



ATSNJ Vision: The vision of the Athletic Trainers' Society of New Jersey (ATSNJ) is to educate and inform the general public as to the role and function of an athletic trainer, and to encourage its members in advancing and improving the athletic training profession in all settings.

ATSNJ Mission:

The Athletic Trainers' Society of New Jersey Inc. (ATSNJ) embodies common goals in order to advance, encourage, provide a means for achievement, and improve the athletic training profession in New Jersey. In addition, we focus on ensuring that the best possible health care is available to the physically active population.

Strategic Objectives:

Communication – Improve communication to the membership and public.

- Utilize technology
- Connect the membership and public through social media, eblasts to membership
- Raise awareness and demonstrate an understanding of the athletic training practice act, rules and regulations, and requirements
- Develop strategies utilizing an Executive Director effectively and efficiently

Public Relations – Apply strategies to promote and educate about athletic training.

- Promote NATM
- Create press releases
- Educate and promote the athletic training profession
- Committee collaboration to increase awareness

Technology – Evaluate and Implement the use of technological tools as needed.

- President's Notebook
- Members Portal
- Article evaluation
- Social Media integration

Advocacy – Improve membership and public support for athletic training legislative efforts.

- Increase membership involvement in advocacy
- Educate members and the public about legislation and rules and regulations
- Advocate for member involvement in committees and elected positions
- Implement ways to revise and update the AT practice act to expand our role in the healthcare system

Membership – Improve and apply strategies for new member acquisition and retention.

- Utilize Public Relations for marketing to membership
- Engage Young Professionals Committee in the development of mentoring program
- Identify and increase opportunities for member involvement

Revenue – Identify and establish new revenue sources

- Develop strategies for establishing new relationships
- Expand corporate sponsorship opportunities
- Review all current revenue generating sources and modify based on value, need, and purpose