

**World Federation of Athletic Training & Therapy
Strategic Planning Meeting
Dallas, Texas
January 22-23, 2016**

Vision

Athletic Training & Therapy will be recognized as an essential part of multidisciplinary healthcare teams worldwide

Mission

The WFATT provides leadership to advance the international interests of its members for the common goal of optimal health care for physically active populations.

Strategic Goals

1. *Enhance our international contribution to the optimal health care of physically active populations*
 - 1.1. *Lobby international organizations to promote awareness of WFATT and its member organizations*
 - 1.2. *Grow membership*
 - 1.2.1. *Increase the number of members in each category to extend our reach and contact*
 - 1.3. *Develop and support our emerging markets*
 - 1.4. *Engage our membership to promote the profession and WFATT within their jurisdictions*
2. *Provide leadership and expertise to advance education*
 - 2.1. *Implement the education program guidelines*
 - 2.1.1. *Finalize, ratify and implement the process*
 - 2.1.2. *Generate whitepapers and marketing materials*
 - 2.1.3. *Identify and recruit candidate programs*
 - 2.1.4. *Promote participation in the Mutual Recognition Agreement process*

- 2.2. *Continue to offer a World Congress*
 - 2.2.1. *Create a World Congress committee*
 - 2.2.2. *Participate in the creation of the theme and content for the congress*
 - 2.2.3. *Assist with networking regarding speakers*
 - 2.2.4. *Investigate financial partners and affiliates to enhance revenue generation*
 - 2.2.5. *Engage the media to deliver the theme of the congress, and to promote WFATT and the host organization*
- 2.3. *Establish effective use of electronic and social media to exchange information among members*
- 2.4. *Facilitate collaboration and dissemination of research*
- 2.5. *Facilitate faculty and student exchange programs*
3. *Develop a representative governance structure that engages our members*
 - 3.1. *Conduct a Bylaws review*
 - 3.2. *Assess membership categories as they relate to voting privileges*
 - 3.3. *Conduct a needs analysis and appropriately revise organizational structure and tasks*
 - 3.4. *Explore leadership development programs*
4. *Develop a sustainable funding model*
 - 4.1. *Review and make appropriate changes to membership categories and fees*
 - 4.2. *Grow membership to increase the revenue base*
 - 4.3. *Investigate and pursue external funding*
 - 4.4. *Generate clear procedures for financial management and reporting*
5. *Develop the values and principles representative of the WFATT*
 - 5.1. *Share knowledge and culture with respect for each country*

