

<b><u>Strategic Goals</u></b>	
	February 17, 2019
<i>1. Enhance our international contribution to the optimal health care of physically active populations</i>	
<i>1.1. Lobby international organizations to promote awareness of WFATT and its member organizations</i>	<ul style="list-style-type: none"> <li>• Review the membership criteria and possible contact individuals from the IOC and FIMS. This action will be more medium to long term pending more organizations joining the WFATT</li> </ul>
<i>1.2. Grow membership</i>	
<i>1.2.1. Increase the number of members in each category to extend our reach and contact</i>	<ul style="list-style-type: none"> <li>• Ono College in Israel has joined as an academic Institution</li> <li>• Academic institution committee established</li> <li>• Academic recruitment campaign launched at NATA ATEC meetings Feb 15-17</li> </ul>
<i>1.3. Develop and support our emerging markets</i>	<ul style="list-style-type: none"> <li>• Ongoing working relationship with Jordan to upgrade current sports therapy personnel and establishing an academic program and professional organization</li> <li>• Pan Hellenic Athletic Training preparing application documents for membership</li> <li>• ATC's in China working towards an organizational structure to membership requirements for the WFATT</li> <li>• Responded to initial correspondence in India</li> </ul>
<i>1.4. Engage our membership to promote the profession and WFATT within their jurisdictions</i>	<ul style="list-style-type: none"> <li>• New Website</li> <li>• Twitter, Facebook, LinkedIn and Instagram accounts</li> <li>• Request to have WFATT prominently displayed on member websites</li> <li>• Member engagement in soliciting</li> </ul>

	<p>committee member selections</p> <ul style="list-style-type: none"> <li>• Plan to create on-line polls to engage membership</li> </ul>
<i>2. Provide leadership and expertise to advance education</i>	
<i>2.1. Implement the education program guidelines</i>	<ul style="list-style-type: none"> <li>• Completed. May need to be reviewed and updated</li> </ul>
<i>2.1.1. Finalize, ratify and implement the process</i>	<ul style="list-style-type: none"> <li>• Currently provided to the Jordanian Olympic Organization as part of their initiative to enhance their Sport Therapy capacity</li> </ul>
<i>2.1.2. Generate whitepapers and marketing materials</i>	<ul style="list-style-type: none"> <li>• Created an Education and Research committee</li> </ul>
<i>2.1.3. Identify and recruit candidate programs</i>	<ul style="list-style-type: none"> <li>• Academic recruitment campaign initiated at ATEC conference in Dallas Feb 15/19</li> </ul>
<i>2.1.4. Promote participation in the Mutual Recognition Agreement process</i>	<ul style="list-style-type: none"> <li>• MRA guidelines and invitation to participate on WFATT Website</li> <li>• Request articulated cooperation in the new MRA terms of reference</li> </ul>
<i>2.2. Continue to offer a World Congress</i>	
<i>2.2.1. Create a World Congress committee</i>	<ul style="list-style-type: none"> <li>• Mandated World Congress to a WFATT executive committee</li> <li>• Created an Academic and Research Committee to assist with organizing abstract and poster sessions at world congresses</li> </ul>
<i>2.2.2. Participate in the creation of the theme and content for the congress</i>	<ul style="list-style-type: none"> <li>• Currently working with the 2019 Host society (JATO)</li> <li>• Promoting a call for applications for 2021 World Congress</li> </ul>
<i>2.2.3. Assist with networking regarding speakers</i>	<ul style="list-style-type: none"> <li>• Encouraging speaker sponsorships by our members for the 2019 World Congress.</li> <li>• Current sponsors include: <ul style="list-style-type: none"> <li>○ NATA</li> <li>○ CATA</li> <li>○ ARTI</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ BASRaT</li> <li>○ JATO</li> </ul>
<i>2.2.4. Investigate financial partners and affiliates to enhance revenue generation</i>	<ul style="list-style-type: none"> <li>• Mueller committed to ongoing sponsorship</li> <li>• Mueller provided additional sponsorship for 2019 World Congress</li> <li>• Mueller assisting with discussions with other potential corporate sponsorship</li> </ul>
<i>2.2.5. Engage the media to deliver the theme of the congress, and to promote WFATT and the host organization</i>	<ul style="list-style-type: none"> <li>• Will discuss with host society of the 2019 World Congress (JATO)</li> </ul>
<i>2.3. Establish effective use of electronic and social media to exchange information among members</i>	<ul style="list-style-type: none"> <li>• New Website</li> <li>• Enhanced use of Twitter, Facebook, LinkedIn and instagram</li> <li>• Approved two pilot blogs with The WATTS Podcast group</li> </ul>
<i>2.4. Facilitate collaboration and dissemination of research</i>	<ul style="list-style-type: none"> <li>• Created an Academic Institution Committee</li> <li>• Initiating academic institution membership drive</li> <li>• Investigating a partnership with a study abroad organization</li> </ul>
<i>2.5. Facilitate faculty and student exchange programs</i>	<ul style="list-style-type: none"> <li>• Investigating a partnership with a study abroad organization</li> </ul>
<i>3. Develop a representative governance structure that engages our members</i>	
<i>3.1. Conduct a Bylaws review</i>	<ul style="list-style-type: none"> <li>• New By-laws ratified and 2018 AMM</li> <li>• WFATT legally incorporated (in Canada)</li> <li>• By-law amendments prepared to be presented at 2019 AMM to comply with newly incorporation requirements</li> </ul>
<i>3.2. Assess membership categories as they relate to voting privileges</i>	<ul style="list-style-type: none"> <li>• New membership structure approved as part of 2019 by-laws</li> <li>• Amendment being prepared to allow for Allied Health professions</li> </ul>

	category (non-voting)
<i>3.3. Conduct a needs analysis and appropriately revise organizational structure and tasks</i>	<ul style="list-style-type: none"> <li>• New governance structure approved as part of By-law approved at 2019 AMM</li> </ul>
<i>3.4. Explore leadership development programs</i>	<ul style="list-style-type: none"> <li>• Secured a Directors and Officers Liability policy</li> </ul>
<i>4. Develop a sustainable funding model</i>	
<i>4.1. Review and make appropriate changes to membership categories and fees</i>	<ul style="list-style-type: none"> <li>• New Membership categories and fee structure approved as part of the By-law approved at the 2019 AMM</li> </ul>
<i>4.2. Grow membership to increase the revenue base</i>	<ul style="list-style-type: none"> <li>• Investigating membership opportunities in Jordan, Greece, France, Germany, Switzerland</li> <li>• Discussing membership possibility with ATC's working in China</li> </ul>
<i>4.3. Investigate and pursue external funding</i>	<ul style="list-style-type: none"> <li>• Seeking external corporate sponsors</li> </ul>
<i>4.4. Generate clear procedures for financial management and reporting</i>	<ul style="list-style-type: none"> <li>• Solicited the financial accounting and management services of the NATA</li> <li>• Approved a financial claim form</li> <li>• Drafted a draft budget template</li> </ul>
<i>5. Develop the values and principles representative of the WFATT</i>	
<i>5.1. Share knowledge and culture with respect for each country</i>	<ul style="list-style-type: none"> <li>• The 2019 World Congress in Japan will provide an outstanding educational, networking and cultural opportunity</li> <li>• Working with our EU partners to respect the new General Data Protection Regulation (GDPR)</li> <li>• Member Association profiles posted on the website</li> </ul>