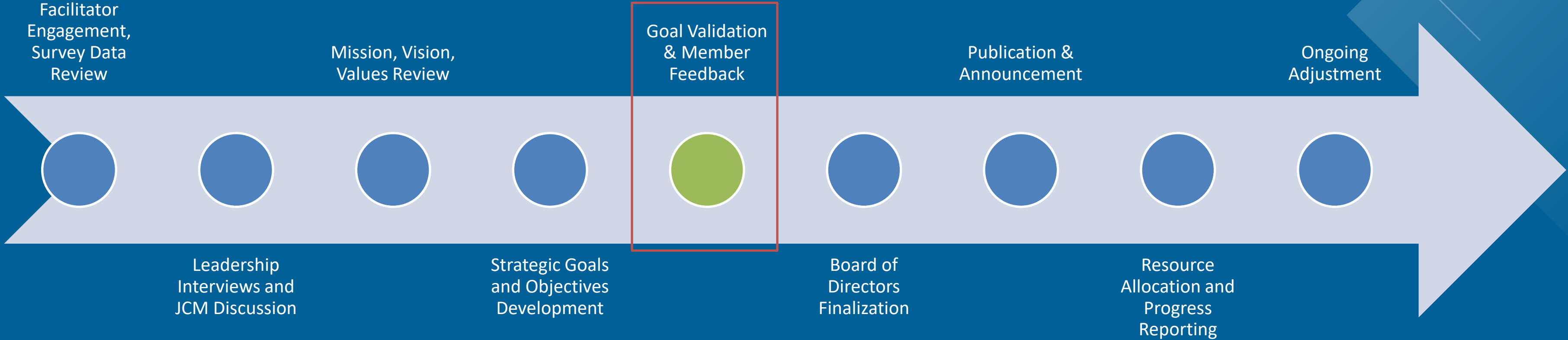




Strategic Plan Listening Series: Secondary Schools

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)



Secondary School Challenges

Staffing Shortages,
Recruitment, and
Retention

Compensation,
Wages, and Pay
Inequity

Budget Constraints
and Limited
Resources

Administrative,
District, and
Stakeholder
Recognition

Work-Life Balance
and Burnout

Scope of Coverage
and Time
Management

Professional
Respect and
Medical Autonomy

Communication
and Education
Gaps

Socioeconomic and
Student-Related
Barriers

What You Expect From NATA

1. Engagement with government officials, school districts, and administrators to prioritize ATs and/or support for legislation mandating AT coverage
2. Continued progress on salary standards, fair wages, and pay transparency as well as towards insurance reimbursement and CMS recognition
3. Increasing membership, with special focus on student and young professional involvement and awareness of NATA resources
4. Ongoing public education to increase recognition of ATs, especially in middle and high school athletics, and tools to help ATs communicate their value to stakeholders
5. Resources to help schools/districts buy into adequate staffing models, and guidance for funding strategies to support AT positions, especially in large schools
6. Targeted education for superintendents, school boards, athletic directors, risk management, and legal counsel
7. Promotion of evidence-based practice and strengthening the medical model within the secondary school setting

Additional Thoughts?

Send to membership@nata.org