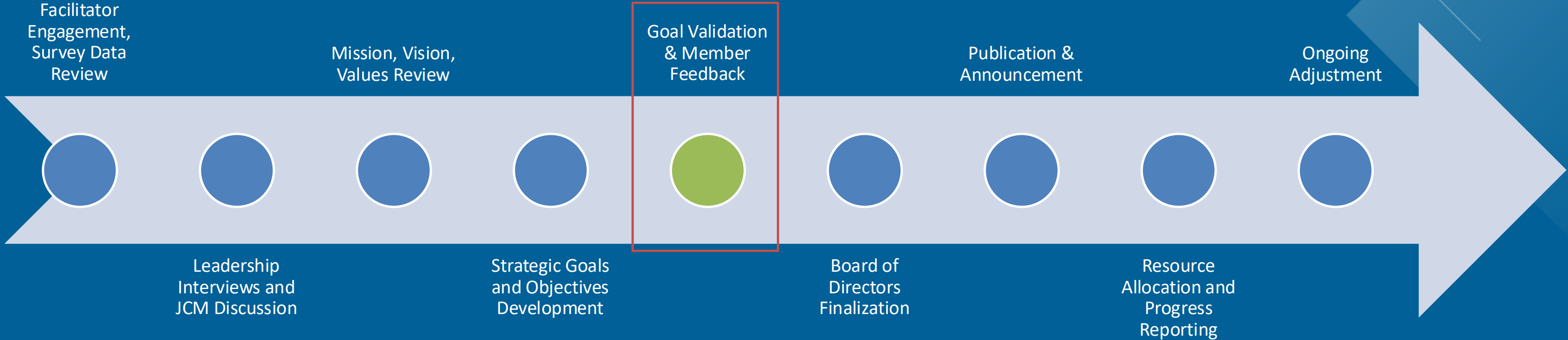




Strategic Plan Listening Series: Educators

April 2026

Overview: Strategic Plan Development Process



Why We're Here

Mission

To advance the athletic training profession while empowering athletic trainers as trusted and respected health care providers.

Vision

Athletic training is universally recognized as integral in the delivery and advancement of health care.

Values

Belonging | Collaboration | Integrity
Leadership | Responsibility

Draft Strategic Goals

1. Serve as the unifying voice for the athletic training profession through advocacy and aligned outreach, to strengthen professional recognition, workforce protection, and public visibility.
2. Foster a strong sense of community and belonging for every athletic trainer, with membership offering personalized value in professional development, recognition, and career advancement.
3. Position athletic trainers at the forefront of patient care as experts in new treatments and technologies, and commitment to continuous quality improvement.
4. Provide comprehensive continuing education opportunities to strengthen clinical, business, and leadership skills, improve career satisfaction, and support long-term well-being.
5. Ensure NATA's growth and sustainability through strategic investment, effective governance and efficient operations.

Membership At a Glance

Membership Breakdown by Workplace

(Does not equal 100% because members can choose up to three options)



Educator Challenges

Recruitment,
Enrollment and
Pipeline

Student Financials
& ROI

Accreditation
Demands vs.
Institutional
Resources

Preceptor
Availability, Quality
& Turnover

Faculty Workload,
Capacity and
Resources

Student Readiness,
Preparation and
Professional
Behaviors

Awareness &
Perception of the
Profession

Administrative
Pressures &
Program
Sustainability

Career Pathways &
Transition to
Practice

What You Expect From NATA

1. Advocacy for Compensation, Recognition and Workforce
2. Clear, Supported Pathways into and Through the Profession
3. Increased Public and Stakeholder Understanding of Athletic Training
4. Resources to Support Educational Programs, Faculty and Preceptors
5. Financial Support and Sustainability for Students and Programs
6. Modern, Accessible Resources and Tools That Actually Help

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Additional Thoughts?

Send to membership@nata.org