



**PATH**  
INTERNATIONAL

# 2025-2028 STRATEGIC PLAN



**NEW**

**PATH INTL.**  
**MISSION**  
what we do

PATH Intl. advances professional equine-assisted services by empowering its members, credentialed professionals, partners and the public through rigorously developed standards, credentials and education that recognize the power of the equine-human relationship.

**NEW**

**PATH INTL.**  
**VISION**  
our impact

PATH Intl. drives excellence through rigorously developed standards, credentials and education as a global leader promoting safe and effective equine-assisted services to transform lives.





Dear PATH Intl. Members, Credential Holders, Partners and Friends,

We are pleased to present the new PATH Intl. mission, vision, core values and strategic plan. As we embark on this exciting journey, our commitment to advancing professional equine-assisted services (EAS) remains unwavering. Our new strategic plan, drafted with input from our dedicated members, certified professionals and partners, aims to enhance the impact of our services, foster inclusiveness, and drive awareness and innovation in the EAS industry. Together, we will continue to promote safe and effective EAS to transform lives.

Grateful acknowledgement goes to previous PATH Intl. Board of Trustees President Julie Broadway for her top-tier project leadership, the entire PATH Intl. Board of Trustees, Staff Leadership Team and the former Membership Outreach Committee Chair for contributing their visionary foresight to the plan's development. To embody the new mission and vision, PATH Intl. staff will develop measurable and actionable plans to effectively drive progress toward the association's strategic goals and objectives outlined in the following pages.

We invite you to join us in embracing this new road map for the future of the organization as we strive for excellence and growth in the three years ahead.

Sincerely,

Scott Carver, President  
PATH Intl. Board of Trustees

*Scott Carver*

Kathy Alm,  
Chief Executive Officer

*Kathy Alm*

## CORE VALUES

### **Safety and Welfare:**

We uphold the highest standards of safety, prioritizing the well-being and ethical treatment of all participants, equines and professionals.

### **Professionalism:**

We are dedicated to ethical conduct, accountability and continuous improvement, reflecting our commitment to quality and integrity in equine-assisted services.

### **Collaboration:**

We value partnerships and collaboration, fostering innovation and shared knowledge to strengthen the global community of equine-assisted services.

### **Expertise:**

We empower our community through comprehensive education and training, fostering expertise and growth in equine-assisted services.

### **Community-Focused:**

We prioritize the needs and success of our members, centers and impact in the field.

### **Inclusivity:**

We promote accessibility and embrace diversity, working to make equine-assisted services inclusive and welcoming for all communities.

# 2025-2028 STRATEGIC PLAN

## GOAL 1

### Define and Improve the Member or Credentialed Professional Benefit Value Proposition

- Objective 1** Communicate and emphasize benefits to current and potential members to increase retention and number of members.
- Objective 2** Increase value and ROI for membership to increase retention and number of members.
- Objective 3** Communicate and emphasize value of certification to current and potential credentialed professionals to increase retention and number of credentialed professionals.
- Objective 4** Increase value and ROI for credentialed professionals to increase retention and number of credentialed professionals.

## GOAL 2

### Grow Customer Engagement Through Process Improvement

- Objective 1** Streamline and clarify processes for improved and easier user experience.
- Objective 2** Improve user experience and use of staff time through optimized technology.
- Objective 3** Increase accessibility of information to potential applicants.

## GOAL 3

### Elevate Awareness of the PATH Intl. Brand

- Objective 1** Increase public awareness regarding the PATH Intl. Standards and educate why participants should choose a PATH Intl. Center for services.
- Objective 2** Involve centers, members and certified professionals in the public awareness work.
- Objective 3** Educate current and potential funders of EAS on the value of funding PATH Intl. Centers and PATH Intl. credential holders.
- Objective 4** Focus on DEI efforts to expand awareness to marginalized and underrepresented communities and determine how we could partner in a mutually beneficial manner.
- Objective 5** Continue to build, foster and expand the PATH Intl. network including leveraging board member contacts to strengthen relationships with government agencies, peer organizations and potential partners.



# 2025-2028 STRATEGIC PLAN

## GOAL 4

### Drive Organizational Sustainability and Evolution

- Objective 1** Increase operational sustainability in order to align with current and future landscape.
- Objective 2** Evolve the organization to meet member needs and expectations.
- Objective 3** Evolve the organization to meet credentialed professional needs and expectations.
- Objective 4** Evolve the organization to meet public and industry needs and expectations.
- Objective 5** Assess external industry offerings in certification, education and membership and strategize how to remain at the forefront.

## GOAL 5

### Continue to Integrate DEI in Organizational Operations

- Objective 1** Establish a structured review process where all significant organizational initiatives and processes are evaluated through a DEI lens.
- Objective 2** Expand access, engagement and participation from marginalized and/or underrepresented people and communities.
- Objective 3** Build relationships with marginalized and/or underrepresented individuals and communities to increase collaboration and model diversity, equity and inclusion.
- Objective 4** Invest and develop organizational practices to ensure increasing representation of marginalized and/or underrepresented individuals in staff, board and volunteer leadership to model a commitment to diversity, equity and inclusion.



**PATH INTL.**  
**STRATEGIC PLAN**  
 at a glance

**GOALS**

**-1-**

**Define and Improve the Member or Credentialed Professional Benefit Value Proposition**

**-2-**

**Grow Customer Engagement Through Process Improvement**

**-3-**

**Elevate Awareness of the PATH Intl. Brand**

**-4-**

**Drive Organizational Sustainability and Evolution**

**-5-**

**Continue to Integrate DEI in Organizational Operations**

**OBJECTIVES**

- |  |  |   |  |  |
|--|--|---|--|--|
| <p><b>1.1</b> Communicate and emphasize benefits to current and potential members to increase retention and number of members.</p> <p><b>1.2</b> Increase value and ROI for membership to increase retention and number of members.</p> <p><b>1.3</b> Communicate and emphasize value of certification to current and potential credentialed professionals to increase retention and number of credentialed professionals.</p> <p><b>1.4</b> Increase value and ROI for credentialed professionals to increase retention and number of credentialed professionals.</p> | <p><b>2.1</b> Streamline and clarify processes for improved and easier user experience.</p> <p><b>2.2</b> Deliver best practices resources, tools and expert consultation to support centers in achieving sustainability.</p> <p><b>2.3</b> Increase accessibility of information to potential applicants.</p> | <p><b>3.1</b> Increase public awareness regarding the PATH Intl. Standards and educate why participants should choose a PATH Intl. Center for services.</p> <p><b>3.2</b> Involve centers, members and certified professionals in the public awareness work.</p> <p><b>3.3</b> Educate current and potential funders of EAS on the value of funding PATH Intl. Centers and PATH Intl. credential holders.</p> <p><b>3.4</b> Focus on DEI efforts to expand awareness to marginalized and underrepresented communities and determine how we could partner in a mutually beneficial manner.</p> <p><b>3.5</b> Continue to build, foster and expand the PATH Intl. network including leveraging board member contacts to strengthen relationships with government agencies, peer organizations and potential partners.</p> | <p><b>4.1</b> Increase operational sustainability in order to align with current and future landscape.</p> <p><b>4.2</b> Evolve the organization to meet member needs and expectations.</p> <p><b>4.3</b> Evolve the organization to meet credentialed professional needs and expectations.</p> <p><b>4.4</b> Evolve the organization to meet public and industry needs and expectations.</p> <p><b>4.5</b> Assess external industry offerings in certification, education and membership and strategize how to remain at the forefront.</p> | <p><b>5.1</b> Establish a structured review process where all significant organizational initiatives and processes are evaluated through a DEI lens.</p> <p><b>5.2</b> Expand access, engagement and participation from marginalized and/or underrepresented people and communities.</p> <p><b>5.3</b> Build relationships with marginalized and/or underrepresented individuals and communities to increase collaboration and model diversity, equity and inclusion.</p> <p><b>5.4</b> Invest and develop organizational practices to ensure increasing representation of marginalized and/or underrepresented individuals in staff, board and volunteer leadership to model a commitment to diversity, equity and inclusion.</p> |
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