

**International Academy of Life Care Planning Section  
2009 Strategic Plan  
September 27, 2009**

Over the last five months, Tony Choppa, Heidi Fawber, Tim Field, Susan Grisham, Ann Neulicht, Karen Preston, Carl Wangman, Steve Yuhas, and I have worked diligently to complete the Strategic Planning for the International Academy of Life Care Planning Section (IALCP) of the International Association of Rehabilitation Professionals (IARP). We have striven to be thorough, concise, forward thinking and conscientious in this process. My sincere thanks to everyone for their time and efforts involved in achieving this outcome.

It is anticipated the IARP IALCP Strategic Plan will assist in current and future development of our position in the rehabilitation community, specifically amongst Life Care Planners as outlined in the Goals and Actions noted below. Please direct any comments or concerns to the IARP IALCP Chair, Cloie Johnson, at [cloie@osc-voc.com](mailto:cloie@osc-voc.com) or 425-949-4406.

**IARP IALCP Strategic Plan:**

**GOAL 1: Provide a high quality, relevant, peer-reviewed quarterly publication that is delivered on time.**

**ACTIONS:**

- A. Review and provide input of required finances to continue to include a line item that allows for the provision of a quarterly, peer-reviewed publication that is delivered in a timely manner.
- B. Create IALCP BOD position entitled JLCP Liaison to actively work with Publisher/Editor Team (Tim Field & Debbie Berens) and maintain ongoing dialogue (minimum 4 times per year) with formal input from Publisher/Editor Team to the IARP IALCP Board on their ideas, resources and issues as they arise to maintain the quality publication our members have come to expect.
- C. Review current job roles/duties/descriptions and determine need for additional voluntary manpower, i.e. Manuscript Editor, Managing Editor, etc.
- D. Identify needed policies and procedures for Mission, Protocol, Editorial Board members and other aspects of the Journal to ensure accountability and structure by 12/11/09
- E. Prepare job roles/duties/descriptions, policies and procedures for Mission, Protocol, Editorial Board members and other aspects of the Journal. This will be completed within the year 2009.

F. Perform analysis on expense for delivery of Journal as a hard copy to all members within next two months for presentation to the IARP IALCP Board and IARP Board with a target goal of implementation in 2010.

**GOAL 2: Provide high quality educational programs.**

**ACTIONS:**

A. Review and provide input of required finances to continue to include a line item that allows for offering high quality educational programs.

B. Develop and offer internal and external education projects

C. Expand outreach efforts to increase number of collaborative projects, and membership participation.

D. Establish education and outreach sub-committee chaired by the Board liaisons for education and membership.

E. Research and survey all collateral associations for ideas and methods for educational delivery. This is to be a collaborative effort between IARP IALCP Board and IARP staff to obtain sufficient information to determine the scope, desire and availability of programs to co-sponsor, develop or endorse and determine expense/manpower. The summary of findings will be completed by first quarter 2010. Implementation of trainings offered, including webinar development, to be rolled out in 2010.

F. Identify criteria for a strong educational programs and speaker criteria.

**GOAL 3: Promote IARP IALCP as the leading organization for life care planners.**

**ACTIONS:**

A. Review and provide input of required finances to continue to include a line item that allows for promotional campaigns as leading organization for life care planners.

B. Identify for our membership, potential members, and the community at large our core strengths and values.

C. Establish a liaison committee made up of IARP IALCP Board members, IARP staff and volunteers to develop a plan of action.

D. Coordinate outreach and dialogue with LCP entities for MOA to reinforce IARP IALCP as the leading organization representing the interests of life care planners.

E. Explore opportunities for promotion to other academic institutions and training programs.

F. Develop a promotional brochure for use by life care planning for the development of their practice.

- G. Establish a task force to study the feasibility of developing a core curriculum for life care planners.

**GOAL 4: Formalize an IARP IALCP promotion program that targets life care planners.**

**ACTIONS:**

- A. Review and provide input of required finances to continue to include a line item that allows for formalized marketing plan of this section.
- B. Develop an aggressive marketing plan to all disciplines completing life care plans with timelines.
- C. Identify what separates IARP IALCP from other life care planning organizations or training programs.
- D. Explore and participate in advertisement opportunities to be listed in other groups publications, their websites, etc.
- E. Explore listing on the ICHCC.org website and other related organizations as a resource for potential life care planners and current life care planners.

**GOAL 5: Identify our need and ability to generate revenue.**

**ACTIONS:**

- A. Review and provide input of required finances to continue to include a line item that allows for need identification and possible sources of revenue.
- B. Establish financial analysis committee to work in conjunction with IARP IALCP representative to IARP Finance committee for specific task analysis of the budget. Utilize Treasurer of IARP and IARP staff for education and understanding of financial goals of IARP and the IARP IALCP section and how they interrelate for planning purposes.
- C. Identify our needs/abilities to generate revenue based upon our section fees and other sources.
- D. Submit a detailed project budget request.
- E. Identify and establish an IARP IALCP section self budget with integration of the strategic plan.

