BOARD OF CERTIFICATION FOR THE ATHLETIC TRAINER

STRATEGIC PLAN

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Mission

Provide exceptional credentials and standards the public can trust

Vision

Lead credentialing excellence globally

Values

Exhibit **integrity** through transparency, honesty and accountability

Uphold **fairness** through quality credentialing standards and practices

Foster a devoted **service** culture through a commitment to exceed expectations

Promote **collaboration** through strong partnerships and diverse perspectives

Advocate

Strategic Priority #1

BOC generates advocacy partnerships and initiatives to enable certificants to maximize their abilities, ensuring patient-centered care in the face of shifting care models. This includes ensuring policy makers recognize the value of BOC certifications and the profession of athletic training.

A. Communicate the value of the BOC exam and certification as key components of regulation, licensure and employment as well as ensure policy makers understand the distinct difference between certified and non-certified practitioners.
B. Intentionally foster allied organization participation by recognizing and addressing barriers to ensure all have access to opportunities.
C. Keep Athletic Trainers (ATs) relevant and advancing their role(s) within health care teams to adapt to new care models.
D. Educate and assist employers/allied groups within all practice settings on how to maximize the skills and value of ATs.

Elevate

Strategic Priority #2

BOC advances the athletic training profession and promotes continued competence through innovative continuing professional certification (CPC), continuing education through BOC Approved Provider standards, quality high-stakes exams, contemporary practice analyses, international arrangement growth and recognized standards of professional practice for athletic training beyond the ATC® credential.

A. Provide innovative CPC programs, and effectively integrate the role of BOC Approved Providers.
B. Provide access to educational options that support life-long learning for ATs within their practice setting(s) of choice.
C. Create transportability of BOC certifications domestically and worldwide, expanding access.
D. Maintain appropriate rigor of BOC exams to ensure protection of the public.

Collaborate

Strategic Priority #3

BOC collaborates with industry organizations, partners and industry organization and partners to foster excellence and expand the reach and impact of the athletic training profession at the state, federal and international levels.

A. Maintain communication and interaction with AT regulators, the Strategic Alliance partners, International Arrangement (IA) partners, World Federation of Athletic Training and Therapy (WFATT) and other allied organizations to define and support the future direction of and continuing changes within the profession.
B. Maintain a strong commitment to relationships with Strategic Alliance partners, further clarifying our role in the profession.
C. Align and interact with organizations to expand the reach of the profession globally.

Protect

Strategic Priority #4

BOC's exams and certifications are accredited, and their processes are recognized domestically and globally as the industry standard of initial and ongoing competence, practice and responsibility.

A. Maintain and/or attain National Commission for Certifying Agencies (NCCA) accreditation.
B. Uphold adherence to the "Standards of Professional Practice" by certificants.
C. Ensure a clear pathway to achieve certification for candidates at a reasonable cost through a valid and reliable exam process.
D. Stay abreast of state licensure/regulatory practices that impact the AT profession.

Innovate

Strategic Priority #5

BOC innovates by focusing on the future, providing robust technology options for candidates and ATs, with the flexibility to access and maintain their professional certification at the highest standards.

A. Provide ATs with leading-edge ways to continue and enhance competence in a self-directed manner – as it relates to all aspects of their practice.
B. Supply ATs with a self-service credentialing product that supports them from exam candidacy through their AT career.

Sustain

Strategic Priority #6

BOC prepares for the future through financial and operational stability and a foresight culture.

A. Continue to endorse the value of financial stewardship, operational efficiency and transparency through the work done with our programs, volunteers and staff.
B. Integrate changes to effectively adapt to societal and environmental shifts.