MISSION STATEMENT

To enhance the quality of health care provided by certified athletic trainers and to advance the athletic training profession.

STRATEGIC PLAN OVERVIEW

VISION

- Add value to the diverse membership
- Foster enhanced membership engagement and professional satisfaction
- Represent and protect interests of our members
- Continue improvement of clinical education

FOUR KEY AREAS OF FOCUS

- Favorable State Regulation
- Revenue for Athletic Training Services
- Marketing and Public Relations
- Job Development

STRATEGIC DIRECTIONS

I. Increasing Member Personal Satisfaction and Professional Stature

Action Areas

- Fostering Emerging Leadership
- Communicating with Members
- Refined Education
- Providing Strategies for Life Balance

II. Empowering Members to Utilize Their Skills, Expertise and Full Scope of Practice

Action Areas

- Maximizing Legislative Influence
- Demonstrating the Value of ATs
- Marketing Our Profession
- Focusing on Secondary Schools
- Guaranteeing Financial Responsibility