



WISCONSIN ATHLETIC
TRAINERS' ASSOCIATION

Wisconsin Athletic Trainers' Association

***Strategic Plan
2007-2012***

Spring 2007

Wisconsin Athletic Trainers' Association, Inc.

Strategic Plan Overview

Mission of WATA

Improve the quality of healthcare for the physically active in the state of Wisconsin by the promotion and advancement of the athletic training profession and the licensed/certified athletic trainer.

Vision for 2012

1. Establish a Comprehensive Marketing Strategy that Enhances the Professional Image of the Athletic Trainer in Wisconsin.
2. Secure Third Party Reimbursement that is Consistent with Other Allied Healthcare Providers in Wisconsin.
3. Expand Educational Opportunities
4. Establish a Central Location with Paid Staff
5. Streamline our Governance and Organizational Structure and Establish a System of Accountability
6. Enhance Governmental Affairs Initiatives at All Levels.
7. Create New Sources of Revenue

Strategies

The strategies that will enable us to move toward this vision include:

1. Partnering
2. Professionalization of WATA Staff Services
3. Provide a Significant increase in Professional Development Services

FY 2007-2008 Annual Goals

Goals are set and updated each year focused on the Vision for 2012. Following are the goals set for 2007-2008. Each vision theme has a point person or point committee. The accountable entity is not charged with doing all the work, but rather works to:

- Ensure that the goals are moving forward
- Connects with others where it makes sense
- Seek additional resources if needed
- Communicate progress

These goals follow the fiscal year to help ensure that the operating budget is in alignment with the established goals.

Vision Theme # 1

Establish a Comprehensive Marketing Strategy that Enhances the Professional Image of the Athletic Trainer in Wisconsin

Accountable Entity: WATA Public Relations Committee

- Launch an updated and enhanced WATA web presence
- Develop and enhance relationships with media contacts
- Enhance relationships, and consider liaison appointments with other professional healthcare associations and other groups that promote a healthy and active lifestyle
- Increase overall WATA membership and maintain the percentage of athletic trainers in Wisconsin that are members of the WATA.
- Develop a WATA member tool kit for members to utilize for public relations activities
- Investigate trade marking of the WATA logo
- Administer a focused annual member survey to engage membership

Vision Theme # 2

Secure Third Party Reimbursement that is Consistent with Other Allied Healthcare Providers in Wisconsin

Accountable Entity: WATA Reimbursement Committee

- Develop policies and establish budget procedures for time spent on WATA reimbursement committee activity
- Publicize outcome data to entities that are essential to the achievement of third party reimbursement
- Investigate the utilization of legal services with experience in fair trade law within the health insurance industry
- Conduct meetings with the top five entities and organizations determined to be the most critical to success
- Increase communication with third parties
- Initiate a multi-faceted approach to continuing education of employers of athletic trainers.

Vision Theme # 3

Expand Educational Opportunities

Education Programming Development Task Force

Chair: Jill Murphy

Composition: 5-6 chair appointed members and 2 at large members

- Recommend plan to increase educational opportunities which insures that 25 CEU's are available annually. All CEU's could be potentially obtained through the WATA is this is achieved.
- Consider expansion and future format of the WATA Annual Meeting (eventually to provide 16 CEU)
- Consider the creation of a WATA sponsored winter learning event
- Consider educational opportunities in conjunction with the WATA Golf Outing
- Consider the feasibility of 1 annual educational event in each region
- Provide a list of educational opportunities available in the Midwest
- Investigate on-line CEU opportunities as a revenue sources for WATA
- Initiate an annual student/educational meeting with the student education committee

Vision Theme # 4

Establish a Central Location with Paid Staff

Accountable Entity: WATA Management and Revenue Development Task Force

Chair: Brad Sherman

Composition: 5-6 chair appointed members

To include these charges but should not be limited to them:

- Consider the future of the current WATA Executive Secretary position
- Identify and prioritize responsibilities that paid staff and/or contracted services should accomplish
- Determine the available options for the creation of a central office and the overall feasibility of having this occur
- Establish what can be accomplished by volunteers and what should be outsourced

Vision Theme #5

Streamline our Governance and Organizational Structure and Establish a System of Accountability

Accountable Entity: Governance and Committee Structure Task Force

Chair: Holly Schmies

Composition: 5-6 chair appointed members and 2 at large members

- Recommend a committee structure that is in alignment with the strategic plan. This structure must maximize effectiveness, minimize redundancy, and insure accountability
- Establish a Strategic Implementation Team and a plan to insure the implementation of the strategic plan
- Consider the financial feasibility of holding key committee meetings (face to face) two times per year, once at annual meeting and one other time at WATA expense
- Recommend the reporting structure, directions, goals, and charges for committee per strategic plan
- Develop a plan to improve communication of committees and increase regional representation
- Consider addition a public board member to the WATA Executive Council
- Consider initiatives to improve student involvement in committees when possible and feasible

Vision Theme # 6

Enhance Governmental Affairs Initiatives at All Levels.

Accountable Entity: WATA Legislative Committee

- Consider proposing amendments within the current state practice act
- Consider proposing legislation that advances the mission of the WATA and the profession of athletic training in Wisconsin
- Expand the legislative committee composition to represent our geographical regions and employment settings
- Increase overall legislative involvement in Madison and across the State of Wisconsin.
- Establish a grassroots effort in support of federal CMS recognition.
- Support legislation that is consistent with our mission and supports the effective delivery of healthcare
- Engage other healthcare professional organizations and business entities in the legislative arena
- Establish a conduit with an average balance of \$15,000.00 and distribute \$10,000.00 over a two year cycle
 - Improve education of membership with respect to the Conduit
 - Initiate campaign to increase contributions so that 50% of members are contributing
 - Increase ease of payment for membership
 - Create list of contributors and expand contribution levels
 - Determine events targeted for securing funds

Vision Theme # 7

Create New Sources of Revenue

Accountable Entity: WATA Management and Revenue Development Task Force

Chair: Brad Sherman

Composition: 5-6 members

- Develop a Financial Strategic Plan that supports our strategic initiatives
- Identify potential corporate sponsors and sponsorship packages.
- Consider development of continuing education revenue as an additional revenue stream.
- Consider the impact of future dues increases
- Consider the utilization of special assessments when necessary
- Investigate licensing fees for the WATA trademark
- Consider elimination of job postings vs. charging for them