



## STRATEGIC PLAN 2020

### Vision Statement

*Athletic Training & Therapy is an integral member of the international healthcare community. (2020)*

### Mission Statement

*Provide leadership, cultivate collaboration and champion the Athletic Training and Therapy profession globally and contribute to a healthier world. (2020)*

**Values**      **Passion – Diversity – Integrity – Collaboration – Leadership**

### Strategic Goals

- Promote Athletic Training and Therapy globally
  - Engage and collaborate with external organizations (ie., IOC, WHO, FIFA, etc.)
  - Provide guidance to potential and current members in the promotion of ATT
  - Develop continental strategies for growth with engagement of our membership
    - North American, EU, Asian, Middle East and Caribbean strategies
  - Develop a marketing and promotion strategy
    - Internal - Engage membership to promote ATT and WFATT in their regions
    - External - Marketing and promotion strategy to brand the WFATT
  - Develop an ATT International day
  
- Disseminate Knowledge and Skills
  - Continue to host a biannual World Congress
  - Facilitate the development of continuing professional programs and then promote them globally
  - Explore the potential of an educational summit adjacent to the World Congress
  - Highlight best practices and the changing knowledge base of our member organizations
  
- Engage WFATT membership
  - Develop communication strategies to and from organizational members
    - Increase analytical numbers across WFATT social media platforms
    - Give regular activity reports at the Annual Members Meeting and a semi-annual update/Q&A
  - Create and demonstrate value for our member organizations

- Facilitate collaboration
  - Coordinate organizational informational sharing between member organizations
    - International activities
    - Research opportunities
  - Facilitate collaboration between academic institutions and educators
  - Facilitate collaboration between ATT speciality groups
  
- Optimize organizational effectiveness
  - Maintain financial stability
    - Increase corporate sponsorship
    - Investigate alternate revenue opportunities (website etc)
  - Volunteer management
    - Succession planning
    - Leadership development
  - Enhance administrative support (financial, minutes, travel etc)
  - Review and update operations communication strategy
  - Review need for additional committees
    - Ie. Membership committee, World Congress committee
  - Upload committee policies and procedures on website
  
- Nurture our Social Consciousness
  - Recognize and respect cultural competence and diversity of our members and the global community
  - Support select global initiative(s) that reflect our mission