative models for healthcare applications – implementing advances in science and partnering with all systems to work together on CP family-centered goals;
- Model for other disability focused organizations;
- Increase inclusivity – representatives should reflect the patients they serve;
- Fostering innovative methods for research and designing practical paths for application; and
- Making a meaningful difference in the lives of those with cerebral palsy and other child-onset developmental disabilities.