

VISION

Athletic Trainers within the Southeast Athletic Trainers' Association will work at the top of their skillset in the practice setting that meets their professional goals and be able to deliver high quality, patient – centered health care services.

MISSION

The Southeast Athletic Trainers' Association serves the professional interests of athletic trainers and fosters advancement of athletic training in alignment with the mission of the National Athletic Trainers' Association (NATA). The NATA's mission is to represent, engage, and foster, the continued growth and development of the athletic training profession and athletic trainers as unique healthcare providers.

CORE VALUES AND GOALS

ADVOCACY

Elevate the value of Athletic Trainers (ATs) within healthcare and support State Association efforts to advance practice and regulatory oversight for ATs.

- Support State Association efforts by providing financial support and educational partnerships.
- Increase SEATA Membership by promoting the work of NATA
- Recognize members for their energy, passion, and contribution to advancing Athletic Training across SEATA

COMMUNICATION

Promote bilateral delivery of information and highlight the benefits of membership within SEATA.

- Share information from NATA about resources and support for members
- Promote efforts and accomplishments of members and state associations within SEATA marketing and promotion and share with NATA for distribution.

TRANSPARENCY

Reorganize financial oversight and dissemination of information related to SEATA operational and investment funds.

- Maintain fiduciary responsibility and accountability to the membership for all financial decisions
- Facilitate responsible use of membership funds to support members and state associations in alignment with SEATA's strategic goals and initiatives.

INTEGRITY

Develop governance documents, including reorganizing the infrastructure of SEATA, to support all members.

- Continually maintain and update our governance documents to reflect the growth and direction of our profession.
- Invest in and dedicate pathways for the development of future leaders within SEATA, NATA, and across the Strategic Alliance.
- Evaluate governance documents, external and internal branding and promote inclusivity of members across identity and work settings.

OPPORTUNITY

Support SEATA members throughout their career and provide resources for individual growth and professional development.

- Design educational programming that meets the expectations for continuing education requirements established by the Board of Certification (BOC).
- Identify resources for ATs to effectively meet demands of their work environment in alignment with the domains of practice established by the BOC.
- Share information to foster personal growth to meet the holistic needs of SEATA members throughout the phases of life and career.

NETWORKING

Cultivate an identity within SEATA that welcomes and energizes students, credentialed, and retired members.

- Connect members together to build a stronger professional community within SEATA.
- Create experiences which cultivate volunteerism and engagement within SEATA