

AAMFT Strategic Plan

2021-2026

Introduction

AAMFT is a responsive and nimble association, attuned to the contexts of our evolving environments and adaptive to circumstances that impact the profession and practice of systemic and relational therapies. With awareness of the growing need in mental health care for access, clinical excellence, and cultural diversity, AAMFT operates with strategic and generative aim in its organizational practices, policies, and processes to strengthen the profession and the practice of Marriage and Family Therapy.

Priorities

AAMFT is dedicated to these enduring priorities:

- Vigorously advocating for the profession and practice of marriage and family therapy.
- Advancing in the practices of systemic relational therapies, research, education, and clinical training.
- Building communities of systemic relational thinkers, therapists, teachers, and scholars.
- Engaging in strategic partnerships with leaders in the mental health field and policymakers for a more healthy, just, and equitable society in the U.S. and the world.
- Operating at the leading edge of innovation and emerging best practices in professional health associations.

Goals (2021-2026)

AAMFT is guided by these goals for the strategic direction:

AAMFT will advance the influence, recognition, and parity of Marriage and Family Therapy and systemic clinical practice across health care environments.

AAMFT will enhance its capacity to define, disseminate, and maintain high standards related to research, education, and training in Marriage and Family Therapy and systemic clinical practice.

AAMFT will build strategic partnerships to improve access to mental health care with culturally competent, evidence-based, and research-informed systemic and relational therapies.

AAMFT will lead the expansion of portability, technology, and entrepreneurial applications to enhance access to quality systemic mental health care.

Envisioned Future

AAMFT will be a distinctive and vital professional organization in the ever-evolving world of health care as the leader in promoting and informing the highest quality systemic marriage and family therapy that is evidence-informed, culturally responsive, and accessible to all persons.

AAMFT Enduring Purpose, Values, and Mission (supporting framework)

AAMFT MISSION

Recognizing that relationships are fundamental to the health and well-being of individuals, couples, families, communities, and the world, AAMFT exists to advance the profession and the practice of marriage and family therapy.

AAMFT VALUES

- Diversity and equity in membership and a commitment to inclusion for all members.
- Excellence in education and training of Marriage and Family Therapists and those wanting to advance their knowledge, skills, and expertise in systemic and relational therapies.
- Distinctiveness in clinical practice, research, education, and organizational management.
- Integrity and ethics in governance and membership.

AAMFT PURPOSE

AAMFT stands as the organizational thought leader in and advocate of systemic and relational therapies. Endeavoring to meet the evolving needs of members and advance the practice and profession of marriage and family therapy, we are dedicated to expanding access and reducing barriers to the service delivery of relationally centered mental health care and to making the world a better place for the people and communities in which our members serve and work.