



STRATEGIC PLAN

2025 - 2027





A MESSAGE FROM THE ACLP CEO

Dear Colleagues,

I am proud to introduce ACLP's 2025-2027 Strategic Plan—a blueprint designed to advance our mission, elevate the child life profession, and deepen our impact on children and families worldwide. This plan builds on the achievements of recent years while addressing the complexities of a rapidly changing healthcare landscape.

I want to extend my heartfelt thanks to the many individuals who contributed their time, expertise, and insight throughout the planning process. Your input has been invaluable, and together, we have shaped a roadmap that reflects the collective vision of our community.

Grounded in our mission, vision, and core values, this strategic plan reflects ACLP's commitment to fostering identity and belonging, building transformative partnerships, and driving excellence in professional practice. Developed through the collaboration of members, leaders, and key stakeholders, it represents the collective voice and aspirations of the child life community.

At the heart of our plan is a steadfast dedication to diversity, equity, and inclusion. These principles guide every aspect of our work, from broadening professional development opportunities to creating a culture of engagement and innovation. By aligning our efforts with these priorities, we are poised to expand opportunities, unify the organization, and elevate the visibility and impact of child life services.

Achieving these goals will require the commitment of our entire community. Whether as practitioners, educators, aspiring professionals, or advocates, each of you plays a vital role in realizing this vision.

Thank you for your ongoing dedication and collaboration. Your passion and expertise are the foundation of this organization, and I look forward to all we will accomplish together in the years ahead.

Warm regards,

Alison E. Heron, MBA, CAE
Chief Executive Officer
Association of Child Life Professionals

ACLP'S STRATEGIC PLAN AT A GLANCE

2025-2027

Mission, Vision, and Values

Our Mission

To advance the field of child life through continuing education, scientific inquiry, and innovative practice.

Our Vision

Children and families of every race, identity, and community navigate and cope with challenging life events.

Our Core Values

Integrity, Equity, Inclusivity, Collaboration, and Excellence.

Key Priority Areas



Strengthen Identity and Belonging

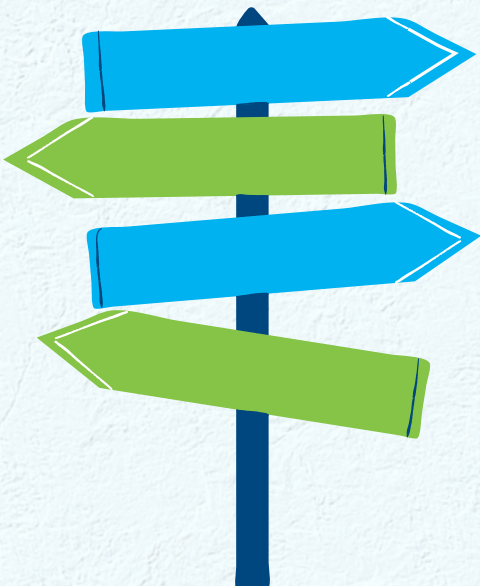


Partnerships and Collaborations



Excellence in Professional Practice and Training

Resonating Themes



Diversity, Equity, and Inclusion



Financial Sustainability

FROM PLAN TO ACTION

April 2024

- ✓ 15 in-depth interviews were conducted between Vista Cova and ACLP leadership.
- ✓ A survey developed by Vista Cova was sent to 4,777 ACLP members and 11,764 non-members.
- ✓ The survey was completed by 1,820 individuals.

May 2024

- ✓ Survey report was shared with ACLP leadership and the Strategic Planning Session individuals.
- ✓ Strategic Planning Session individuals met for a preliminary virtual meeting to discuss the strategic plan survey findings in breakout sessions.
- ✓ Strategic Planning Session individuals meet in San Antonio, TX to...
 - Review ACLP's mission, vision, core values, and DEI definitions
 - Develop resonating themes
 - Develop strategic priority areas
 - Identify goals for priority areas

Summer 2024

- ✓ Strategic plan framework is reviewed by ACLP leadership to operationalize.
- ✓ Specific tasks are created for each priority area.

Fall 2024

- ✓ The strategic plan was presented to and unanimously approved by the ACLP Board of Directors at the November board meeting.
- ✓ Identify short-term focus/first steps to success.
- ✓ Determine metrics to measure our progress/performance.

Jan. - March 2025

- ✓ Strategic plan is released.
- ✓ Translate the plan for ACLP committees.

ACLP MISSION, VISION, AND CORE VALUES

ACLP Mission

To advance the field of child life through continuing education, scientific inquiry, and innovative practice.

ACLP Vision

Children and families of every race, identity, and community navigate and cope with challenging life events.

ACLP Core Values

Integrity – We promote consistent self-awareness, accountability, responsibility, and ethical decision-making. We strive for full transparency in our actions and communications.

Equity - We strive for equitable treatment, opportunities and access to our information and resources for all. We believe achieving equity is only possible in an environment built on respect and dignity.

Inclusivity - We build a culture of belonging by actively inviting the contribution and participation of people of every race, identity, and community. We believe every person's voice adds value, and we strive to create balance in the face of power differences.

Collaboration – We bring together those with diverse perspectives, experience, and expertise to strengthen and enrich our organization.

Excellence - We integrate scientific evidence, best practices, rigorous standards, and innovation throughout our organization's work.

ACLP Diversity, Equity, and Inclusion Definitions

Diversity, equity, and inclusion (DEI) are core to our mission and who we are as an organization.

Diversity is the representation of all our varied individual and collective identities and differences. We proactively seek out and engage with a variety of perspectives because we believe we can only advance justice when we affirm our similarities and understand and find value in our differences.

Equity is fair treatment, equitable opportunities, and access to our information and resources for all. We recognize that we do not all start from the same place and must acknowledge and make adjustments to address these imbalances. We believe achieving equity is only possible in an environment built on respect and dignity.

Inclusion is an environment and culture of belonging that actively invites the contribution and participation of people of every race, identity and community. We believe every person's voice adds value, and we strive to create balance in the face of power differences. We believe no person can or should be called upon to represent an entire community.



2025-2027 STRATEGIC PLAN PRIORITY AREAS

Designed to help shape the future of child life, ACLP's 2025–2027 Strategic Plan priority areas reflect a renewed commitment to fostering growth and resilience within an evolving landscape.

These priorities—strengthening identity and belonging, fostering partnerships and collaborations, and excellence in professional practice and training —provide a roadmap for both immediate and long-term impact. Through these efforts, ACLP empowers child life professionals to deliver transformative care, ensuring children and families of all races, identities, and communities receive the support they need to navigate life's challenges.



Strengthen Identity & Belonging

A unified understanding of ACLP's identity and purview as a membership association.

A thriving organizational culture that actively prioritizes diversity, equity, and inclusion.

Strategies for Achieving these Goals:

- Crafting a communication strategy with a concise and consistent message that explains ACLP's purview and areas of focus
- Establishing clear participation channels to increase and diversify member engagement
- Prioritizing diversity, equity, and inclusion in our financial budget strategy



Partnerships & Collaborations

An elevated visibility and impact of child life services and Emotional Safety through strategic partnerships.

Strategies for Achieving these Goals:

- Building and sustaining partnerships to broaden the child life profession's impact and reach
- Expanding scientific research and data collection to support evidence-based practices and innovation
- Creating a comprehensive business plan around the Emotional Safety Framework



Excellence in Professional Practice & Training

Broaden professional development opportunities to advance the expertise of child life professionals.

Strategies for Achieving these Goals:

- Increasing development of advanced, in-depth learning opportunities led by experts
- Creating resources to aid in leadership development.
- Promote evidence-based practices, in collaboration with experts and institutions, to ensure professional development is aligned with the latest research and data

THANK YOU STRATEGIC PLAN PARTICIPANTS

We extend our deepest gratitude to all the strategic plan participants whose insights, dedication, and collaboration have been instrumental in shaping this strategic plan. Your hard work and commitment to our mission are deeply appreciated.



2025-2027 Participants

ACLP Leadership Staff
Alisha Saavedra, MS, CCLS
Alison Chrisler, PhD, CCLS
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Barbara Romito, MA, CCLS
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Riley Hammond, MS, CCLS
Sarah Patterson, MSc, CCLS
Toni Crowell-Petrungao, MS, CCLS
Victoria Isaacson, MA, CCLS, NCC



"Realizing the vision of this strategic plan requires all of us—clinicians, academia, and advocates—to work together. By uniting our efforts to foster belonging, building transformative partnerships, and advancing professional excellence, we can amplify our impact and ensure that every child and family receives the support they need. Together, we are the driving force behind the future of the child life profession."

-Sarah Patterson, MSc, CCLS, ACLP Board of Directors President



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