



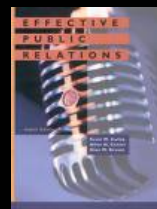
Strategic Planning Member Survey Results

January 2007

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Purpose

To identify general functions and specific initiatives that the WATA should focus on over the next several years.



Methods

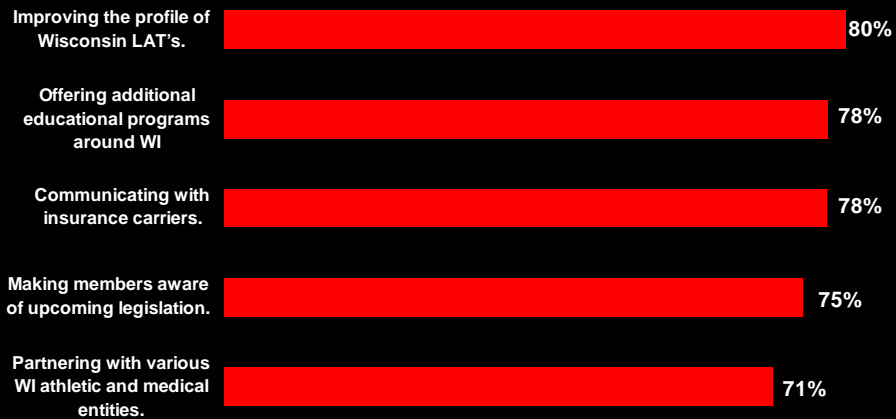
1. Survey was developed based on the general functions and specific initiatives identified by the WATA Executive Council.
2. Pilot tested on a convenience sample of LATs. Electronic surveys were sent in three waves between December 15th 2006 and January 15th 2007.
3. The sample population included all current NATA members (N = 544). A total of 217 (39.8%) of the NATA members in Wisconsin completed the survey.
4. Individual responses were not tracked. Data are not weighted. Demographic information of the respondents was not collected.



A word about interpreting survey results....



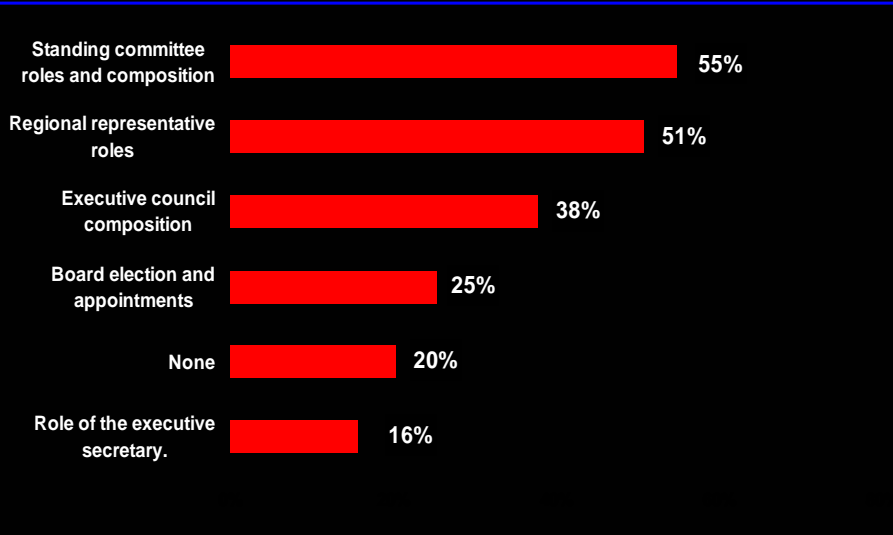
1.0 Which functions and initiatives should the WATA focus on over the next several years?



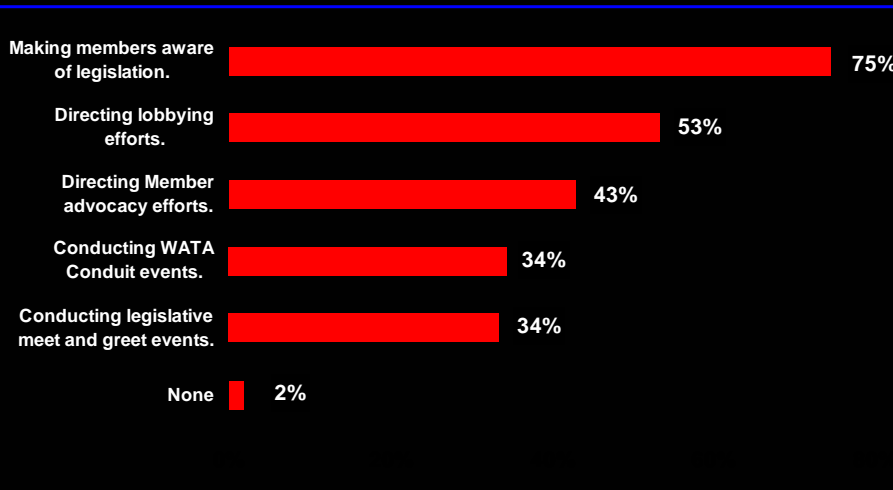
1.0 Which functions and initiatives should the WATA focus on over the next several years? (continued)



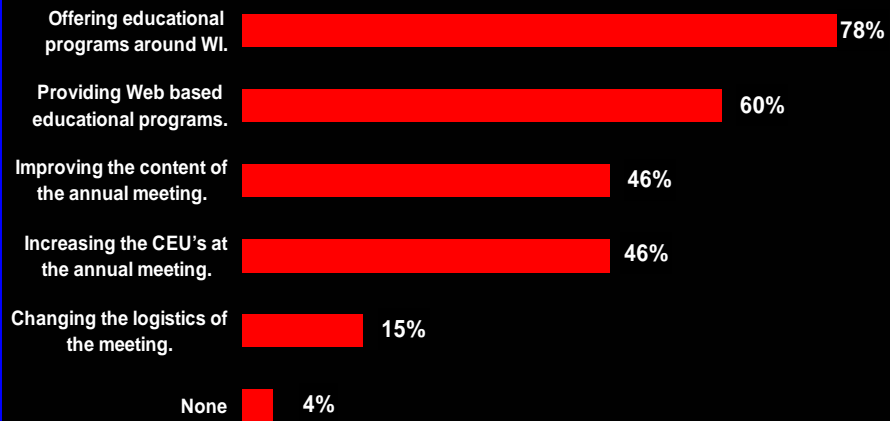
2.1 Function: WATA Governance Specific Initiatives



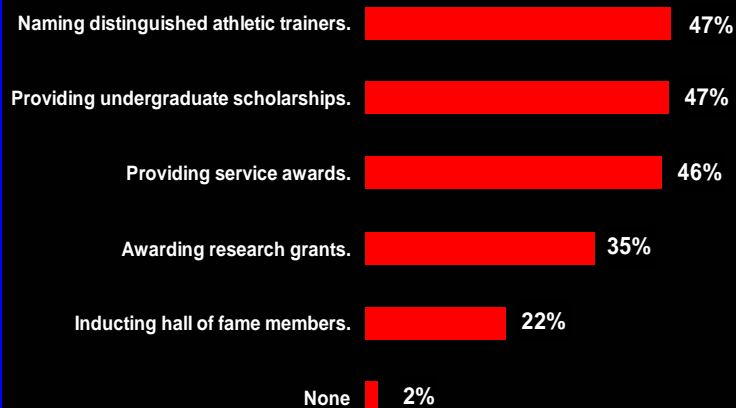
2.2 Function: Legislation Specific Initiatives



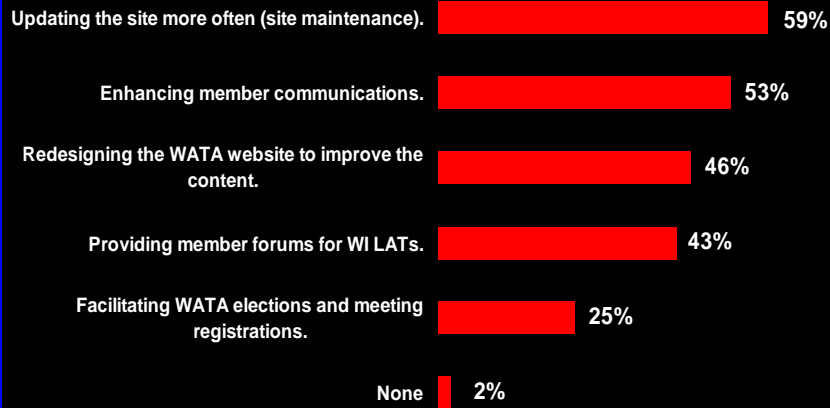
2.3 Function: Continuing Education Specific Initiatives



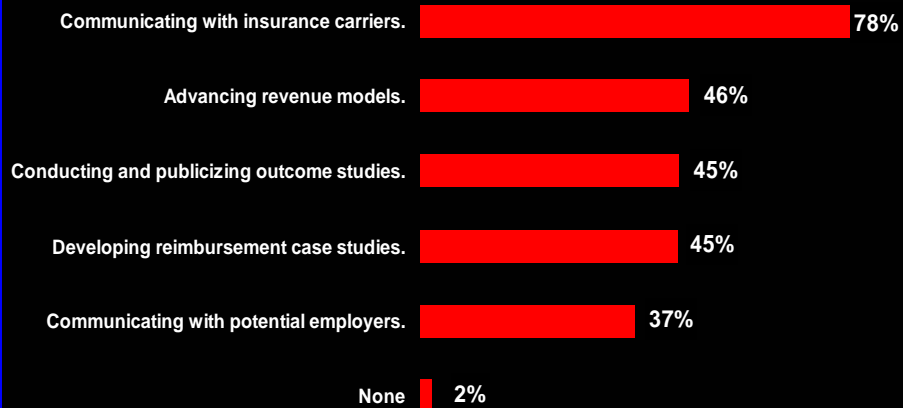
2.4 Function: WATA Awards Specific Initiatives **



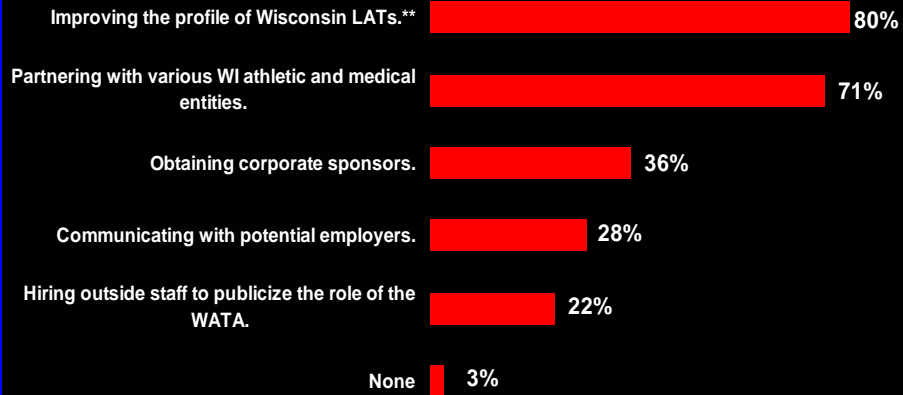
2.5 Function: WATA website Specific Initiatives



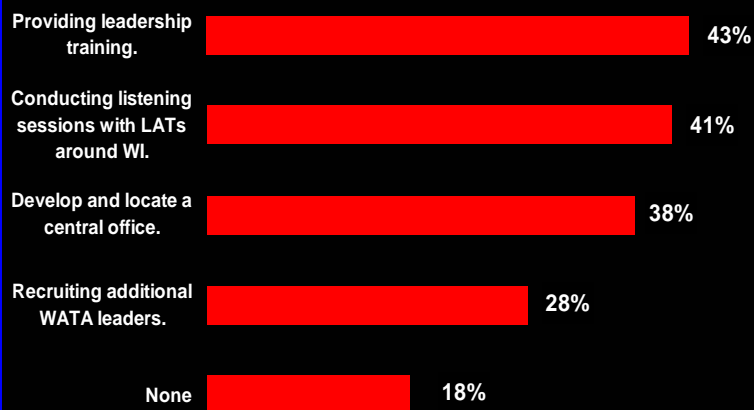
2.6 Function: Reimbursement Specific Initiatives



2.7 Function: Public Relations Specific Initiatives



2.8 Function: Miscellaneous Services Specific Initiatives **



Open Ended Responses

(all are included)

3.1 What other roles you would like to see the WATA pursue?

3.2 Is there anything else you would like the WATA Strategic Planning Task Force to know prior to the initiation of this process?

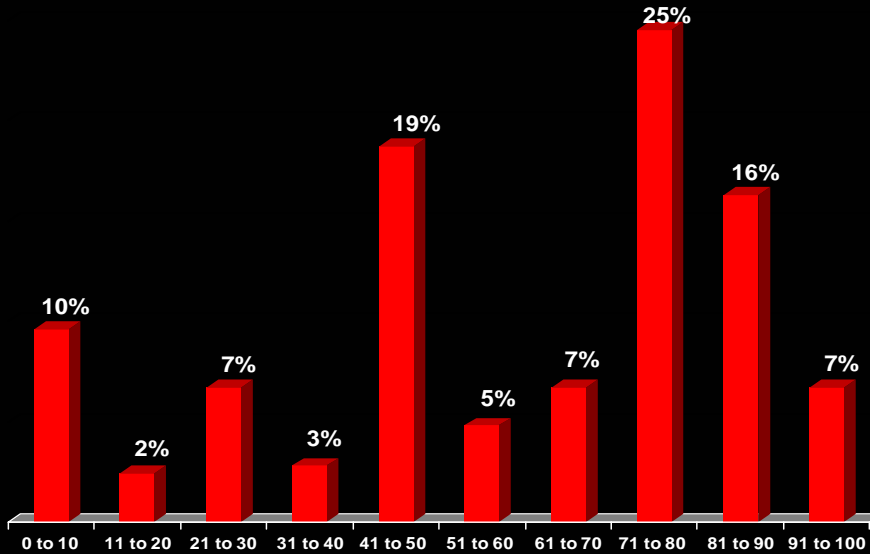


4.0 What is the value of the WATA to your professional career? (SANE Score)

	N = 208
Range	0 to 100
25 th %	50
50 th %	70
75 th %	80
Mean score (SD)	60.4 (19.1)

4.1 Distribution of responses for:

“What is the value of the WATA to your professional career?”



Discussion

1. Surveys are “a snapshot in time...”



2. Limitations: Demographic information of the respondents was not collected.



3. Results are open to interpretation..... Remember the worm in the vodka!



Identifying common themes....

- 1 Improving the profile of Wisconsin LATs.
- 2 Offering additional educational programs around Wisconsin.
- 3 Making members aware of upcoming legislation.
- 4 Communicating with insurance carriers.
- 5 Partnering with various WI athletic and medical entities.
- 6 Providing Web based educational programs.
- 7 Updating the WATA Website.
- 8 Standing WATA committee roles and composition.
- 9 Directing lobbying efforts.
- 10 Enhancing member communications.

Initiative: Improving the profile of Wisconsin LATs.



3. Making members aware of upcoming legislation.



4. Communicating with insurance carriers.



5. Partnering with various WI athletic and medical entities.

9. Directing lobbying efforts.



Function: Continuing Education



2. Offering additional educational programs around Wisconsin.



6. Providing Web based educational programs.



7. Updating the website more often.

10. Enhancing member communications.



Function: Reimbursement



1. Improving the profile of WI LATs.
3. Communicating with insurance carriers.
5. Partnering with various WI athletic and medical entities.



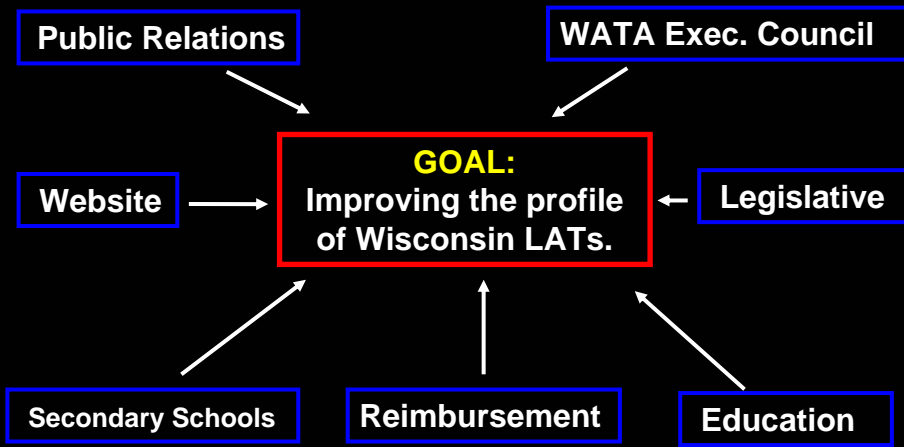
9. Directing lobbying efforts.



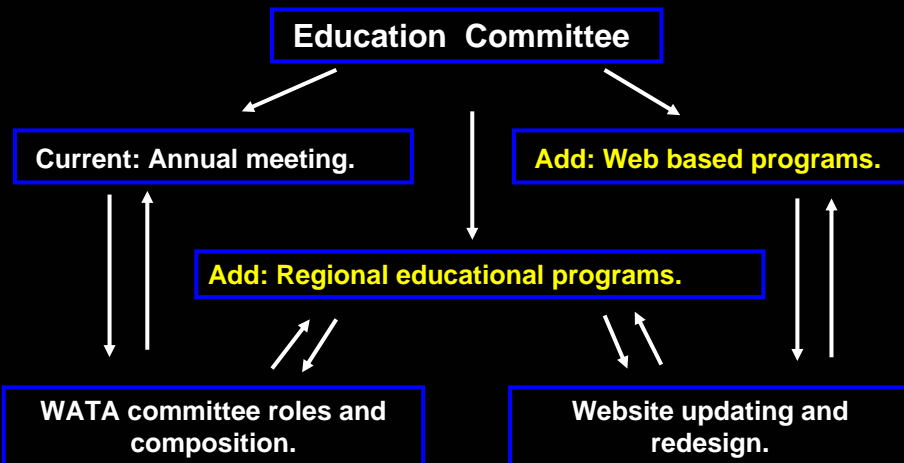
10. Enhancing member communications.



WATA Committee integration for a specific goal.



**Function:
Continuing Education**

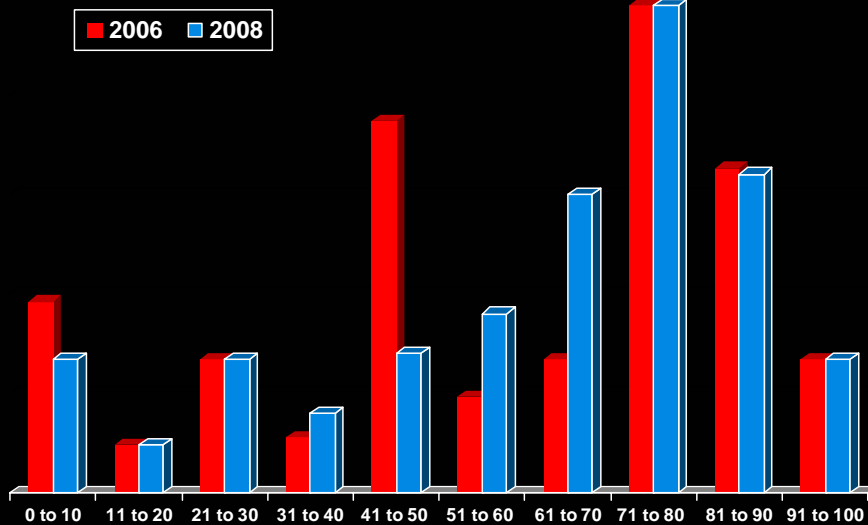


Conclusion (In the future...)

1. Realize that this survey is a first step to assessing the desires / needs of the membership.
2. Collect follow-up information at regular intervals.
3. Consider additional methods for obtaining feedback.
(*Focus groups, Listening sessions, F2F, Nominal Group Process, Key informant interviews, Member forums*)
4. Future surveys...
 - a) Contract with a reliable electronic survey provider.
 - b) Make sure the population are LATs you actually want to sample.
 - c) Obtain demographic information on all respondents.
 - d) Consistent use of evaluation questions.



"What is the value of the WATA to your professional career?" (Distribution of the SANE score)



Thank You



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