



ACAPT MISSION

Mission:

The American Council of Academic Physical Therapy (ACAPT) supports academic institutions to *strive for excellence* in physical therapist education by:

- Developing future leaders.
 - Offering meaningful professional development, mentoring and resources to improve PT academic education.
- Creating standards and methods to benchmark excellence.
- Promoting educational research and scholarship.
- Advocating for innovative clinical education models.
- Building new and innovative models for curricula, teaching and learning.
- Collaborating with organizations representing health professional education.

Vision: ACAPT will drive excellence and innovation in physical therapist education to develop expert professionals who support health movement for all.

Who We Are:

ACAPT is the principal voice representing academic physical therapists. THE go-to institution for PT education excellence.

ACAPT is a not-for-profit association dedicated to excellence in physical therapist education programs as a whole.

The best minds in academic PT are here. Our [organizational membership](#) includes over 95% of all U.S.-accredited physical therapist programs. We serve and represent the staff of these 242 PT educational institutions, including:

- faculty,
- clinical partners and educators,
- academic administrators and leaders.

Core Values:

- **Excellence** and distinctiveness in academic physical therapy.
- **Entrepreneurial leadership** toward a desired future that engenders innovation, flexibility and creativity.



ACAPT

ACAPT Communications Plan - December 2019

- **Respect** for diverse perspectives while being committed to high standards.
- **Collaboration** and shared responsibility for promoting best practices and outcomes in academic physical therapy and the profession.
 - Engagement and empowerment for direct and open participation, discussion and decision making among all stakeholders

What We Do:

ACAPT develops the entrepreneurial leadership skills of PT academic staff so they can develop tomorrow's physical therapy leaders in health care.

We create methods to benchmark excellence in PT education.

We're expanding and promoting [educational research](#).

We advance innovative [clinical education](#) models.

We promote professional and community service.

We [collaborate](#) with organizations representing health professional education.

Members can engage with ACAPT to define and deliver excellence and innovation in academic physical therapy:

- ACAPT's eight [consortia](#) are forums to focus on specific areas of shared interest.
- When necessary for ongoing tasks, we've developed standing [committees](#).
- When large, short-term undertakings are required, we form [task forces](#).

What We Believe:

As critical members of the health care team, physical therapists enjoy high job satisfaction, interest from students, consumer demand and good employment rates. Physical therapy education programs are often among the strongest academic programs. **ACAPT celebrates this excellence, and we want to preserve and nurture it.**

[But physical therapist programs in higher education face several challenges.](#)

We take pride in our work and continuously try to evolve and grow. We've helped build the physical therapy profession and are committed to maintaining high standards and respect.



Striving for Excellence:

Excellence is an aspiration rather than a destination and is characterized by continual improvement.

An excellent academic program demonstrates a culture of excellence by continually and intentionally striving to:

- Transform leaders
- Advance knowledge
- Improve societal health

And this is achieved when an academic culture supports the ongoing development and integration of three domains:

1. Inquiry
2. Inclusion
3. Innovation

Excellence is multi-faceted and supports differences among academic programs, while inspiring ongoing self-assessment and growth.

2018-2021 STRATEGIC PLAN

ACAPT'S STRATEGIC PLAN for 2018-2021:

- **Academic Innovation**
 - Establish the framework needed to transform clinical education in physical therapy.
 - Provide resources to help academic PT programs achieve excellence.
- **Knowledge to Elevate Health Care**
 - Enhance educational research to inform teaching and learning.
 - Support & develop excellence in basic and clinical research in academic PT.
- **Academic Leadership and Advocacy**
 - Influence CAPTE to promote best educational practices.
 - Develop faculty & student leaders and advocates for academic PT.

ACAPT's strategic plan ties to the American Physical Therapy Association's (APTA) goals to:

- Foster long-term sustainability of the PT profession.



- Elevate the quality of care provided by PTs.
- Maximize stakeholder awareness of the value of PT.

CHALLENGES:

- Student debt and other financial constraints
 - ACAPT with the Educational Leadership Partnership (ELP) worked on a task force to address student debt.
- Ability to work seamlessly across all partners (e.g. ELP)
- Surplus of PT programs in higher education
- Fewer students applying
 - Student debt
 - Appealing to qualified students
 - Demographics mean fewer college-aged people
- Shortage of qualified faculty
- Clinical experience demand
- Status in broader health care arena
 - Health care consolidation
 - Online education, telehealth & hybrid, simulation, VRs
- Consistency, standardization WITH flexibility – without redundancy, consistent with strategic goals

HOW DOES ACAPT HELP?

- Networking
- Practical training on subjects like education research
- Consortia, task forces & committees focused on specific subject areas for in-depth discussions with like-minded groups

Top subject areas:

- 1) Leadership development (ACAPT Leadership Academy)
- 2) Education research
- 3) Curricula development
- 4) Clinical education
- 5) Interprofessional education
- 6) Diversity, equity & inclusion (DEI)
- 7) Student resources
- 8) Admissions
- 9) Ethics – *link to CHEP, other initiatives?*
- 10) PT program administration – *pending initiatives*



11) Community engagement – *no initiatives?*

AUDIENCE

- ACAPT is for all physical therapy educators.
- Academicians comprise approximately 1% of licensed PTs in the US.

ACAPT membership currently includes:

1. **PROGRAM CHAIRS** -- total program director population is ~250
 - a. Other academic administrators include admissions coordinators, managers of budget & admin services.
 - b. Typically are the ACAPT designated representative and pay the dues.
2. **Physical therapy FACULTY** in the United States -- total population from CAPTE numbers below is ~20K
 - a. Most PT educational institutions are members.
 - i. 250 total PT educational institutions
 - ii. 242 are paid ACAPT members
 - b. **CAPTE 2018-2019 report** published April 22, 2019 shows the following numbers, though unsure of the *overlap* between these numbers:
 - i. 240 PT programs
 - ii. Full-time core faculty average: $11 \times 240 = 2,640$
 - iii. Part-time faculty: $1 \times 240 = 240$
 - iv. Associated faculty average: $8 \times 240 = 1,920$
3. **CLINICIANS** (*see numbers of CIs above*) – educational institutions partner with a clinic
 - i. Clinical education sites average: 537
 - ii. Credentialed clinical instructors mean: $53 \times 240 = 12,270$
 - iii. Certified clinical instructors mean: $30 \times 240 = 7,200$

TOTAL faculty, clinicians & administrators: ~18,000 - 24,000



Ancillary audience:

4. **Students** – DPTs vs. PTs vs. PTAs. Roughly 30,000 PT students and roughly 80,000-90,000 practicing PTs
5. **Deans and university presidents** – They care about enrollment #s and revenue. They want to find the best faculty, build student recruitment, enhance the prestige of the PT program. Build ACAPT’s status so that it’s nationally-recognized and allows leaders to get credit reassignment so e.g. ACAPT board members don’t have to teach.

ACAPT BRAND & HOW ACAPT IS DIFFERENT

Used properly, ACAPT’s brand represents a powerful way to influence how people perceive us. To build the ACAPT brand, everyone who communicates on behalf of ACAPT should apply elements of the brand identity in communications. The strongest and most memorable brands engage clearly, concisely and consistently.

ACAPT Brand Promise:

ACAPT serves the academic physical therapy community by leading the discussion. We reflect the diverse interests of our membership by acting in perpetual collaboration – by listening as we grow. We are a trustworthy resource for movement and change, promoting an educated and healthy society.

Logo & Brand Architecture:

Brand architecture is a framework for conveying the roles and relationships of ACAPT and its components. The architecture is a reflection of the brand promise and helps build value and engagement among its target audiences.

ACAPT is the “Masterbrand” by which ACAPT national brand represents the organization and serves as the umbrella for our consortia, events and programs.

Visually integrating with the Masterbrand will also help avoid alphabet soup and misunderstanding about who each group is and how they relate to each other – RIPPT vs. NIPEC vs. Clinical Reasoning vs. ACAPT vs. APTE vs. ELP, etc.

Unique Value Proposition



Provides a *central, coherent voice* advocating for excellence in **PT academic programs** and *its priorities as a whole.*

Represents PT programs' interests with CAPTE and state boards.

Seeks to promote quality PT education standards.

Small, nimble body that can quickly affect change.

- ACAPT is the trusted advocate, focused on excellence in academic physical therapy programs as a whole.
 - APTE's focus is helping every PT be an educator.
 - ACAPT membership is **for the educational institution organization**, its programs and all staff, including clinical educators, administrators and faculty.
 - ACAPT is an organization of institutions; APTE is individuals.
 - Leaders of the PT educational enterprise.
- ACAPT is pro-active and action-oriented.
- ACAPT is primarily concerned with PT education; APTE includes physical therapy assistant (PTA) education.

Words to Describe ACAPT

- Dynamic & evolving – still forming, developing, new
- Profession in transition
- Passionate
- Collegial & collaborators
- Forward-looking
- Action-oriented
- Advocates and change agents
- Disruptors & agitators
- Continually striving for excellence
- Leadership-focused

Aspirational:

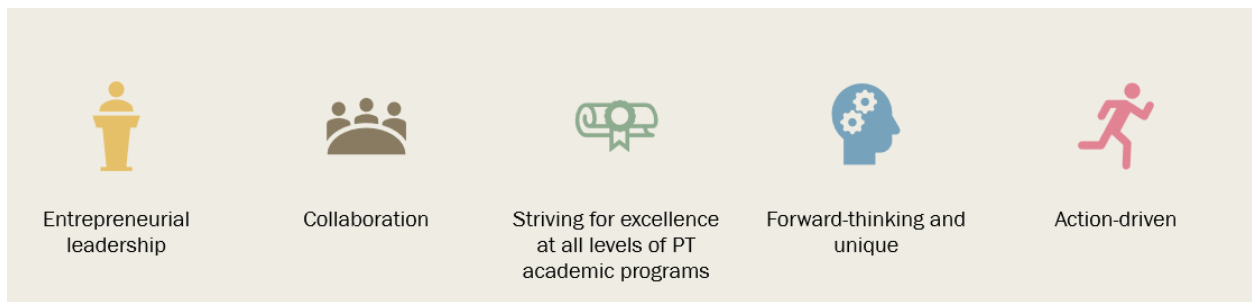


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ACAPT Communications Plan - December 2019

- Transparent
- Competitive
- Partnerships
- Research & measurable results with desired outcomes
- Beyond insular discussions to outside associations

Positioning & what we want audiences to remember: This is an extension of ACAPT's core values.



- 1) **Entrepreneurial Leadership:** ACAPT is the **leading voice** for physical therapy higher education programs

We are constantly listening to members and identifying the issues and solutions that'll help educational programs succeed in a challenging environment.

Strengthen academic institutions collectively – and build leadership that takes risks, focuses on innovation & best practices. Need common set of pre-requisites.

Build a strong leadership program for faculty, chairs, students & clinicians. Develop succession planning -- recruiting new faculty, admin roles in academia.

- 2) **Collaboration:** Strength in numbers and diversity. Together we are stronger.

Open, accessible group that works with the relatively small community of PT education.



Internal collaboration: We want to work with our entire physical education academic departments, including the clinics we partner with, directors of clinical education (DCEs), all the faculty and clinical educators in our programs and all the administrative staff, including program directors, admissions staff, etc.

Fellow PT program collaboration: We want to learn from the best practices of all PT education programs and share knowledge so every program can be successful.

External PT collaboration: Advocacy when working with CAPTE, PTCAS and other PT partners.

External broader health care collaboration: ACAPT wants to raise awareness of PT student interprofessional work within health care teams to provide successful, patient-centered care. We are movement specialists in the clinical & academic arena.

We help transform society by optimizing movement to improve the human experience. We are an important part of the larger, broader health care system and our unique knowledge helps the broader health care team be more successful.

3) Focused on **striving for excellence at all levels** of our physical therapy programs

ACAPT provides services and trust-worthy, quality education/resources that build excellence at the institutional level as a whole.

What is excellence?

- Excellent faculty who are well-trained, have PhDs, etc.
- Succession planning.
- Outstanding research & knowledge in the profession, at clinics and with students.
- Strong student body, high-caliber academically, leaders, service-minded, sound PT practices and aspire to learn more.
- Great scholarship, great clinical education, good research, good teachers, national service.
- Community engagement.

4) **Forward-thinking:** We're focused on how to take advantage of the latest innovations and best ways to provide PT students with tools for the future that will help them provide the highest level of care to patients with the best outcomes. and long-term professionalism in the physical therapy profession and education.

We're dynamic and flexible leaders who are constantly learning, growing and adapting.



Examples of innovation: Hybrid curricula with acquisition learning, work on own and then learn practical skills together, then back on own. Virtual learning. Distance model that's evidence-based. Community engagement (e.g. pro bono clinics, Go Baby Go program at UDE). Integrated clinical education. Leaders in research. Experiential teaching in clinic & in classroom.

Interprofessional curricula – students can earn badge honors.

Flexibility: Competency-based model. If able to use certain equipment, then finish class. Depends on how long each person takes to learn. Establish criteria and deadline for when a competency has to be met. Some finish faster and could affect tuition costs.

5) **Results-driven or Action-Driven:** How does ACAPT add value and why should someone join?

Education programs are involved in their communities and are making a difference in people's lives.

ACAPT designs and improves PT programs and services based on members' unique needs. We're thoughtful leaders who don't want to just talk about needed change, but actively share solutions and implement programs that will directly help students be better physical therapists who are respected by their health care peers and successful in helping their patients well-being and good health.

Feature member/institution stories and important campaigns.

Demonstrate how ACAPT is helping to support broader health care and wellness outcomes. Use stats, data, research outcomes, factoids and testimonials to tell the narrative of how ACAPT members are an integral part of physical therapy and health care good outcomes.

Style Guide:

AP style (Associated Press)

Fonts: The primary font is Gotham and secondary is Chaparral Pro.

Gotham Font Family

Gotham Light

Gotham Book

Gotham Book Italic

GOTHAM MEDIUM

Chaparral Pro

Chaparral Pro Regular

Chaparral Pro Italic



Colors & Shape: Not one continuous shape, but parts that create a whole

Color	Pantone	C	M	Y	K	R	G	B	Web #
Orange	7580C	11	69	75	14	192	97	67	c06143
Green	5767C	40	15	76	17	139	157	86	8b9d56
Blue	7721C	86	57	51	18	484	91	102	305b66
Gray	Cool Gray 10C	0	0	0	70	109	110	112	6d6e70

Approach to photography: Show a human connection that’s bright, warm and inviting. Avoid showing equipment. Important to exhibit diversity. The current demographics skew toward white, 50s/60s.

More focus on photos at events, showing collaboration, personal relationships, etc. Also video and live streaming as available.

Content guidelines:

Content should reflect ACAPT’s mission and strategic goals (see pages 1-2 of this document), positioning messaging (page 8) and may include:

Live events, webinars, open meetings	Meeting recaps, key actions and results	Deadlines – e.g. for grants, contests, surveys, honor society applications, etc.
Continuing ed opportunities	Volunteer opportunities	Best practices
Shared links to new research & published papers	Awards & recognition	Education research grants & how the research affects PT practice
Progress updates on task forces, committees and consortia	Elections	Featured member stories and their work

Other recommended content guidelines include:

- Concise content that’s scannable and has a clear “call-to-action”
- Using member/leader photos and other images (e.g. infographics) to help share the story visually
 - For digital content: Keep the file size of photos/Images to 72 dpi and generally about 700 pixels wide
 - Email leanortrice@apta.org if you’d like to discuss image usage
- Encourage digital links, likes and shares so the messages can be disseminated more broadly
- Using hashtags



- #physical therapists #PTClinEdTerms #dptstudent @APTAtweets @AcadPTEd_APTA #APTACSM
- #ACAPT @ACAPT
- #PTeducation
- NIPEC@ACAPT

Cite ACAPT membership or leadership roles in published papers:

“Jane Doe serves on the <board of directors> for the American Council of Academic Physical Therapy (ACAPT) which supports academic institutions to strive for excellence in physical therapist education.”

High-Level Style Guidelines

Capitalization

- For proper nouns, headlines, consortia/committees and titles of works, use sentence case – i.e. only capitalize the first letter of the first word except of proper nouns.

Spell out the full name of a consortia, committee or ACAPT the first time it is used in a document and include the acronym in parentheses. For all future references, use the acronym. e.g. National Consortia of Clinical Education (NCCE).

- For subheads, captions and bulleted lists, use sentence case – i.e. only capitalize the first letter of the first word except for proper nouns. End with a period.
- Use title case for a person’s job or other title when the title directly precedes the name without a comma. Otherwise, use lower case.
- Use lower case for the nouns unless they are part of a proper noun or title – e.g. physical therapy, physical therapist, task force (2 words), health care (2 words)
- 7:00 - 9:00 p.m. (not 7 – 9 pm)
- Phone numbers should have dashes between the numbers (no parentheses) – e.g. 703-555-1234

Numbers & Symbols



- Ampersands (&) are acceptable in headings and in brief content such as graphics and social media.
- Use the percent symbol (%) and no space when paired with numerals; do not spell out “percent”.
- Use the dollar sign (\$) or other value sign before a numerical monetary value.
- Spell out cardinal numbers one through nine, except for obvious measures like height, width, monetary value, percent and calendar dates).
- Spell out ordinal numbers first through ninth. For numbers 10 and higher, don’t use superscript for “th” after the numeral.
- Don’t add “st”, “nd”, “rd” or “th” after a calendar date when you include the month.

Titles of Works & Organizations

- Use quotation marks (not italics?) and title case for books, papers, articles and similar works.
- Use title case only (no quotes or italics) for compilations of works such as magazines, journals, newspapers and reference materials.

Punctuation

- Use serial commas before the word “and” when a sentence includes a series of items (AP style).
- Use en-dashes – to indicate a range, such as times, dates or years. Include a space before and after the en-dash. Note: For year ranges, include only the last two digits of the ending year, such as 2020 – 21.
- Use em-dashes – sparingly to offset or add a twist to a point of emphasis. Include a space before and after the em-dash.
- Use periods in abbreviations such as St. Louis, a.m. and p.m. (use lower case), Dr., Ms., N. Fairfax St., et. al., e.g. and i.e.

In many cases, spell out physical therapy, at least the first time it’s used. PT as an abbreviation generally refers to physical therapist, not physical therapy. Exceptions are for limited space, headings, titles, social media and graphics.

CHANNELS

Website – acapt.org

Enewsletters:

- ACAPT News – every other Wednesday
- Consortia emails



Social Media:

- Facebook: www.facebook.com/ACAPT2
- Twitter: www.twitter.com/acapt2
- LinkedIn: <https://www.linkedin.com/company/american-council-of-academic-physical-therapy>
- Instagram: www.instagram.com/acapt2

Listservs – Education Research Network using freelists & CHEP testing Gaggle

Letterhead for ACAPT reports, official letters, etc.

Print materials:

- Email sign-up flyer – for conferences/meetings, for members to distribute internally to their staff
- Annual report (including strategic plan & consortia progress) – planned for end of 2020
- Membership brochure recapping member benefits & consortia – later in 2021

Live events, meetings & workshops -- & live streaming digitally

Webinars

PPT presentations at conferences – include ACAPT boilerplate language in bios

Partner channels, including university website links and APTA and its chapters, sections and regions

Boilerplate ACAPT language to be inserted when leaders write published articles for journals, etc.

MAJOR CALLS-TO-ACTION

See the website: [Get Involved with ACAPT](#)

- **Members should add ACAPT badge/link to their university page.**
- **Sign up for ACAPT Enews at acapt.org/news.**
- **Spread the word to fellow faculty, clinical educators and PT program staff.**
- ACAPT member reps should identify a clinical partner and then [register your NCCE institutional pair](#).
- Join a [consortia](#).
- Join the [PT Education Research Network & mentorship](#) program.
- [Register for workshops, webinars & events](#)
 - Attend annual business meeting in October at ELC each year



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- Take the GAMER workshop for a “safe” space to learn how to get education research funding
- Volunteer:
 - [ACAPT committees](#) - nominating, finance, resource, program, awards & recognition.
 - [ACAPT task forces](#).
- Participate in [National Physical Therapy Student Honor Society](#).
- Provide best practices in your field.