

**BRAD SHERMAN
REGULATORY CONFERENCE**
(formerly CARE Conference)
Compliance and Regulatory Education:
Best Practices for Athletic Trainer Regulation



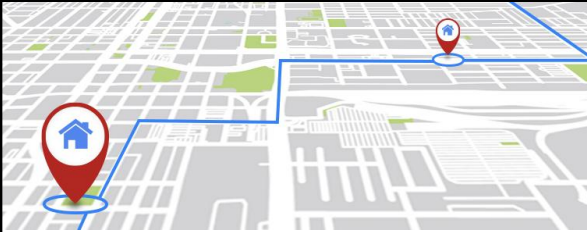
Strategic Planning for Regulatory Boards: Aligning Priorities with Public Protection

Veronica Meadows, CAE
Chief Strategy Officer
CLARB

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FOR THE ATHLETIC TRAINER

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Would you drive somewhere you've never been without directions?



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Benefits of Strategic Planning

- Direction and focus
- Improved decision-making
- Resource optimization
- Enhanced adaptability
- Stakeholder engagement and alignment

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Session Framework

Setting the destination

Planning the route

Adapting to change

Monitoring progress

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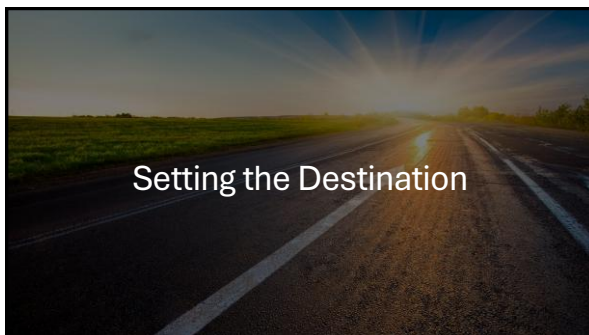
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Show of hands: Does your board
have a strategic plan?

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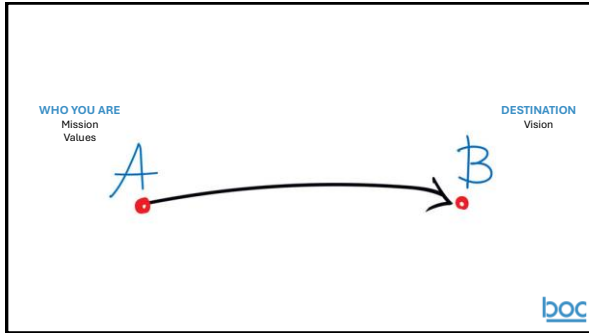
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Setting the Destination

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Setting the Destination



- **WHY** are you setting out on this journey, what is your **MISSION**?
- **HOW** will you get there, what **VALUES** will guide you?
- **WHAT** do you seek to accomplish? – **VISION**

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Why = Mission

Purpose

Value

Stakeholders

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How = Values

- Defines culture and identity
- Guides behavior and decision-making
- Shapes relationships and collaboration
- Attracts and retains talent
- Builds trust and reputation



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What = Vision



- Long-term goals and aspirations
- Innovation and adaptability
- Impact and contribution
- Market leadership and/or influence

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Example

Mission	Vision
• The State Board of [Profession] protects the health, safety and welfare of the public by establishing and enforcing the standards of practice for [Profession].	• People and communities are protected by ensuring the safety, sustainability, and integrity of the state's natural and built environments through the effective licensure and regulation [PROFESSION].

Values:

- **Fair and Equitable Practices:** We ensure that all licensees are treated fairly, applying rules and standards in a consistent, equitable and unbiased manner.
- **Defensible Standards:** Our licensing requirements are evidence-based, aligned with national standards and apply to all applicants.
- **Transparency in Action:** We commit to open processes, making our actions and decisions accessible to the public, ensuring clarity and inclusivity in all we do.
- **Continuous Learning:** We foster a culture of continuous learning and improvement, staying relevant and effective in our service to the public and our profession.
- **Proactive Leadership:** With deliberate intention, we approach our responsibilities with openness, foresight, and responsiveness to foster progress.
- **Trusted Resource:** We are a professional, approachable, and reliable resource, offering trusted guidance and support to our stakeholders and the public.

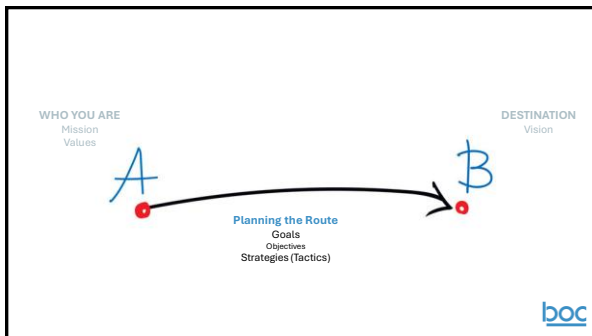
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Goals

Broad, long-term critical outcomes that are reasonable to achieve within a time frame and with available resources.



Objectives

Break down goals into more explicit directions by providing quantitative measurements.



Strategies (tactics)

Specific actions that will be taken to meet objectives and goals.

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Example Goals

- Standards:** Ensure that licensure standards are relevant, defensible, and adaptable to the evolving needs of the profession and public safety, providing multiple pathways to licensure that reflect progressive competency requirements.
- Education and Outreach:** Raise awareness of the critical role of [PROFESSION] on public health, safety and welfare with a focus on promoting the value of licensure to students and educating the public on their significance.
- Strategic Partnerships:** Strengthen our impact through strategic partnerships, fostering collaboration with key organizations to advance education, competency, and public awareness efforts that support the value of licensure.



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Example Objectives

Standards: Ensure that licensure standards are relevant, defensible, and adaptable to the evolving needs of the profession and public safety, providing multiple pathways to licensure that reflect progressive competency requirements.	Education and Outreach: Raise awareness of the critical role of [profession] on public health, safety and welfare with a focus on promoting the value of licensure to students and educating the public on their significance.	Strategic Partnerships: Strengthen our impact through strategic partnerships, fostering collaboration with key organizations to advance education, competency, and public awareness efforts that support the value of licensure.
- Licensure requirements are aligned with recognized national standards, ensuring consistency, mobility and protection of public health, safety and welfare. - Continuing education requirements are regularly reviewed and enhanced to maintain high professional standards and adapt to emerging practice.	- Students understand the pathway to licensure and the importance of licensure through targeted outreach initiatives. - Public awareness of the roles and responsibilities of licensed professionals is strengthened, enhancing trust. - Agencies with jurisdiction and related professions are informed about licensure requirements and the importance of standards in fostering coordinated practice.	- Collaborative partnerships result in the dissemination of public educational tools that underscore the importance of licensure. - CE offerings are advanced through partnerships, ensuring professionals remain informed of evolving practice standards.



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Small Group Discussion

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Identify one action that could be taken to make progress against one selected goal/objective.

Standards: Ensure that licensure standards are relevant, defensible, and adaptable to the evolving needs of the professions and public safety, providing multiple pathways to licensure that reflect progressive competency requirements.

- Licensure requirements are aligned with recognized national standards, ensuring consistency, mobility and protection of public health, safety and welfare.
- Continuing education requirements are regularly reviewed and enhanced to maintain high professional standards and adapt to emerging practice.

Education and Outreach: Raise awareness of the critical role of professions in public health, safety and welfare with a focus on promoting the value of licensure to students and educating the public on their significance.

- Students understand the pathway to licensure and the importance of licensure through targeted outreach initiatives.
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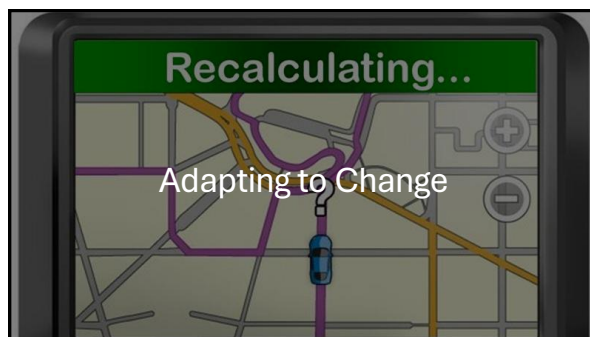
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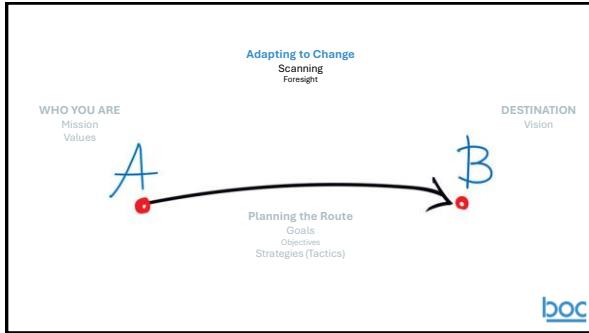
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Adapting to Change



Foresight = what drivers of change do you see coming that may have an impact on achieving your mission and goals.



Environmental Scan = understanding what is happening around you that has potential impact on achieving your mission and goals.

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foresight

noun [U]

US  / ˈfɔːr.sɪt / UK  / ˈfɔː.sɪt /

Add to word list

the ability to judge correctly what is going to happen in the future and plan your actions based on this knowledge:

- She'd *had the foresight* to sell her apartment just before the housing market collapsed.

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Environmental Scanning

Business & Economic

Technology, Science & Education

Social Values & Demographics

Legislative & Regulatory

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Environmental Scanning Exercise

Business & Economic

Technology, Science & Education

Social Values & Demographics

Legislative & Regulatory

- Identify 1-2 factors in each category that could have an impact on our example board.
- Identify a person to capture your responses and report out.
- We will share a few of your ideas with the larger group.

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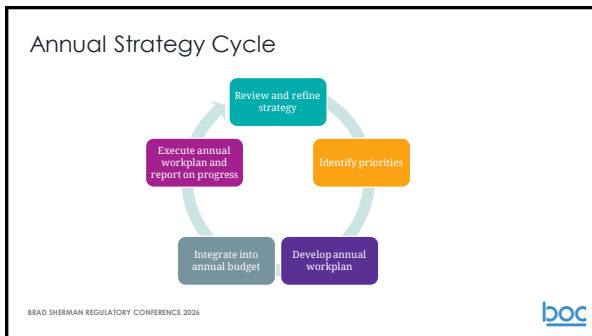


Report Out

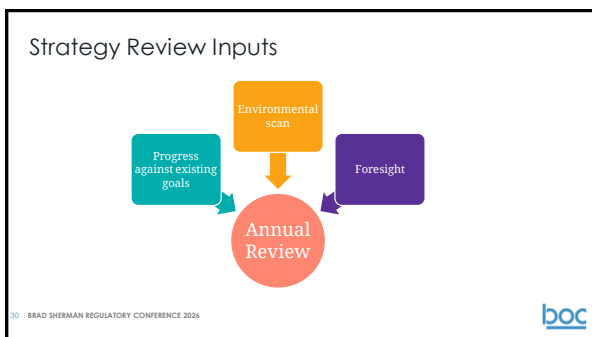
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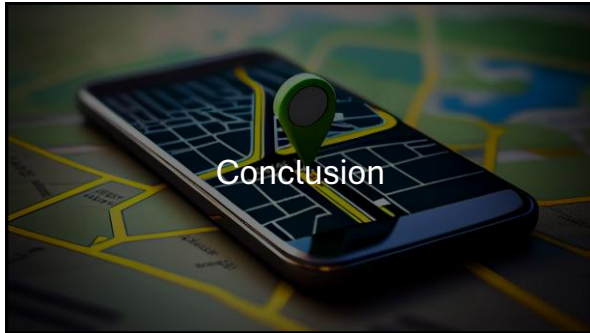
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Benefits of Strategic Planning

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"Strategic planning rooted in regulatory insight—
turning vision into action, strengthening public trust."



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