



### **Board of Directors Report – AGM 2021**

Like most things in 2020, many of the AATA's initiatives were put on hold for the majority of the year. With our membership being mandated not to work on two separate occasions, the Board spent much of the year trying to stay up to date on Alberta's COVID protocols, and endlessly following up with anyone that would listen about trying to get an exemption allowing Athletic Therapists to continue to provide in person care. The Board also decided to put a pause on our marketing initiatives until things stabilized a little bit more and when we finally started our online marketing campaign, the results have been extremely positive, and we are excited to see what the rest of 2021 brings.

### **Executive Liaison (Jacqui Sanderson)**

Jacqui has continued in her role as the AATA Executive Liaison in a contract position. Jacqui is the first point of contact for the public, and usually for members of the association as well. She was instrumental in getting the marketing committee operating and has acted as the link between our marketing group, Communicatto and the Board. Jacqui is also the one that is responsible for our regular mailouts, and most of the website updates.

### **Regulation in Alberta**

If 2020 did anything for Athletic Therapy in Alberta, it made every member acutely aware of the difference between regulated health professions and non-regulated health professions in our province. We were CC'd on multiple emails from members to their elected officials, pleading the case for Athletic Therapy. Seeing our members so motivated to advocate on behalf of our profession was extremely exciting, but we need this advocacy from members all the time to try and keep the awareness of Athletic Therapy in the forefront.

### **Advocacy and Awareness**

With our website being fully updated, we were finally able to start our paid awareness campaign. Communicatto developed a more public-facing micro-website that helps explain to the public what Athletic Therapy is, what we do, and how we can help. This public facing site also helps to get our member written blog posts out to the public. So far, members have been great at stepping up to write posts, but we are going to need new content on an ongoing basis. If you are interested in contributing, make sure to reach out to Jacqui or the Marketing Chair, LeeAnne. A huge shout out to LeeAnne, Ulkar and all the members of the marketing group/contributors for all their hard work.

Advocacy and Awareness will be an ongoing concern for Athletic Therapy in Alberta. We have our website as a place for the public to find us, regular posts and blogs for new information to keep us top of mind, and distribution through paid advertising and help from the membership on social media, with likes, shares, comments, etc. We need our message to get out to the general public so that when we do have the opportunity to push for regulation, the people we are pleading to are not hearing about us for

the first time. Our awareness campaign is the biggest financial undertaking that the association has made, and we need the help of every member to make sure that we are getting the most we can from it.

### **Finances**

Most of the AATA's long term investments are in equities, therefore our portfolio experienced the same drop as everyone else in March. For the same reason, we were able to experience the excellent returns in our portfolio over the last 12 months. Many associations keep their long-term investments in GIC's or bond funds to avoid these drops. But with these funds earmarked for very long-term projects, we are able to stay invested through these drops, and experience much higher returns than most member associations. Our long-term investments have performed very well and hopefully we can continue to let it grow until the day we really need it.

Starting a marketing and awareness campaign was an exceptionally large budget item. With the delay to the start of the plan in 2020, we were able to bring some of this budget forward into 2021 which helped with initial costs. Moving forward, if we are going to continue funding marketing projects at the same level, it will use a significant portion of our budget. These projects also require a significant time commitment from our Executive Liaison, and if we continue with our marketing plan, as well as to grow as an association, we will need to budget more for the EL position in the future. We have also been extremely fortunate to have the treasurer position handle all day-to-day accounting for the association. It would be prudent to plan for the time when this is too much for a volunteer role and will need to be passed on as well.

### **Bylaws, Objects, Policies & Procedures**

In a multi-year process, all our association documents have been updated and changed to reflect what the association actually does for its members. This was a huge undertaking and will serve the membership for years to come. Huge kudos to Chris Kucher for spearheading this project.

### **National/Regional Structure**

As announced by the CATA, the formal portion of the Federation Project concluded with an agreement that the CATA and regional associations will work together, but continue to be stand alone entities. The project continues with bimonthly meetings of the Presidents of all associations to explore how we can all work together more efficiently on different projects affecting all regions.

In summary, most of last year was a pause on many fronts. But the last few months have been extremely exciting, and we are looking forward to even more return on the awareness campaign. With at least 2 members retiring from their positions, and all 4 board members up for election this year, this will be a transitional year for the Board regardless of the outcome. We are also trying to expand the board to help distribute the workload, as well as assist with the transition process. We are always going to need members that want to help make decisions for the association, and this year we will need more than ever. If you are interested in joining the Board, or helping the association in any way, please make sure to reach out to any of the current board members.

AATA Board of Directors