

North Carolina Athletic Trainers' Association Strategic Plan

Section 1

PREAMBLE

We, the Strategic Plan Task Force of the North Carolina Athletic Trainers' Association (NCATA) submit this Strategic Plan to the Board of Representatives of the association as a guide to facilitate development of a dynamic and responsible professional association for the athletic trainers in the State of North Carolina.

This process is an accumulation of efforts that began in March of 2006 when an Ad Hoc Committee/Task Force was formed to develop a strategic plan to help guide activities of the association. The hope of the current leadership is that future leaders will be able to utilize this plan as we further develop the profession, the Association and its members.

This strategic plan will provide a framework to achieve this purpose and allow the Board of Representatives and the membership to be held accountable.

The strategic plan will be formally reviewed annually and a report card with recommendations will be issued to the membership at the annual business meeting.

The review will be prepared by the strategic Plan Committee with the input of the following.

Board of Representatives

Executive Board: President, Vice-President, Secretary, Treasurer

District Representatives: Geographical, 1-8.

At-large work-setting representatives: Clinical/industrial, secondary school, college/university.

Standing Committees

Ad-hoc Committees and Task Forces

We would like to thank the Ohio Athletic Trainers' Association for the hard work they put into the development of their strategic plan. We found many common issues between the NCATA's discussions and the OATA plan. It served as a template to our own plan with appropriate modifications for local and regional issues.

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Section 2

ACTION PLANNING

Administrative

Strategic Directions	Action Areas	Assignment
<p>1. Improve communication between the membership and the BOR</p>	<p>1.1 Website</p>	<ul style="list-style-type: none"> • PR Comm <ul style="list-style-type: none"> ○ Web sub • PR Committee <ul style="list-style-type: none"> ○ Web Sub. ○ Newsletter sub • PR Committee <ul style="list-style-type: none"> ○ web sub
	<p>1.2 Newsletter</p>	<ul style="list-style-type: none"> • PR Comm <ul style="list-style-type: none"> ○ Newsletter sub • CIC/SS/CU committees
	<p>1.3 E-Blasts</p>	<ul style="list-style-type: none"> • BOR • PR Committee
	<p>1.4 District Meetings</p>	<ul style="list-style-type: none"> • BOR
<p>2. Encourage participation in the association and develop future leaders.</p>	<p>2.1 Fill all committee's with statewide representation</p>	<ul style="list-style-type: none"> • BOR
	<p>2.2 Reduce parochialism among the members and perception of the association as being limited in scope.</p>	<ul style="list-style-type: none"> • BOR/CUATC Rep
	<p>2.3 Recruit active future members</p>	<ul style="list-style-type: none"> • BOR • Annual Meeting
<p>3. Strengthen the relationship with the NCBATE while respecting the independence and integrity of the NCBATE. .</p>	<p>3.1 Increase communication between the NCATA and the NCBATE</p>	<ul style="list-style-type: none"> • GA Committee • PR Comm <ul style="list-style-type: none"> ○ Newsletter sub ○ Web Sub • BOR

4. Improve the effectiveness of our committees	4.1 BOR Liaison to each standing committee	<ul style="list-style-type: none"> • BOR liaison • Committee chairs
	4.2 Charges	<ul style="list-style-type: none"> • BOR • committee chairs
	4.3 Enhanced communication between the board and the committee's	<ul style="list-style-type: none"> • BOR liaison • Committee chairs
	4.4 Inter-committee liaisons as needed	<ul style="list-style-type: none"> • Committee chairs
	4.5 New and/or re-organized committees	<ul style="list-style-type: none"> • BOR
5. Continue to develop our association (leadership and members) to represent NC athletic trainers in the best, most cost effective manner.	5.1 NCATA by-laws and Policy and Procedure 5.1.1 Regular reviews	<ul style="list-style-type: none"> • BOR • GA Committee
6. Increase our membership	6.1 Encourage non-NATA members, non member students and students that may be NATA members, but are members of their home states, not NC to join the NCATA.	<ul style="list-style-type: none"> • BOR
7. Secure more nominations for each NCATA office.	7.1 At least 2 nominations for each elected office (Exec. Board and reps)	<ul style="list-style-type: none"> • Honors & Awards <ul style="list-style-type: none"> ○ nominating

EDUCATION

Strategic Directions	Action Areas	
8. Provide a top-quality educational symposium	8.1 Continually evaluate the optimal annual mtg. location.	<ul style="list-style-type: none"> • Annual meeting • site-selection Sub • host Sub
	8.2 Evaluate length and cost of the mtg.	<ul style="list-style-type: none"> • Annual meeting
	8.3 Increase the overall participation (number) and # of participants that stay until end.	<ul style="list-style-type: none"> • Annual meeting • program planning • Logistics Sub
	8.4 Enhance the breadth and scope of the educational Content at the annual meeting	<ul style="list-style-type: none"> • Annual meeting • program planning

	8.5 Increase student participation in the association and attendance at the annual meeting.	<ul style="list-style-type: none"> • Finance/membership • BOR/ • Annual meeting • CU rep/CUATC • Annual Meeting
<ul style="list-style-type: none"> • Student Symposium <ul style="list-style-type: none"> ○ Goals – Why are we doing this? 	<ul style="list-style-type: none"> • Length 	<ul style="list-style-type: none"> • Annual Mtg/student Symp sub-
	<ul style="list-style-type: none"> • Cost 	<ul style="list-style-type: none"> • Annual Mtg/student Symp sub-
	<ul style="list-style-type: none"> • Control of Curriculum 	<ul style="list-style-type: none"> • BOR
	<ul style="list-style-type: none"> • Attendance control 	<ul style="list-style-type: none"> • Annual Mtg/student Symp sub-

Legislative

Strategic Directions	Action Areas	
9. Establish ourselves as a force in NC politics	9.1 Develop a PAC	<ul style="list-style-type: none"> • BOR • GA
10. Increase the number of Secondary School positions in the state of NC while increasing the health and well-being of the student-athletes.	10.1 Legislation supporting/mandating an LAT in every NC Public High School	<ul style="list-style-type: none"> • GA • SS Committees
	10.2 Seek desired changes in the area of Health occupations to allow ATs to teach.	<ul style="list-style-type: none"> • GA • SS Committee
11. Enhance the employability of Athletic Trainer’s in the Clinical/Industrial/Corporate work settings	11.1 Legislation supporting universal reimbursement for AT services	<ul style="list-style-type: none"> • COR • CIC
12. Strengthen the NC AT practice act to better protect and increase choices for the citizens of the State of North Carolina	12.1 Review the NC AT practice act.	<ul style="list-style-type: none"> • GA

Public Relations

Strategic Directions	Action Areas	
13. Develop a comprehensive marketing plan.	13.1 Enhance the public knowledge and perception of Athletic Trainers and our profession	<ul style="list-style-type: none">• PR
	13.2 Find places to advertise/exhibit	<ul style="list-style-type: none">• PR