

## MISSION

Our mission is to provide a community that serves as a responsive and progressive voice to advance the athletic training profession through education.

## VALUES

- Collaboration
- Communication
- Advocacy
- Innovation
- Inclusiveness
- Community
- Positivity
- Responsiveness
- Outcomes
- Decisiveness
- Dissemination
- Forward thinking

## VISION

The AATE will be the premier voice and resource for athletic training education programs.

## STRATEGIC THEMES

These five areas serve as the themes of the strategic plan. We expect them to remain reasonably constant over time. Focusing our efforts on these areas will be the key drivers of our success.

- Community
- Advocacy
- Resources
- Research
- Stewardship

## STRATEGIC OBJECTIVES AND INITIATIVES



### COMMUNITY

Creating opportunities for member interaction that allows us to be more successful as a whole rather than as individuals.

- ▶ Facilitate robust, ongoing communication platforms in which all institutional members can engage.
- ▶ Develop a process of obtaining regular feedback from member institutions and be responsive to newly emerging needs.
- ▶ Offer professional networking and mentoring opportunities to enhance the success of members as healthcare educators.



### ADVOCACY

Using our collective voice to advocate for our member institutions on issues impacting athletic training (AT) education and the AT profession on local, national and international levels.

- ▶ Position AATE as a thought leader and authority in the healthcare education community.
- ▶ Advocate for ATs practicing at their full scope of training (state and federal levels).
- ▶ Explore partnerships within the healthcare education community and the AT profession.



### RESOURCES

Generating products that enhance AT education and promotion of member institutions.

- ▶ Market athletic training as a preferred healthcare profession to prospective students.
- ▶ Market pathways (including residencies, clinical doctorates, and research doctorates) for professional advancement for practicing athletic trainers.
- ▶ Provide members with up-to-date information and educational opportunities.



### RESEARCH

Creating a focused research agenda that looks to the future of healthcare education.

- ▶ Identify, maintain and execute a research agenda.
- ▶ Support the collaboration of researchers to answer questions important to the education of healthcare professionals.



### STEWARDSHIP

Ensuring the vitality and relevance of the AATE.

- ▶ Develop and implement an administrative and governance structure that will support the long-term success of the AATE.
- ▶ Increase AATE membership to maximize our impact.
- ▶ Secure adequate resources to ensure the long-term health and vitality of the AATE.
- ▶ Establish financial policies and key performance indicators to ensure adequate resources are available.
- ▶ Develop and keep effective leaders within AATE through education, mentoring and service opportunities.