

## **Nomenclature Workgroup 2012**

The NATA Board of Directors has created a task force called the Nomenclature Workgroup 2012 to study the name of the profession. The strategic partners do not object to the NATA Board of Directors moving forward with exploring a name change. The Board has not directed that the name be changed, but that a thorough, inclusive study occur with appropriate recommendations.

NATA members may recall that NATA and its strategic partners recently completed an important strategic planning process for the profession. The effort was called Vision Quest. A small piece of Vision Quest included the examination of a possible name change. Because Vision Quest did not recommend pursuing a name change, the board looked long and hard at this issue before coming to the decision to consider the change at this time. The board decided to go forward for these reasons:

- A realization that this topic was not a high priority for examination in the Vision Quest process.
- Feedback from members about Vision Quest indicated it was time to take this step. Some data also appears to support another review. According to the 2003 nomenclature task force survey, 53% of our members supported a name change. A recent survey in one district found 71% of members to be in favor of a name change.
- When the initial nomenclature task force completed its work, healthcare reform was in its infancy. That group was unable to investigate the impact of healthcare reform on our name. In addition, the Affordable Care Act has since moved to the forefront of issues related to healthcare reform. The ongoing, dramatic changes in the healthcare landscape are significant enough to warrant a reexamination of a name change.
- A review of the seven-year-old nomenclature report made it clear that the findings and recommendations are outdated and may not be valid today.
- The impact of a name change on state regulatory acts may have been overestimated and should be investigated again.

President-elect Thornton has selected NATA District 10 director Russ Richardson, EdD, ATC of Idaho State University as chair. Workgroup members include Phil Donley, MS, ATC, PT; Frank George, AT Ret; Eric McDonnell, MEd, ATC; Jon Almquist, ATC, VATL; Bart Peterson, MSS, ATC; Kathy Dieringer, EdD, ATC, LAT; Charlie Thompson, MS, ATC; Scott Sailor, EdD, ATC; Julie Rochester, EdD, ATC; and R.T. Floyd, EdD, ATC.

Thornton believed it essential that workgroup composition reflect a cross section of NATA membership and leaders. All ten districts, prominent and emerging work

settings, clinicians, educators, dual-credentialed members, board of directors, Hall of Fame, and past presidents are represented by this group.

According to Richardson, "We plan to study all aspects of whether a name change is appropriate for our profession at this time. If so, we'll research what the name would be." Richardson envisions utilizing focus groups and a member survey. The survey data will be organized by demographic information so that students, young professionals and other constituencies can be analyzed.

Richardson anticipates delivering the workgroup report to the board no later than June 2013.