



# 2025 Strategic Plan

## Academic Best Practices

- Develop and disseminate recommendations for child life academic professionals and child life academic programs
- Explore best practices in and models used within other disciplines for academic program accreditation
- Collaborate and communicate across academic and clinical sites to align practices with Federal Register 668.16(r)

## Vision Statement

- The Child Life Academic Society protects and advances the quality of child life education through its programs, advocacy, and research.

## Governance

- Develop policy regarding Federal Register 668.16(r) based on research and recommendations from the CLAS Clinical Experience Task Force
- Continue to strengthen the infrastructure of CLAS, creating policies to protect membership eligibility and experience
- Assess potential avenues for state licensure and child life certification considering contexts and factors involved

## Communications

- Develop the online presence of CLAS through the organization's website and social media platforms
- Create and share content relevant to the mission, vision, values, and activities of CLAS

### Child Life Academic Society Board of Directors

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