

**WISCONSIN ASSOCIATION OF MARRIAGE & FAMILY THERAPY
2009-2014 STRATEGIC PLAN**

FINAL DRAFT

Core Values	Core Competencies	Challenges	Opportunities	Benchmarks	Action Steps
<p>We believe partnership makes us stronger</p>	<p>Building strong relationships with WAMFT members, potential members, and stakeholders</p>	<p>Competition with other mental health associations, professions, and interest groups</p> <p>The membership is aging and nearing retirement. There is a need to recruit younger members</p> <p>A large number of licensed MFT's are not members of WAMFT</p> <p>Outdated and under-resourced technology</p> <p>Difficult getting our message out to stakeholders and consumers in an effective way</p>	<p>Explore partnerships with other professional associations and advocacy groups that share our mission and values</p> <p>Increase recruiting efforts to students and newly licensed NFT's</p> <p>Explore innovations in technology in an effort to improve effective communication</p>	<p>WAMFT will co-host a conference with another professional association by 2012.</p> <p>Increase WAMFT membership by 20% from 470 to 564 members by 2014</p> <p>WAMFT will roll out a new website by 2009</p>	
<p>We believe that the families we serve deserve the highest quality of care</p>	<p>AAMFT Core Competencies</p> <p>Providing quality education and training based on current trends and clinical need</p>	<p>Increased complexity and chronicity of mental health problems in outpatient care</p> <p>There is a need for providers to do more with less, and in a shorter period of time</p> <p>Families have limited</p>	<p>Focus training on key issues such as trauma, AODA, and neurobiology (Partner with UWM to adapt trauma certificate for conferences)</p> <p>Provide information and training on community-based mental health care</p> <p>Promote integrated health</p>	<p>WAMFT will provide comprehensive training related to AODA in family systems by 2013.</p> <p>WAMFT to provide Best-Practices in MFT publications 2x per year focusing on quality assurance and best practices (including</p>	

Core Values	Core Competencies	Challenges	Opportunities	Benchmarks	Action Steps
		<p>benefits and higher deductibles</p> <p>Families have limited time and access</p>	<p>care service delivery</p> <p>Provide education and training on best practice / evidence-based practice</p> <p>Provide education and training on Quality Assurance</p>	<p>ethics).</p> <p>WAMFT will provide a relevant consumer section on the website by 2010.</p>	
<p>We believe in providing culturally competent care to all families.</p>	<p>*Gap: WAMFT recognizes that this is a competency that has not yet been adequately cultivated</p>	<p>Limited diversity on the board and among our membership</p> <p>There are no specific initiatives around CC within WAMFT</p>	<p>WAMFT Board of Directors will actively recruit minority board members</p> <p>MFT's will be recognized as the state's best resource for culturally competent mental health care</p>	<p>Cultural diversity will be represented among WAMFT board in at least 2 director positions by 2012, with special emphasis on race/ethnicity.</p> <p>Cultural Competence will be promoted and taught at every WAMFT conference and training event.</p>	
<p>We believe in responsibly managing our resources</p>	<p>Sound Fiscal Stewardship</p>	<p>Increased strain on the overall economy</p> <p>Developing a budget that allows WAMFT to grow, while keeping membership dues and activities at an affordable cost</p>	<p>WAMFT will provide additional opportunities for generating association income while maintaining affordable rates and membership dues</p>	<p>Increase WAMFT budget by 15% from \$68,000 to \$78,200 by 2012.</p> <p>WAMFT will roll out a reimbursement policy related to board expenses by 2009.</p>	

Core Values	Core Competencies	Challenges	Opportunities	Benchmarks	Action Steps
<p>We believe in ethical, independent, and unrestricted clinical practice for our members</p>	<p>Providing leadership and training on ethics and boundaries in professional practice</p> <p>Assisting members with practice development</p> <p>Innovative practices</p> <p>Promoting professional identity</p> <p>Promoting autonomy and independence while maintaining clinical collaboration</p> <p>Advocating for WAMFT and its membership at both the state and federal levels by promoting legislation and policy that expands and strengthens MFT practice</p>	<p>Declining Reimbursement Rates</p> <p>Increasing Costs</p> <p>Keeping ethics and boundaries training relevant to MFT clinical practice</p> <p>Many practitioners lack the business skills to manage a successful practice</p> <p>Balancing the needs of our consumers with our scope of practice</p> <p>Restricted practice (E.g. schools, Medicare)</p> <p>Trainee License holders are struggling to pass the MFT national examination</p>	<p>WI Vendorship</p> <p>Provide training and education on Integrated Healthcare and other cost-effective approaches</p> <p>Integrate family law into ethics and boundaries training</p> <p>Provide education and training on business practices: marketing, developing a business plan, measure cost effectiveness, taxation, etc.</p> <p>Provide education and training on Quality Assurance: how to develop and implement Quality Assurance initiatives in clinical practice</p> <p>Advocate for changes in legislature that eliminate restrictions in MFT practice thereby increasing access to MFT.</p> <p>Work with WI DRL and AAMFT National Office to negotiate with AAMFTRB to publish a culturally sensitive, reasonable examination for often than 3x per year.</p>	<p>WAMFT will achieve passage of Freedom of Choice legislation by 2012.</p> <p>WAMFT will add a package of practice development tools as part of member benefits by 2011.</p>	

Core Values	Core Competencies	Challenges	Opportunities	Benchmarks	Action Steps