

## Primary Care SIG Strategic Plan July 2020/2021

**VISION:** The Primary Care Special Interest Group is committed to advancing Physical Therapists as front line providers in the primary care setting.

**MISSION:** The Primary Care Special Interest Group will serve as leaders in advocating for Physical Therapists by providing an avenue for information exchange, networking and professional development from a primary care PT perspective.

**Goal 1: PCSIG will promote high quality educational content and professional development opportunities to advance practice in the primary care PT setting.**

Objectives/Initiatives	Timeline/Progress	Key Leaders
1. <i>Prepare and present a platform presentation at CSM 2021.</i>	Submitted 3 Proposals.	Ashley, Amanda, Todd
2. <i>Host continuing education course(s) in the area of primary care PT.</i>	Timeline adjusted to 2021/2022 d/t COVID	Todd, PCSIG Board
3. <i>Provide quarterly educational offerings (webinar, case study panels, podcast, other).</i>	Ongoing (1 <sup>st</sup> Webinar posted June 2020).	Todd, PCSIG Board

**Goal 2: PCSIG will work to promote SIG growth with goal of 100 members by CSM 2021.**

Objectives/Initiatives	Timeline	Key Leaders
1. <i>Promote PCSIG membership growth through newsletters, social media platforms, educational offerings, engaging with Federal Section and APTA organization at large.</i>	Ongoing	Ashley & Amanda, PCSIG Board
2. <i>Promote student engagement through collaboration/networking at CSM, social media platforms, student email list serves.</i>	Ongoing	Paige

**Goal 3: PCSIG will provide membership services in the form of shared information and resources.**

Objectives/Initiatives	Timeline	Key Leaders
1. <i>Promote PCSIG activities on social media platforms. Goal of increasing to 300 Twitter followers and establishing an Instagram account/following.</i>	209 Twitter followers, Ongoing	Chris Ryer, Paige

2. <i>Establish Community of Practice for information sharing (good catches) and mentorship through Basecamp Platform.</i>	Aug 2020	Chris Rowedder
3. <i>Develop and disseminate Quarterly Newsletter/Communication to members.</i>	July 2020	Ashish