



## **AATE Board Action Items: Professional Pathways and Recruitment Work Group**

**Update – July 1, 2020**

The Professional Pathways and Recruitment work group reviewed current marketing efforts of the AT profession to attract students, inform them about educational pathways, and improve the public awareness related to the role of athletic trainers in the delivery of healthcare to the physically active population. This work group has devised specific recommendations related to the overall branding and messaging of the AT profession. A summary of these recommendations is included below, along with a brief description of the resulting action items the AATE board has prioritized.

- **Engage the services of a marketing consultant to support/supplement the ongoing efforts of the members of the AATE and Athletic Training Strategic Alliance.**
  - AATE Board action item:
    - “Create a call for proposals to hire an agency to create a marketing toolkit and dissemination plan to promote athletic training as an excellent career choice.”
    - Began work with Breakthrough Growth (BTG) in June ([www.bt-growth.com](http://www.bt-growth.com))
      - Focus group made up of eight athletic training educators from professional and post-professional programs
      - BTG will lead two focus group sessions during summer of 2020
      - Deliverables will focus on marketing and messaging strategy as well as a framework for implementation
- **Develop the following work groups with intentionally selected leadership based on demonstrated experience and expertise in the relevant areas and, if necessary, engage consultant support to ensure successful completion of the charge set forth by the AATE board**
  - **Social media strategy**
    - From AATE annual report:
      - “Enlisted Zach Winkelmann (University of South Carolina, AATE member institution) to manage social media presence”
      - Social media analytics available in 2020 AATE annual report
  - **Professional and post-professional marketing and recruitment**
    - Professional Pathways and Recruitment work group recognized the need for specific focus on post-professional programming
    - Call for applications went out on 6/17 for new Post-Professional Pathways work group
  - **Development of strategic recruitment partnerships**
    - BTG focus group discussions include work on segment-differentiated marketing strategy to help identify potential recruiting opportunities