



**Strategic Plan
2020-2024**

Mission | What We Do

We lead the advancement of professional equine-assisted services by supporting our members and stakeholders through rigorously developed standards, credentialing, and education.

Vision | Our Impact

To ensure universal recognition of professional equine-assisted services and their transformative impacts that enrich lives.

2023-2024 Priorities

Set by the PATH Intl. Board of Trustees 5/31/2023

<ul style="list-style-type: none"> • Provide clear and concise communication around the “whys” of the PATH Intl. CTRI® process. • Create videos and checklists to clarify the steps to become a CTRI. • Gather information from executive directors, program directors and newly certified CTRIs on job performance. • Create clear and concise communication and tools to help applicants and membership determine the difference between a mentor and supervisor. • Develop training for mentors and supervisors specific to CTRIs. • Launch a CTRI prep workshop. 	<ul style="list-style-type: none"> • Continue the membership retention and reactivation campaign, including new membership benefits, onboarding new members, outreach to current members and free education. • Develop a plan to increase the value of the CTRI accreditation through legislation and funders. • Increase social media presence and strategy. • Launch an education partnership program that will provide members and stakeholders with identified and vetted educational opportunities. • Diversify non dues revenue for PATH Intl. 	<ul style="list-style-type: none"> • Assess the outcomes of the pilot for the assessment protocol initiative and determine feasibility for collecting therapeutic riding outcomes from all centers to use as valuable data to gain recognition for the impact of this service. • Provide a toolkit to centers to help with recruiting and retaining volunteers. • Member level review • <i>CTRI Study Guide</i> update • Communicate the value and impact of the CTRI accreditation
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PATH Intl. Diversity, Equity and Inclusion Vision, Goals and Objectives

DEI Vision Statement	Goals		
<p>PATH Intl. believes in the inherent worth and dignity of every person and recognizes the historical and current lack of diversity within the equine-assisted services industry. We commit to increasing diversity, equity and inclusion, leading by example within the equine-assisted services industry, and expanding access and opportunity for all people. We will provide education and resources and collaborate with marginalized and/or underrepresented people and communities, while actively seeking representation from those communities for our governing Board of Trustees, staff, members, certificants and volunteers.</p>	Goal 1	Goal 2	Goal 3
	Objectives	<p>1a. All PATH Intl. trainings and educational opportunities will be reviewed, developed and conducted with an intentional effort to uphold DEI.</p> <p>1b. PATH Intl. membership, accreditation and certification processes will be consistently reviewed and modified with an intentional effort to foster and sustain DEI.</p> <p>1c. PATH Intl. facilitates opportunities to invite certificants, members and centers of marginalized and/or underrepresented people and communities to connect with each other as part of the PATH Intl. community.</p> <p>1d. PATH Intl. will proactively invite marginalized and/or underrepresented people and communities to connect, participate and share their expertise and resources as part of the PATH Intl. community.</p> <p>1e. To encourage participation in PATH Intl. programs, financial support opportunities will be created for eligible certification applicants, certificants, members and centers from marginalized and/or underrepresented people and communities.</p>	<p>2a. PATH Intl. will build relationships with marginalized and/or underrepresented individuals, organizations and community groups.</p> <p>2b. PATH Intl. will develop and implement strategies to prioritize engagement with marginalized and/or underrepresented people and communities.</p>

2020 Strategic Plan Goals	Community & Connectivity Embody a member-centric culture that increases value and engagement across the PATH Intl. community	Center & Career Sustainability Provide tools, education, and resources that are essential to maintaining safe, effective, and successful EAS.	Awareness, Outreach, & Impact Validate and communicate the benefits of EAS and PATH Intl.'s designations to increase recognition and credibility of the profession and the industry			
Objectives with Postponed or Not-Yet-Operationalized Tasks Remaining						
	1.3 Align PATH Intl. member communications approaches with member needs and expectations. 1.4 Expand technology capabilities and digital platforms to improve the accessibility of PATH Intl. content and community.	2.1 Advance and grow PATH Intl. accredited credentialing program to continue professionalizing the EAS industry. 2.2 Research and connect the EAS community to career resources.	3.1 Communicate and reinforce the value of PATH Intl. designations and brand to enhance the professional image and credibility of credentialed professionals and accredited centers by reimagining delivery strategies. 3.2 Increase public awareness to improve understanding of EAS and its benefits.			
Indicators of Success	Increase in Individual and Center Membership Satisfaction and Perceived Value	Increase in Membership Engagement and Retention	Increase in PATH Intl. Brand Awareness	Increase in Center Sustainability	Increase in EAS Awareness	PATH Intl. Organizational Sustainability
Critical operational functions that continue to command significant staff time, resources, and budget	<ul style="list-style-type: none"> • Business Operations (HR, IT, etc.) • Capacity Building and Operational Excellence Efforts • Marketing and Communications (website, social media, email marketing, publications, sponsorship, etc.) • Meetings and Events • Member Services 			<ul style="list-style-type: none"> • Credentialing and Accreditation • Education • Ongoing Advocacy and Outreach Efforts for EAS • Quality Assurance • Grants 		