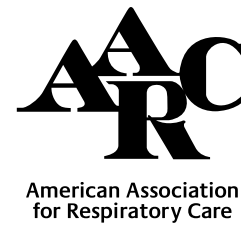
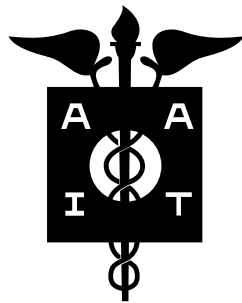




AARC 2025

The New Era





The Foremost Professional Association for
Respiratory Therapists Since 1947

The New Era

Reignite the passion.
Reignite the profession.

An Imperative to Innovate

Workforce Recovery and Leadership Development

IDEA - Inclusion, Diversity, Equity, Accessibility

Membership Value

Rebranding and Digital Transformation





Marcus Kerr
VP, Information Technology



Dan Garrett
Executive Director



Miriam O'Day
SVP, Government Affairs



Asha Desai
Chief of Staff, HOD Liaison



Monique Talbot
VP, Membership
and Customer Service



Doug Laher
Chief Operating Officer



Lynda Goodfellow
Director, Clinical Practice
Guideline Development



Ellen Worsham
VP, Marketing and Communications



Mandy DeVries
Director of Education

2025 Vision *(Draft)*

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





The 2025 Strategy

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



2025 Strategy 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.

MISSION
The AARC is the foremost professional association promoting respiratory therapists.

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

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

2. ELEVATE
We will advance the recognition and role of respiratory therapists.

3. ADVOCATE
We will champion policies and initiatives that enhance access to respiratory care.

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

5. 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 engagement 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-Q3 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 2023-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 an 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 a second journal in addition to RESPIRATORY CARE 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 of 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

