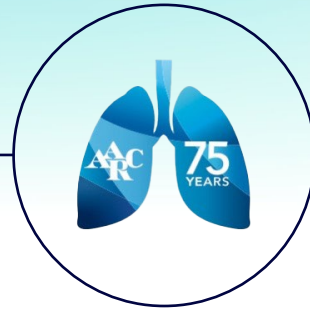




AARC 2025

The New Era



**The Foremost Professional Association
for Respiratory Therapists Since 1947**



Moving into Post-COVID Era

The AARC BOD dedicated **\$5 million to strategic funds** to move the respiratory therapy profession into the post-Covid era.

In **May 2022**, the AARC, House of Delegate officers and other key personnel formulated an organizational **Vision and Strategic Plan**.



2025 VISION

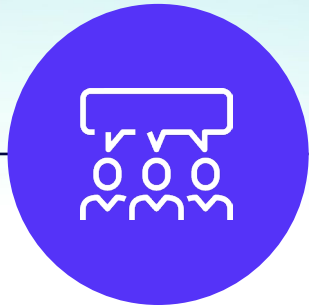
The AARC will be THE leading organization to advance the profession of respiratory care worldwide.



Those helping the world breathe

The 2025 Strategic Roadmap

The AARC will serve its members and engage, elevate, advocate, and educate the respiratory care profession.



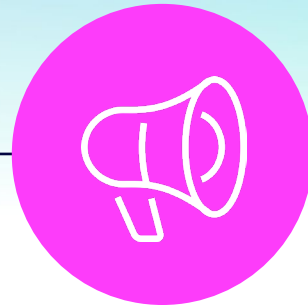
ENGAGE

We will build and strengthen a diverse and inclusive professional community.



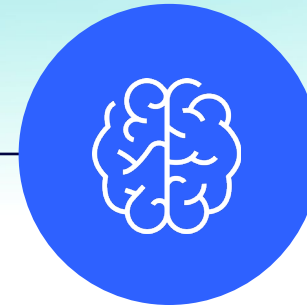
ELEVATE

We will advance the recognition and role of respiratory therapists.



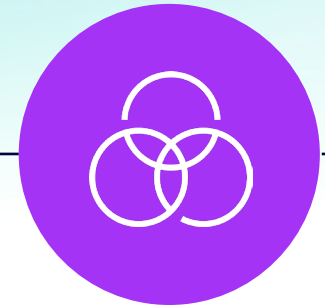
ADVOCATE

We will champion policies and initiatives that enhance respiratory care.



EDUCATE

We will deliver premier, evidence-based learning opportunities and promote the art and science of respiratory care.



ORGANIZE

We will promote and enable individual and organizational growth.

AARC Strategic Direction 2022 - 2025

Vision

The AARC will be the leading organization to advance the profession of respiratory care worldwide.

Strategy

The AARC will serve its members and engage, elevate, advocate, and educate the respiratory care profession.

Mission

The AARC is the foremost professional association promoting respiratory therapists.



ENGAGE

We will build and strengthen a diverse and inclusive professional community.



ELEVATE

We will advance the recognition and role of respiratory therapists.



ADVOCATE

We will champion policies and initiatives that enhance respiratory care.



EDUCATE

We will deliver premier, evidence-based learning opportunities and promote the art and science of respiratory care.



ORGANIZE

We will promote and enable individual and organizational growth.

OPERATIONAL GOALS

1A. Increase membership by 20% and achieve an 85% retention rate.
Q3 2022 - Q4 2025

1B. Increase membership with specific KPIs for students, early professions and AARConnect.
Q3 2022 - Q4 2025

1C. Conduct an organizational Inclusion, Diversity, Equity, Accessibility (IDEA) audit and training.
Q4 2022 - Q4 2023

1D. Engage in rebranding of AARC, including digital presence and collateral.
Q4 2022 - Q4 2023

1E. Create an online portal to promote volunteer opportunities and engagement, including mentorship programs.
Q1 2022 - Q2 2023

1F. Develop and fund an Emerging Leaders Program.
Q2 2023 - Q2 2024

OPERATIONAL GOALS

2A. Institute RT PR campaign and achieve 80 media placements.
Q4 2022 - Q4 2023

2B. Create a multi-channel marketing campaign targeting hospital C-Suite to promote value of RTs.
Q4 2022 - Q4 2023

2C. Create task forces to advance credentialing, academic degrees and APRT.
Q4 2022 - Q2 2025

2D. Develop two new allied health organizational relationships that mutually promote the RT profession.
Q1 2023 - Q2 2025

OPERATIONAL GOALS

3A. Increase RT's engagement in advocacy at both federal and state levels by 10%.
Q4 2022 - Q4 2023

3B. Work to pass Allied Healthcare Workforce Diversity Act.
Q3 2022 - Q4 2025

3C. Institute a Compact Licensure Task Force and work plan and goals.
Q4 2022 - Q4 2025

3D. Increase engagement with the Administration, federal agencies and regulatory bodies.
Q1 2023 - Q4 2025

3E. Expand patient access to respiratory therapists outside the acute care setting.
Q3 2022 - Q3 2025

OPERATIONAL GOALS

4A. Create at least three new CPGs annually.
Q1 2023 - Q4 2025

4B. Implement and educational resource for respiratory care research methodology and publication, and develop a plan to provide meaningful funding for respiratory therapist investigators.
Q3 2022 - Q3 2023

4C. Increase attendance at AARC meetings by 10%.
Q1 2023 - Q4 2025

4D. Increase education revenue by 10%.
Q1 2023 - Q4 2025

4E. Examine feasibility of publishing an additional journal and determine whether to proceed.
Q1 2023 - Q3 2023

OPERATIONAL GOALS

5A. Investigate and recommend an interactive education portfolio CRCE tracker for active communication with members.
Q4 2022 - Q4 2023

5B. Develop three new corporate partnerships.
Q1 2023 - Q4 2025

5C. Review and create ongoing leadership development for Board, Chartered Affiliates, and House Delegates.
Q2 2023 - Q2 2024

5D. Institute and support AARC staff development and training.
Q1 2023 - Q4 2025

Staff and Board Critical Capabilities

Research & Data/Knowledge, Analysis, Influence, Networking, Education, Communication