



Board of Directors AGM April 2023
Report from Nicole Ainsworth - President
Reporting Period May 2022 - April 2023

To say this last year has been challenging would be an understatement. To take the helm of the ship during this tumultuous time has been a challenge but I have always been a passionate advocate for Athletic Therapy and this does not dampen that passion.

Since our AGM in May of 2022 the board has been busy trying to execute all the plans that we have been working on for the previous year. As a board we meet every month to keep our plans on track and discuss where we are at. We make all our decisions as a group and spend lots of time considering our actions and projects.

We started with working on the Letter of Intent sent from the CATA. There was lots of discussion between the board and our lawyers, and some meetings with the CATA. In the end the CATA decided to not go ahead with the Letter of Intent. We then refocused our time on the Education courses, we had already started reaching out to instructors and added some others that we wanted to bring in. We went over what we wanted for the monthly mingles and figured out how and when we wanted to present them. We have not had time to organize and present the monthly mingles as we wanted them, as unfortunately we have had other priorities to deal with. We really want to make these happen and get more AT's out for non-clinical learning and for social interactions. I also updated and recorded the welcome message to the MRU students that introduces them to the structure and purpose of the AATA.

In the middle of all of this we had some sports medicine teachers reach out to participate in the CTS High School Certificate program. We did not have all the materials to revamp this program and have had to shelve this issue to the 2023-2024 school year as we have not had the time or the manpower to dedicate to this program. This is something that we want to get up and running again and start to promote this in High Schools all over the province.

With the issues that we had in the 2021 renewal period the board decided to have Jacqui take on almost all the Treasurer role. As this was new to everyone on the board there were some learning curves. We have learned and have made some changes to streamline this process for next year. In the Fall the BOD agreed to renew Jacqui's contract till 2025. We have really benefited from her business knowledge and her ability to help us out with the tasks that need to be done.

With the CATA's decision to not enforce their Bylaws before the renewal period in December we had to spend a lot of time on what that meant for the AATA and how we wanted to move forward. Unfortunately, this took away from our work on other projects. The decision drastically affected our membership numbers, which affects our budget, and we had to make plans for all possibilities. We decided as a board that we need to focus on our members with everything that

we do going forward, which unfortunately means not focusing on the whole AT community. As of March 1st, we have 220 CAT(C), 11 students, and 3 LOA in our membership. This is down from last year, and since we do not have access to the CATA database, we don't know how many new members have been added since last year, so we can only guess what the number would have been without this decision.

In the new year, with our goals and focus on Alberta we planned a whole year of courses. We have started discussion with the instructors to come back yearly so that our members can continue to grow and develop as AT's. We currently have a Mental Health course, Visceral Manipulation, Advanced Knee Assessment, Muscle Energy, Vestibular rehabilitation, TMJ and Concussion, Graston, and FRC for this year. We will be scheduling courses for next year before the fall. We are excited to get courses up and running and are always open for input from the membership as to what courses they want to see. There will be more information in the Education report.

We have discussed adding more membership classes to open the AATA and increase the profile of the Association. This is something that we would like to bring to the membership for a discussion. The decrease in membership means that we must explore more options like this. We have had a super successful marketing campaign over the past few years. However, this takes up much of our budget. As a result of the decreased membership, we have had to step down our marketing efforts, starting in April, based on what our current budget can support. This is not a decision that we take lightly and we really want to be able to keep marketing our members and increasing the knowledge of Athletic Therapy in Alberta. As stated in our last letter, we had 61 direct referrals based on our marketing campaign. There will be more specific details in the Marketing report.

Our goal is to always grow AT and the awareness of AT. We have many projects that are in the works right now. We have reached out to the government to arrange a meeting with our liaison, we are just waiting for them to hire a new person into the position. Once that is finalized, we will set up a meeting to keep the government aware of us and what we can offer to health care in the province. We have multiple AT's working with AHS right now that have reached out to work with us on preparing our submission for that meeting. I wrote a letter to the government on how we can help Health Care. This was posted as a blog post, so many of you may have read it. We have also met with the Alberta Concussion Alliance and will be participating with their prevention campaign this year. We have been discussing and exploring ways to work with Cities and Sport Boards to demonstrate how AT's can play a role in easing the strain on our Healthcare system. We currently have a group working to mandate AT's with all AJHL teams.

Last year we had to focus a lot of our time and energies on the issues with the CATA and initiatives we wanted to run fell by the wayside as a result. As a board we made the decision that we do not want to do that anymore. Our priority is to our members and the growth and recognition of Athletic Therapy in Alberta. We have decided to focus our time and energy on projects that meet these goals. Going forward we will continue with the initiatives I have outlined and we are really excited for the next year and all the value that we can bring to our members.

We are always looking for more members to join our committees to help make them successful, as many hands make light work. If you are interested in helping in some way please reach out to any member of the board. As always if you have any questions, we are always happy to answer them, you can bring them to the Town Hall or reach out to the board personally.

AATA Executive