2022-2024 Strategic Plan

ACPA is proud to announce the 2022-2024 Strategic Plan, establishing a roadmap for the association to ensure growth and impact, and inspire our members, patients, and families. Approved by the Board of Directors on January 27, 2022, ACPA will reimagine what is possible for our community while being well-prepared for an ever-changing world.

Communication and advocacy

Goals
• Set the standard and be the source to promote team care as the best model for cleft-craniofacial care
• Communicate the importance of access to and value of team care to legislators, the public, providers and affected individuals

Indicators of Success
• Increased awareness of the organization by the public, providers, and legislators
• Increase access to cleft and craniofacial care
• Elements of quality team care are recognized by patients and providers
• Collaborations are established with organizations that share similar advocacy goals

Drive excellence and innovation in education

Goals
• We will be leaders in the dissemination of evidence-based education for patients, families, and professionals
• We will cultivate innovative multimodal educational offerings

Indicators of Success
• There is increased access and utilization of educational resources by patients and families throughout their entire healthcare journey
• Expanded the reach of ACPA in-person, virtual, and hybrid educational offerings to include greater national and international engagement
• Successfully expand and promote all aspects of interdisciplinary continuing education

Research advancement, engagement, and communication

Goals
• Foster development and promote involvement in innovative research from all stakeholders
• Promote the advancement of science via the dissemination and discussion of basic science, clinical, and outcomes research through a variety of platforms

Indicators of Success
• Professionals have access to the latest research findings, as a supplement to CPCJ
• Patients and families have free access to the latest research findings and ongoing research studies
• ACPA has developed a framework for research discussion, collaboration, and identifying sources of funding
• Expanded reach of CPCJ resulting in an increased impact factor
Collaboration, networking, and connections

Goals
- Encourage collaborations that enhance our ability to reach families and providers, locally, nationally and internationally to enable an environment that brings together families and providers across specialties and experiences

Indicators of Success
- We have defined collaborative relationships with other groups that have common clinical interests. Regular communication with these organizations, include inter-organizational input into ACPA projects, identifying different ways to collaborate and implement

Embrace and advance diversity, equity, and inclusion

Goals
- Promote diversity and respect; identify and dismantle barriers to involvement; and create a welcoming and inclusive environment so that all ACPA members, employees, and families can thrive

Indicators of Success
- Increased sense of belonging among members and families
- Leadership, membership, and resources show increased diversity
- Increased member recruitment and retention rate including international members