AATA 2021 - 2023 Strategic Plan
Approved by the AATA Board
July 2021
Advance art therapy as a regulated mental health profession and build a community that supports art therapists throughout their careers

AATA’s New Mission Statement
Approved July 2021
A world where everyone has access to professional art therapy for improved mental health and well-being

AATA’s New Vision Statement
Approved July 2021
AATA’s mission is to advance art therapy as a regulated mental health profession and build a community that supports art therapists throughout their careers.

5 Pillars

1. Advocacy
   - Advocate for the profession and the communities art therapists serve
   - Harness the power of art therapy to address critical social and community issues

2. Connection
   - Strengthen a diverse community that supports art therapists throughout their careers
   - Increase member value and engagement
   - Expand opportunities for collaboration across fields

3. Diversity, Equity & Inclusion
   - Continue to diversify membership
   - Attract, diversify, and support the next gen of art therapists
   - Drive transformation and innovation to ensure inclusivity in the profession and association
   - Uphold ethical standards within the field and association
   - Embody cultural humility by continuous listening and learning, and holding ourselves accountable

4. Education & Research
   - Expand access to professional and career development with innovative programs and resources
   - Promote excellence and accessibility along the continuum of art therapy education
   - Maximize public awareness of the value of art therapy
   - Serve as the leading resource for scholarship and research

5. Leadership
   - Develop a culture of mentoring and empowering the next generation
   - Serve as stewards of the profession looking to the future
   - Create an organizational culture of accountability and long-term sustainability

Strategies -> Objectives -> Tactics implemented by National Office, Chapters, Committees, Working Groups