

## VISION

Athletic trainers will be globally recognized as vital practitioners in the delivery and advancement of health care. Through passionate provision of unique services, athletic trainers will be an integral part of the inter-professional health care team.

## MISSION

The mission of the National Athletic Trainers' Association is to represent, engage and foster the continued growth and development of the athletic training profession and athletic trainers as unique health care providers.

## ADVOCACY

Elevate the profession by enhancing its image; influencing public opinion and policy; and demonstrating the value of services and economic impact of ATs in the health care arena.

1. Identify, prioritize and participate in advocacy activities impacting NATA, ATs and the patients ATs serve.
2. Increase job creation and market penetration of ATs across work settings.
3. Identify and demonstrate the value of services and economic impact of ATs.
4. Serve as the voice and brand of the AT profession both nationally and globally, as appropriate.

## ENGAGEMENT

Provide opportunities for involvement and leadership development through participation in NATA programs and initiatives.

1. Attract new members and retain current members by offering a valuable, tailored member experience.
2. Provide opportunities for volunteerism and leadership at the national level.
3. Facilitate professional friendships and connections to foster peer-to-peer engagement and help members meet personal and professional goals.
4. Acknowledge and celebrate member successes.

## DEVELOPMENT

Enhance the practice of athletic training through programs, services and education designed to improve patient outcomes.

1. Provide educational opportunities that meet the learning styles of ATs and allow them to further enhance their professional skills to adapt to evolving patient needs and expectations.
2. Offer new technology, including tools, resources and services that add professional value to members of the profession.
3. Assure that professional development initiatives incorporate best practices to help members meet initial certification, recertification and credentialing needs and enhance their overall professional standing.
4. Emphasize best practices in didactic and clinical education; faculty, clinician-scholar, and preceptor development; and the overall enhancement of professional and post-professional education to prepare ATs who are uniquely qualified to excel within a dynamic global health care system.